AFA Social Media
What we’re doing, and how we can help YOU!
Social Media is:
Web and mobile based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. It is the creation and exchange of user-generated content.
Social media goals:
1. Engage: give people the opportunity to interact
   - sharing news and resources for Air Force families, industry, and anyone who is interested in air, space, cyberspace, STEM or national security
   - Social media promotes and advertises upcoming events and highlights field successes
3. Drive membership and donations
How we use it:
• up-to-the-minute coverage at events (golf tournaments, breakfasts, Mitchell Hours, meetings)
• interactions with our fans (illustrate what AFA is)
• traffic to the expo floor and our booth at conferences
How do we do it? With a little creativity, time, and technology.

Let’s get started!
Social Media Explained: Lesson One

I am eating chocolate.

I like chocolate.

This is how I eat my chocolate.

My skills include eating chocolate.

Here’s a classic photo of my chocolate.

This was my chocolate eating experience.

Here’s a chocolate recipe.

This is how I rate my chocolate.

This is where I eat my chocolate.
• **What:** A site that allows users to interact with brands and “friends,” share photos and stories, play games and send messages

• **How We Use It:** Links to the blog, conference invites, share historical events (i.e., “Today in Airpower History”), share photos, advertise and promote events, share content not suitable for the Air Force Magazine

• **How You Can Interact:** Answer Questions (specifics about planes, service, general), “Like” us, comment and post photos, post on our wall, “share” our stories on your personal pages or to other groups

• **How We Can Use It To Help YOU:** we can advertise your meetings, awards, and events, which will reach our 10,000+ fans, and we can link to your chapter pages. Email either of the Cs if you ever have something you want us to post to our page for you!

[www.facebook.com/AirForceAssociation](http://www.facebook.com/AirForceAssociation)
“Huh. So Iran just friended us on Facebook ... Like, do I accept?”
AFA’s Facebook: ~10,293 fans, 28% female, 71% male, largest age group between 18-24

This is important: it reminds you that actions will be made as your page rather than a personal account

Profile photo

Cover photo

# of Fans and other apps
Adding a Cover Photo: Do This NOW

Hover over the bottom right corner of your current cover photo or blank area and click “Change Cover”. This will bring you to a list of options and allow you to reposition your photo choice.
New comments, likes, and posts from fans

Facebook Admin Panel

Notifications

Barbara Juanita Barnes commented on Air Force Association's status: "I was serving at this time. Met him when he came..." about a minute ago

Alan Zoller, Gene Snowden and 9 other people like Air Force Association's status: "Today in Airpower History, August 15,..." 15 minutes ago

Clifford Lorenz, Scott Martin and 40 other people like Air Force Association's status: "C'mon Airpower Advocates! We've been..." 28 minutes ago

Thomas C. Voigt, Gary Ruggles and 25 other people like Air Force Association's status: "Today in Airpower History, August 14,..." about an hour ago

New Likes

Tarass Boulba 4 hours ago
Rupun Chathuranga 5 hours ago
David Gallardo 9 hours ago
Taqi Khan 11 hours ago

Insights

Talking About This Reach

Page Tips

Advertise Your Page
Create ads to get more people to like your Page, or to promote a specific post.

When you hover here, it will give you a number
Further Insights

When you click “See All” in the Insights box on the admin panel, you’ll be able to see reactions to specific posts and better tailor your message to what your audience responds to! These can also be exported.
Planning Ahead: Scheduled Posts

Take the weekend off—plan your announcements ahead of time and take advantage of Facebook’s new scheduling option.

1. Click here!

2. Pick a year, month, date, and time for your post to go live.

3. Then click Schedule! All set.
What We’ve Discovered: Biggest Facebook successes? Photos, videos, and history
And sometimes, surprising successes
Rest in peace Neil Armstrong, a man who contributed so much as a pioneer in airpower and space exploration.

How about those B-1s?

Photo of the Day - B-1 takes charge!
Air Force Association

This pic is thanks to a friend of ours on vacation at the Kitty Hawk....the sheer happiness of flight!
Thanks @ Gretchen Agner

57 people like this.
12 shares

Tom Gordon Been there. Great vacation spot.
April 4 at 9:59am • Like

Moya E Morland Awesome! reminds me of our son when he was that age, now on his way to earning his wings in the United States Air Force!
April 4 at 4:47pm • Like

Write a comment...

Marine Corps DSTRESS Line
dstressline.com

Marine Corps DSTRESS Line is for Marines & Marine families. Get help with everyday stress.
Creating Your Own Successes: Pinning and Highlighting on your Timeline

If you select “Highlight”, your post will expand to the whole width of the page. This works best for horizontal photos.

If you select “Edit” you can reposition photos, hide and delete posts, or “Pin to Top” which will keep this post at the top of your Facebook page for a week.
Link Previews: Check picture and text

If you use links (and you should!), be sure to check that the display will show what you intended. Sometimes Facebook will pull the most accessible text and photo on the page—and often these are from ads.

You also can (and should) scroll through the thumbnail options to choose the most relevant (or none). If there’s no appropriate photo or logo, choose “No Thumbnail”.

You can highlight the preview text and paste in the first paragraph you mean to highlight, or a summary. Keep it short!
Chapters using Facebook
And the winner is....... Vanguard!
For being the most active, and using the Timeline format!

Please let me know if you have a page and I haven’t found it yet!
• **What:** A “micro-blogging” site, all tweets are 140 characters and can include links

• **How We Use It:** breaking news, real time conference coverage, links, feed from Facebook posts, quotes, etc.

• **How You Can Interact:** Tweet at us, use our event hashtags (example: #afaairspace) and tell us about your experience on the expo floor and in the symposium, RT our tweets, etc.

• **How We Can Use It To Help YOU:** We can advertise your meetings, awards, and events that will reach our 4,600+ followers, and we can link to your chapter pages and accounts to help give your chapters more visibility.

[www.twitter/AirForceAssoc](http://www.twitter/AirForceAssoc)
AFA’s Twitter: ~ 4,640 followers, many industry partners and media
WHAT HAVE YOU DONE IN YOUR LIFE?

DIDN'T YOU READ MY TWEETS?

I HAVEN'T TWITTERED SINCE YESTERDAY
I WILL LOSE FOLLOWERS. I HAVE TO FIND SOMETHING COOL.
"Sitting at the computer, thinking about my next tweet."

THE GENESIS OF A TWEET

Would it kill you to update your Twitter status if you’re going to stay out so late?

THE LAST JUDGEMENT - PART 9
What is a...

• **Handle**? (HINT: Not a Baroque composer)

• **Hashtag**? (and do they make a vaccine for it?)

[www.twitter/AirForceAssoc](http://www.twitter/AirForceAssoc)
What is a...

• **Handle**: Your twitter name, preceded by an @ (ex. @AirForceAssoc)

• **Hashtag**: A search and grouping tool, preceded by a # (ex. #afaairspace)

www.twitter/AirForceAssoc
• **Tweet:** 140-character microblog post (this includes spaces and punctuation)
• **Handle(@username):** This is your name on twitter
• **Mention:** Tweeting about another twitter user in your tweet (NOTE: there is an important difference between starting a tweet with a handle or imbedding it later)
• **Direct Message:** A private tweet, like an email, still with 140 characters
• **Retweet (RT):** Quoting another tweet (see examples of a straight RT or one with comments, also optional to start with a period)
• **Modified Tweet (MT):** Like much in the twitter world, this one is evolving. When RT someone, if you abbreviate or add your own commentary, you would mark it as a MT
• **Via:** A huge part of social media is sharing, so if you found a link somewhere, you will often cite it using via @username
• **Hashtag(#):** Placed in front of a word or phrase, this links to all other uses of that phrase, like a search tool. We use this for conferences mostly.
• **Follow Friday(#FF):** More sharing! This is used (not always to great success) to give a shout out to users you would suggest your followers also follow
• **Military Monday(#MM):** Much like #FF this has come into use to suggest military related accounts
• **Trending Topics:** These are listed on the left of your twitter feed, and based geographically give you an idea of what other people are talking about on twitter (sometimes these can be bought by advertisers, and will be marked as “promoted”)
Mentions, Hashtags and RTs
Benefits of Membership, in 140 characters...

opportunities to spread the word to interested parties on their preferred platforms!
Best Practices and Some Advice

Do:
- Check your spelling! Even after a tweet has been deleted, it still exists to whoever saw it, and possibly RTed it from their feeds. Tweets are forever (and kept in the Library of Congress files).
- Acknowledge mistakes. They happen, and we all have to have humor and humility about it.
- Respond to tweets and DMs!
- Be timely. The internet is always on, and people are always watching. Respond as soon as you can.
- Use the correct account (true story, I once accidentally tweeted about a restaurant from AFA rather than my personal account).
- Check your abbreviations! It’s best not to sound like a 12 year old girl (OMG BFF4eva!), or have to shorten things inappropriately (example: AirForceAss).
- Follow, Retweet, and mention accounts that relate to your own and they will do the same for you. This is how you can network with their audience.
- Check your links!
- Standardize! This includes language, logos, how you respond and RT, and if you decide to do signoffs.
- Widen your audience by starting a tweet with a period or a comment rather than a handle.
- Shorten your links (bit.ly).
Who to Follow

- Media and news sources (local!)
- Military accounts (including leadership, other organizations, and publications)
- Local businesses and companies
- Politicians (especially local)
- Your own members
- Local high schools for CyberPatriot
- AFA HQ
- Etc...
MAGIC: Link your posts!

Step 1: Open a browser and log into Facebook and Twitter in separate tabs (or windows if you prefer).

Step 2: In another tab, go to facebook.com/twitter
**Step 3:** Select your options  
**Step 4:** Save!
• **What:** The AFA blog

• **How We Use It:** Notes from the AFA President, sharing articles, celebrating history, content that’s too long for Facebook.

• **How You Can Interact:** Read, comment, and be a guest blogger! If there’s something in your chapter/community that’s important and interesting, it would be great to highlight on the blog. Email us if you’re interested or if there’s a topic you’d like us to have covered.

• **How We Can Use It To Help YOU:** We’d love to have chapter updates on the regular, as well as pieces on chapter history, influential members, etc.

[www.airforceassociation.blogspot.com/](http://www.airforceassociation.blogspot.com/)
Air Force Association Blog

The Air Force Association (AFA) is an independent, nonprofit organization promoting public understanding of aerospace power and the pivotal role it plays in U.S. national security. AFA educates the public through its publication (Air Force Magazine), national symposia, outreach programs and professional development seminars. The AFA blog highlights our events throughout the year, provides updates on what’s new in aerospace and aviation, and features weekly “Notes” from the AFA President and CEO.

Tuesday, August 14, 2012

Anniversary of Victory over Japan (V-J Day)

Today, we celebrate Victory over Japan Day, otherwise known as V-J Day, when the surrender of Japan effectively ended World War II. Though the official documents were not signed until September 2, 1945, the Allied nations celebrated across the globe.

The many celebrations did not just illustrate American sentiment on the surrender of Japan, but recognized the fact that the Second World War had effectively ended, taking with it half-a-decade of global conflict and loss of life.
Comments, Pictures, and Features

Post a Comment On: Air Force Association Blog

"Note from AFA President -- Final note"
5 Comments - Show Original Post
Collapse comments
1 – 5 of 5

Anonymous said...
Mike -- AFA, the USAF, and the nation owes you a debt. Your outreach programs to the Mitchell Institute have been immeasurable. We look forward to hearing your words of wisdom for years to come. You have been a very inspirational figure in our lives.

July 28, 2012 11:16 AM

Anonymous said...
Mike Dunn has been the consummate communicator, daily notes, his astute and meticulous observations on pertinent issues, challenged us to expand our horizons. He has dedicated each day in recruiting our efforts to protect the respectful families, and communities, and to ensure our security, prosperity, and democracy. Mike, thank you.

July 28, 2012 11:41 AM

Vance48 said...
Mike, yesterday marked 42 years since I joined the Air Force and the highlight of my career. Reading every note you sent out as AFA President was a daily ritual. That role should have been mandatory for every USAF member on active duty, in the Guard, in the Reserves, or retired from the service. I believe the Air Force was made a better place because of your work. You have been a true Total Force leader, Mike. Thank you. Col Aubrey Vance Renfroe, USAF (Ret), 1st Senior Reserve Forces Advisor to CINCEUR, USEUCOM.

THURSDAY, JULY 26, 2012

AFA Names 2012 National Teacher of the Year

Congratulations to Lori Bradner, an educator at the Central Florida Aerospace Academy of Kathleen High School Lakeland, Florida, who was recently named the 27th recipient of the National Aerospace Teacher of the Year Award.

WEDNESDAY, AUGUST 1, 2012

Guest Blogger: Project Constant Peg

This post was written by John Grainger, a student at the University of California, majoring in "Peace, War, and Defense", with a concentration in "Revolution of Warfare.

The project was an intriguing presentation by John T. Manclark, the Commandant of Air Force Test and Evaluation. The presentation was Project Constant Peg, a research program that involved performance testing for fliers and the subsequent use of those fliers in air-to-air combat training. Project Constant Peg was conducted at the Tonapah Test Range in Nevada from 1985 through 1987. The project was commissioned by Project Constant Peg consisted of the Mig-17 MiG-17 (NATO: "Fresco"), and MiG-23 (NATO: "Flogger"). Most of the "Fishbeds" because, as Mr. Manclark stated, that had proliferated the most. Mr. Manclark also iterated that there was a consensus among the pilots of the 4477th that the MiG-17 "Fresco" and MiG-21 "Fishbed" were excellent airplanes. The MiG-23 "Flogger," on the other hand, "...was a nightmare for us, the guys hated flying it... it was faster than anything we had but we were never comfortable in it."
• **What:** A LinkedIn Group—more professional

• **How We Use It:** Interaction with industry and professionals, members, conference updates

• **How You Can Interact:** Join the group, start a discussion, join a discussion, share articles, advertise and research jobs.

• **How We Can Use It To Help YOU:** Post local chapter events, discussions, and relevant articles.

**LINKEDIN Group: Air Force Association**
LinkedIn Group: 4,130 members
• **What:** a channel, and central online location for all of our videos

• **How We Use It:** To upload tribute videos to Air Force and aviation pioneers, videos on CyberPatriot, and videos of senior leadership speeches, etc

• **How You Can Interact:** Watch the videos and share them! Let us know (on Facebook or Twitter) if there are any other shareworthy videos you find.

• **How We Can Use It To Help YOU:** We can post videos from YOUR events! Email or mail us the videos and we will upload them!

www.youtube.com/user/AirForceAssocHQ
AFA’s YouTube Channel: 107 subscribers
And don’t worry…we haven’t forgotten our friends at the Air Force Memorial, Air Force Magazine and CyberPatriot!
Optimize Your Posts

• TIMING: social media visibility is shorter than the half life of radiation these days. We’ve heard that a tweet lives in a newsfeed anywhere from 2.5 seconds, whereas Facebook posts live for about 10 minutes. Thus, share when your content is most likely to be seen:
  • Twitter: 1-3 pm EST (especially on Mondays!)
  • Facebook: 9-11 am EST, 1-4 pm EST (especially on Wednesdays!)

This just makes sense. Catch people when they are online and engaging.
“You don't have to embrace social media for your business, but you should at least shake hands with it.”
Some ideas...

• Create a new leadership role in your chapter as a VP, Social Media—and award it to a younger member
• Post photos from events
• Link your Twitter feed directly from Facebook posts
• Retweet other accounts
• Advertise—especially with your Community Partners!
• Do your research. Use sites like mashable.com and find out what works best for you
Best Practices

• Be **honest**—when you make a mistake own up to it, and in a timely manner. Humility is a good trait.
• Be **concise**.
• Be friendly. If someone gives you a shout out, say thanks. If they ask a question, give them an answer.
• Be cautious—don’t get kicked out of the Olympics for being publicly racist (and just dumb)
• Be informative! Social Media is the **way of the future**. It’s how people are getting their news (I learned of Romney’s VP pick more than 12 hours early thanks to twitter, and of Osama Bin Laden’s death about an hour before President Obama’s announcement) and interacting with each other, so AFA will have to keep up!
• Update your page, or delete it. You don’t need to be on every site, but you do need to use the ones you have
• **Share** what you’re interested in: events, photos, community updates, interesting news. What do **YOU** like to look at online? (it’s ok if it’s cat videos)
• Photos—the new Facebook layout is perfect for highlighting **photos**
• Think **Mobile**
Where in the World are you reading your Air Force Magazine?
Reading in the office: great way to introduce our new leaders!
Who Knows What Will be Next??

THE HISTORY OF COMMUNICATION

I predict that in 170 years we’ll be able to send 140 characters at a time.

You’re kidding.

1836: The first telegraph was invented.
WE WANT YOU
to get and stay connected:
post, comment, follow, tweet, blog, view, share,
cetc.!
Get Connected, Stay Connected

@AirForceAssoc
@AirForceMag
@CyberPatriot

www.facebook.com/AirForceAssociation
www.facebook.com/AirForceMemorial
www.facebook.com/CyberPatriot

LINKEDIN Group: Air Force Association

www.youtube.com/user/AirForceAssocHQ
www.youtube.com/user/CyberPatriotAFA

www.airforceassociation.blogspot.com