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# **Openness and Information Sharing: Update on DoD Web 2.0 Policy**

**March 23, 2010**

**Ms. Michele Finley, Moderator**



# Openness and Information Sharing

DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004

## **Mr. Terry Davis**

DoD CIO Senior Specialist for Web and IbC Policy  
DoD CIO Management Services

## **Mr. Leslie Benito**

Director, Public Web  
Assistant Under Secretary of Defense Public Affairs

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Technology Strategist  
Public Web Directorate, Defense Media Activity



# Web Sites, Related Technologies and Internet-based Capabilities The Way Ahead



Brief for the Defense Technical Information Center  
Alexandria  
March 23, 2010

**Terry.W.Davis@osd.mil**  
**ASD(NII)/DoD CIO**



# Web Sites, Related Technologies, and IbC



DEPUTY SECRETARY OF DEFENSE  
1010 DEFENSE PENTAGON  
WASHINGTON, DC 20301-1010

FEB 25 2010

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Directive-Type Memorandum (DTM) 09-026 - Responsible and Effective Use of Internet-based Capabilities

References: See Attachment 1

**Purpose.** This memorandum establishes DoD policy and assigns responsibilities for responsible and effective use of Internet-based capabilities, including social networking services (SNS). This policy recognizes that Internet-based capabilities are integral to operations across the Department of Defense. This DTM is effective immediately; it will be converted to a new DoD issuance within 180 days.

**Applicability.** This DTM applies to:

- OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as the "DoD Components").



# Web Sites, Related Technologies, and IbC



## Four key actions constitute the way ahead



Establish an online knowledge portal to publish near-real-time guidance.



Establish the process to shape and sign terms of service with Internet-based capability (IbC) providers.



Publish Instruction 8460.aa, "Web Sites, Related Technologies, and Internet-based Capabilities," replacing Dec. 7, 1998, policy and codifying DTM 09-026.



Augment annual Information Assurance training and leverage additional training opportunities.



# Web Sites, Related Technologies, and IbC



## Near-real-time guidance:

- (1) **NIPR Intellipedia:** A knowledge portal to give discretionary guidance to Components on implementing the DTM. Most of the information that applies in the current draft guide will go here.
- (2) **DoD Social Media Hub in PA:** A publicly-accessible portal to provide guidance to individual users on how to interact on various IbC like Facebook. Will provide suggestions for how to set up the privacy settings, points to remember when interacting, etc.
- (3) **SIPR Intellipedia:** A SIPR version of Intellipedia to discuss details regarding the specific technical mitigation actions for protecting against malicious code, and overall risk assessments of new threats.



# Web Sites, Related Technologies, and IbC



DoD Internet Based Capabilities DTM:Guidance - Intellipedia - Windows Internet Explorer

Browser address bar: [https://www.intelink.gov/wiki/DoD\\_Internet\\_Based\\_Capabilities\\_DTM:Guidance](https://www.intelink.gov/wiki/DoD_Internet_Based_Capabilities_DTM:Guidance)

Browser menu: File Edit View Favorites Tools Help

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## (U) DoD Internet Based Capabilities DTM:Guidance

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**Contents** [hide]

- 1 Purpose
- 2 Introduction
- 3 Guidance on DTM Policy Statements
- 4 Intent of DTM
- 5 Official and Unofficial Use
- 6 Risk Mitigation and OPSEC
- 7 Additional Guidance
- 8 Service Specific IbC Guidance
- 9 External Links
- 10 (U) References

### Purpose

The purpose of this discretionary implementation guidance is to provide consistent guidance for implementing Directive Type Memorandum (DTM) 09-026: Responsible and of Internet-based Capabilities (IbCs) across the Department of Defense (DoD). This guide will assist Heads of Components in understanding the implications that Directiv their organizations and existing policies, and help them to develop processes for the responsible use of IbCs within their organizations.

### Introduction



# Web Sites, Related Technologies, and IbC



DoD Instruction 8460.aa will:

Codify DTM 09-026, “Responsible and Effective Use of Internet-based Capabilities,” in a new instruction that integrates the common and closely-related responsibilities, policies and procedures required in DoD Web and IbC management & administration.



Replace the well-worn “Web Site Administration Policies and Procedures” issued via DepSecDef Memorandum Dec. 7, 1998.





# Web Sites, Related Technologies, and IbC



1<sup>st</sup> phase of the SD106 process (“development”): Approach

- Incorporate the responsibilities and policies from the DTM into 8460.aa.
- Harvest and refine procedures from the draft “Implementation Guide,” including comments received so far – insert into 8460.aa.
- Adjust for emerging OMB policy (e.g., persistent tracking, privacy impact assessments).
- Continue to share in-progress drafts to provide community awareness and ad hoc collaboration opportunities.
- Reach out to key stakeholders and subject matter experts for review and adjustments prior to entering next phase.
- Enter the 2<sup>nd</sup> phase of the SD106 process (“precoordination”).





# Web Sites, Related Technologies, and IbC



Web operations are complex! There are over 40 DoD and Federal policy issuances that guide/regulate the many facets of unclassified Web operations. This page (est. 6/2007) is an attempt to capture and present the body of knowledge needed for successful unclassified Web operations.

- DoD WW Links
  - Combatant Command Policy Issuances
  - Defense Agency Policy Issuances
  - DoD Field Activity Policy Issuances
  - DoD Policy Issuances
  - JCS Policy Issuances
  - Laws & Other
  - Military Department Policy Issuances
  - OMB Guidance
  - DoDWebmasters Mailing List - Guidelines & FAQs

DTM 09-026, "Responsible and Effective Use of Internet-based Capabilities," was signed Feb. 25, 2010 as an initial set of responsibilities and policies needed to help move the Department to the consistent use of IbC. Those responsibilities and policies will be codified via incorporation in the forthcoming DoDI 8460.aa, "Unclassified Web and IbC Administration." Here's a draft copy (03/15/2010) with the IbC policy and responsibilities incorporated and ongoing work to include procedures specific to the use of IbC. I intend to update the copy here frequently as we will be improving the draft on a daily basis.

DoD WW Subject Reference

Accessibility



# Openness and Information Sharing

DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004 DoD Field Activity Since 2004

**Mr. Leslie Benito**

Director, Public Web  
Defense Media Activity

# DMA Public Web

## Overview

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For whom



# Secretary of Defense

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Communications Airmen meet to discuss career field's transformation

'Today's Air Force' features a farewell to the first CMSAF

Mobility Airmen, aircraft begin moving Strykers into Afghanistan 2

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**More AF Headlines** 5

Questions abound in cyber theater of operations, vice chairman says

**Ceremony honors 293 medical graduates**

June 8 airpower summary: B-1 targets IED factory

'AOR Week in Photos' highlights deployed Airmen in Southwest Asia

Report points to irregularities in Farah air strike incident

Employees strike at Vance 3

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CORONA yields personnel decisions, mission requirements 3

Research officials study energy harvesting for future unmanned aircraft

**Air Force Week Salt Lake City a success**

Air Force flight surgeons hand over training mission to Iraqis

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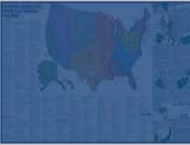
AF.mil Video < >



**Max Thunder**  
06/09/2009 - Airmen from Japan and Korea train with Korean forces as part of Exercise Max Thunder.

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**Spotlights**



D-Day 65th Anniversary

Air Force Blogs

**Air Force Facilities Map**


Airman Online

The Book 2009

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ENTEBBE, Uganda (March 28, 2009)



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DAILY NEWS UPDATE

ALL HANDS TELEVISION  
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Top Stories 2 April 2009

- ★ USS Nashville Visits Cameroon for APS Mission
- ★ Navy, Coast Guard Service Chiefs Sign Safe Harbor Agreement
- ★ CNO Visits Gulf Coast Shipyards
- ★ U.S. Fleet Forces Commander Answers Questions From Fleet
- ★ CNP Provides Update for Senior Enlisted Continuation Boards
- ★ MCPON's CPO Birthday Message: Anchor Up Chiefs
- ★ Acting SECNAV Announces FY08 Environmental Award Winners
- ★ Navy Completes Air and Ballistic Missile Exercise
- ★ Sailors Needing a Break May Consider Career Intermission
- ★ Boxer Supports International Counterpiracy Effort in Gulf of Aden
- ★ USS Hartford, USS New Orleans Undergo Extensive Assessments

Other Headlines All Hands Magazine

- Year of the Seabees, Civil Engineer Corps to Kick Off
- Naples Chiefs Celebrate 116 Years of Leadership, Heritage
- Sailors Bring Medical Care to Honduran Villages
- NCBC Gulfport Supply Department on the Move Again
- ICEX 2009 Offers Submarine Sailors Unique Training Environment
- eMentoring Helps Build Productive Relationships
- CNO Announces Flag Assignments



MCPON's CPO Birthday Message: Anchor Up Chiefs

On the occasion of the chief petty officers' 116th birthday, Master Chief Petty Officer of the Navy (MCPON) (SS/SW) Rick D. West sent the following March 30.

>> MOR

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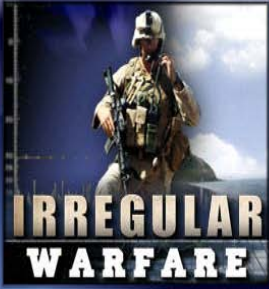
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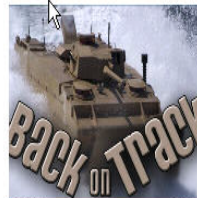
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Mechanics keep Motor T truckin'

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## SCRUB DOWN Base personnel suit up for response training



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#### Morale's in full swing; Marines pair camaraderie with an American pastime



The bat cracked, sending the baseball soaring into the outfield where a Marine's failed attempt to ...

#### The Saga of Raja



The Phoenicians, Carthaginians, Romans and Arabs respected its culturally rich civilization. Some o...

#### Marines train to be first-responders on front lines



American service members deploying to Iraq and Afghanistan continue to fight against a hidden enemy...

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### On-Air Highlights

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**1030 - Appropriations Hearing:** The Senate Appropriations Defense Subcommittee receives testimony on the Fiscal Year 2010 Budget Request from the Department of Defense. Scheduled witnesses include:  
- Secretary of Defense Robert Gates  
- Chairman of the Joint Chiefs of Staff, ADM Michael Mullen (Live)

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	MG James Milano 08 June 2009		VCJCS Gen James Cartwright 04 June 2009
	Around the Services 08 June 2009		This Week in the Pentagon 05 June 2009
	Recon: Military CSI June 2009		FNG: Episode 2 May 2009

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# Joint Chiefs of Staff

[www.jcs.mil](http://www.jcs.mil)

The screenshot shows the official website of the Joint Chiefs of Staff. At the top left is the Department of Defense seal, followed by the text "Joint Chiefs of Staff" in a stylized font. A navigation bar contains links for Home, News Stories, Speeches, Photo Essays, Videos, Biographies, About JCS, Links, and Contact Us. A left-hand menu lists various organizational roles and resources, including "Chairman", "Vice Chairman", "Assistant to the Chairman", "Assistants to CJCS NGRM", "Joint Chiefs", "Combatant Commands", "Joint Staff", "Biographies", "CJCS History", "News Archive", "External Links", "Joint Force Quarterly", "Joint Electronic Library", and "JCS Home". The main content area features a large image of Admiral Michael Mullen speaking at a podium, with a caption identifying him as the Chairman of the Joint Chiefs of Staff. Below this is a "TOP PHOTOS" section with a smaller image of Mullen and a text block describing his appearance at the 2nd Annual Tragedy Assistance Program for Survivors (TAPS) Gala. To the right of the main image is a "Chairman's Priorities" section with three bullet points: "Develop a strategy to defend our National interests in the Middle East", "Reset, reconstitute and revitalize our Armed Forces", and "Properly balance global strategic risk". Below the main image is a "TOP STORIES" section with a headline "Chairman Lauds Group for Work With Families of Fallen Warriors" and a sub-headline "Mullen Cites High Priority of Afghanistan-Pakistan Strategy". To the right of the top stories is a "LATEST SPEECHES" section with a list of recent speeches, including "Chairman of the Joint Chiefs of Staff Podcast" and "Tragedy Assistance Program for Survivors (TAPS) Gala". At the bottom right is a "LATEST PHOTOESSAYS" section with a link to "Tragedy Assistance Program for Survivors (TAPS) Gala March 31, 2009". On the far right, there are several promotional banners: "CAPSTONE CONCEPT FOR JOINT OPERATIONS", "Chairman's Podcast", "Chairman's Podcast Archive", "CJCS Guidance 2008-2009", "WARRIOR CARE WEB PORTAL WARRIOR CARE NEWS", and "TRAVELS WITH MULLEN CHAIRMAN, JOINT CHIEFS OF STAFF".

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**DoD Contracting Opportunities**

As part of the Recovery Act, DoD has identified over 4,000 construction, facility repair, and research projects. Information about related contracting opportunities is regularly updated by DoD to the www.fedscope.gov website. So businesses interested in contracting opportunities should visit that site to discover business opportunities.

- Apply for Federal Business Opportunities at | www.fedbizops.gov
- Learn more about navigating FedBizOps - July 16, 2009 (PDF)
- Learn step-by-step instructions for doing business with the DoD with the | Guide to DoD Contracting Opportunities
- Information about related contracting opportunities | DoD Unawarded Projects
- Program Overview - Ask a Question? | Link to Volunteer

**DoD American Recovery and Reinvestment Act of 2009 Supplemental Job Guidance**

The Department of Defense (DoD) is providing this information for American Recovery and Reinvestment Act (ARRA) funding recipients that is necessary to effectively implement the reporting requirements included in Section 1512 of the American Recovery and Reinvestment Act of 2009. The July memo issued by OMB (M-09-21 Guidance) indicates that prime recipients and sub-recipients are the owners of the data submitted. Recipients are to report on the amount of recovery funds received, a list of projects and activities for which the funds will be used, an evaluation of the completion stage of the project or activity, an estimate of the number of jobs created and/or retained by the project or activity, and details surrounding State and Local government investments in the project or activity. Due to the limited number of grants, recipients of Recovery Act funded grants are required to report directly to www.fedlearning.gov. Statistical memorandums will not be used for reporting jobs created and/or retained by the project or activity. Utilization of this online reporting tool will ensure standardized reporting compliance for the Department's Recovery Act funded grants. DoD expects all grantees to directly and comprehensively collect the job information for their projects, as well as the projects of any sub-recipients and vendors.

**Roadmap to Recovery: 2,300 Projects in the Next 100 Days**

By August 31, the Department of Defense (DoD) plans to have construction and facility repair projects underway in 49 states, plus Guam and the District of Columbia, using \$1.9 billion of Recovery Act funds. This means construction has started, not merely that a contract has been awarded. About 225 of these projects should be completed by Labor Day. These are roads, roofs, windows, and air conditioning systems that will be fixed in the first 100 days of the Recovery Act.

The 2,300 projects that will be underway by Labor Day are listed below by location:

AK	AL	AR	AZ	CA	CO	CT	DC	DE	FL
GA	HU	HI	IA	ID	IL	IN	KS	KY	LA
MA	MD	ME	MI	MN	MO	MS	MT	NC	ND
NE	NH	NJ	NM	NV	NY	OH	OK	OR	PA
PR	RI	SC	SD	TN	TX	UT	VA	VT	WA
WI	WV	WY							

**Roadmap to Recovery**  
DoD expects completion to under way by August 31, 2009

21.6 billion ARRA projects in 49 states, DC, and Guam

Click to enlarge

**LATEST FEATURES**

**AFGHANISTAN BUILDUP**

**LATEST NEWS**

**\$555 Million Expansion to Homeowners Assistance Program**

The Department of Defense (DoD) today announced details for the expansion of the Homeowners Assistance Program (HAP). Using \$555 million in funds from the American Recovery and Reinvestment Act (ARRA), the temporary program is designed to partially reimburse home sale losses in the following priority order:

1. Wounded service members relocating for treatment or medical retirement, and for the survivors of those who have died while on deployment.
2. Military and DoD civilians affected by the 2005 BRAC round, without the need (which existed under previous law) to prove that the base closure caused the local market decline.
3. Normal military permanent change of station (PCS) moves, or a temporary basis.

Special eligibility criteria for the temporary program expansion is available on the HAP website.

All active and former members of the Army, Navy, Marine Corps, Air Force, Coast Guard, as well as DoD civilians, who have sold a primary residence for a loss or are considering selling their home are encouraged to visit the HAP website in order to check specific program criteria, and if eligible, apply online.

THURSDAY, APRIL 02, 2009 Test: J.A.A.

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## INVESTING IN PUBLIC SAFETY

**Edward Byrne Memorial Justice Assistance Grant (JAG) Program\***

ESTIMATED STATE VS. LOCAL GOVERNMENT DISTRIBUTION OF FUNDS

On Friday, March 6, 2009, President Obama and Attorney General Holder announced the allocation of \$2 billion in funds from the American Recovery and Reinvestment Act to control crime and improve the criminal justice system.

\* The JAG Program allows state and local governments to support a broad range of activities to prevent and control crime and improve the criminal justice system.

SOURCE: Department of Justice

LEARN MORE

**Welcome to Recovery.gov**

The American Recovery and Reinvestment Act is an unprecedented effort to jumpstart our economy, create or save millions of jobs, and put a down payment on addressing long-neglected challenges so our country can thrive in the 21st century. The Recovery and Reinvestment Act is an extraordinary response to a crisis unlike any since the Great Depression. With much at stake, the Act provides for unprecedented levels of transparency and accountability so that you will be able to know how, where, and where your tax dollars are being spent. Spearheaded by a new Recovery Board, this Act contains built-in measures to root out waste, inefficiency, and unnecessary spending. This website, Recovery.gov, will be the main vehicle to provide each and every citizen with the ability to monitor the progress of the recovery.

**Recovery Act Opportunities**

A large number of opportunities are becoming available as federal agencies implement the Recovery Act. You can search, monitor and review grant opportunities at [Opportunities](#); contract opportunities at [FedBizOps.gov](#); and loan opportunities at [Go4ams.gov](#). To learn if you are eligible to receive government benefits, visit [GovBenefits.gov](#). Learn More.

**Featured News**

Wednesday, April 1, 2009  
**Recovery Board Issues update on Recovery Act Funds and Scams**

Wednesday, April 1, 2009  
**Department of Energy Inspector General Issues ARRA Special Report on Acquisition Workforce**

Wednesday, April 1, 2009  
**\$4 Billion in Stimulus Funds Available to Drive Education Reforms and Save Teaching Jobs**

Tuesday, March 31, 2009  
**Energy Secretary Chu Announces \$6 Billion in Recovery Act Funding for Environmental Cleanup**

Friday, March 27, 2009  
**U.S. Labor Department announces release of nearly \$207 million in unemployment insurance modernization incentive funds to New Jersey**

Thursday, March 26, 2009  
**Vice President Biden Announces \$250 Recovery Payments to Go to Social Security and SSI Beneficiaries in May**

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**Accountability and Transparency**

This is your money. You have a right to know where it's going and how it's being spent. Learn what steps we're taking to ensure you can track our progress every step of the way.

**Share your Recovery Story**

Tell us how the Recovery Act is affecting you. What's working? What isn't? We want to hear from you.

**State Progress and Resources**

Curious about the recovery progress in your state? Learn more about statewide recovery efforts here.

**Agency Progress and Resources**

We're bringing transparency and accountability to all areas of government. Learn about Recovery investments and grant programs at government agencies and departments.

# Blogging Platform (Beta)

The screenshot shows the DOD LIVE blog homepage. At the top, there's a navigation bar with 'Home', 'About', 'DOD Emerging Media', 'Contact Us', and 'Disclaimer'. Below that is a 'RSS: Posts Comments' link. The main header features the 'DOD LIVE' logo. A secondary navigation bar includes 'Armed with Science', 'Bloggers Roundtable', 'Chairman's Corner', 'DOD News', and 'Pentagon Channel'. A search bar is located on the right. The main content area is titled 'U.S. Army Bloggers Roundtable: "Adventurers of the Year"' and features a post from March 28, 2010, at 1:00 p.m. EDT, by Lt. Col. Marc Hoffmeister. The post discusses his journey from being severely injured in Iraq to successfully climbing Mount McKinley. There are social media sharing options for Facebook, Twitter, Email Alerts, and Podcasts. An 'Archives' section on the right shows posts from March 2010, February 2010, and January 2010.

The screenshot shows the ARMED WITH SCIENCE blog homepage. The header includes 'Home', 'About', and 'Subscribe' links, along with 'RSS: Posts Comments'. The main title is 'ARMED WITH SCIENCE' with the tagline 'Get Science!' and a 'Type and hit enter to search' bar. The content area features a 'Wednesday Webcast: The Junior Science and Humanities Symposium' with a video player and a '39' level indicator. Below this is a 'Hand Transplant' video player with a '6' level indicator. A 'VIDEOS: First Hand Transplant at Defense Department' section is also visible. The page includes social media links for Facebook, Twitter, Email, and RSS.

The screenshot shows the ARMY LIVE blog homepage. The header features the 'ARMY LIVE' logo with the tagline 'THE OFFICIAL BLOG OF THE UNITED STATES ARMY'. Navigation links include 'Home', 'About', and 'Contact Us'. A 'RSS feed' link is on the right. The main content area is titled 'Medical Mission in Honduras' and includes a video player showing a medical mission in progress. Below the video is a 'U.S. Army Blog Roll' section listing various Army-related blogs and organizations. A 'U.S. Army family of sites' section at the bottom lists Army home pages and social media profiles.

The screenshot shows the U.S. Air Force Live blog homepage. The header includes 'Home', 'About', and 'Contact Us' links. The main title is 'U.S. Air Force Live' with the tagline 'The Official Blog of the United States Air Force'. The content area features a story titled 'Story from USAFELive: First C-130 delivered to Poland' with a date of March 31, 2010. The story describes the delivery of a C-130 Hercules to Poland. Below the story is a 'Continuing Fargo flood coverage from Minot Air Force Base' section with a date of March 31, 2010. The page includes social media sharing options and a 'Follow the Air Force on Twitter' section.

The screenshot shows the The Coast Guard Compass blog homepage. The header includes 'Home', 'About', and 'Subscribe' links, along with 'RSS: Posts Comments'. The main title is 'The Coast Guard Compass' with the tagline 'you're reading-'. The content area features a story titled 'The Arctic and the Coast Guard- Part 1' with a date of June 9, 2009. The story discusses the Coast Guard's operations in the Arctic. Below the story is a 'Categories' section listing various topics like 'GUARDIAN OF THE WEEK', 'IN THE COAST GUARD', 'MARITIME MOBILITY', etc. The page includes social media sharing options and a 'Recent Comments' section.

The screenshot shows the DEPARTMENT OF DEFENSE SOCIAL MEDIA HUB homepage. The header includes 'HOME', 'ABOUT', 'FIND YOUR SERVICE', 'GAMES', 'VIDEOS', 'FAQ', and 'CONTACT US' links. The main title is 'DEPARTMENT OF DEFENSE SOCIAL MEDIA HUB'. The content area features a section titled 'The DoD Directive--type Memo 09-026: Why and What's Next' with a date of June 1, 2009. The section discusses the release of the new DoD Policy on new/social media. Below this is a 'Twitter Feed about DoD Social Media Policy' section. The page includes social media sharing options and a 'DOD Social Media Sites' section at the bottom.

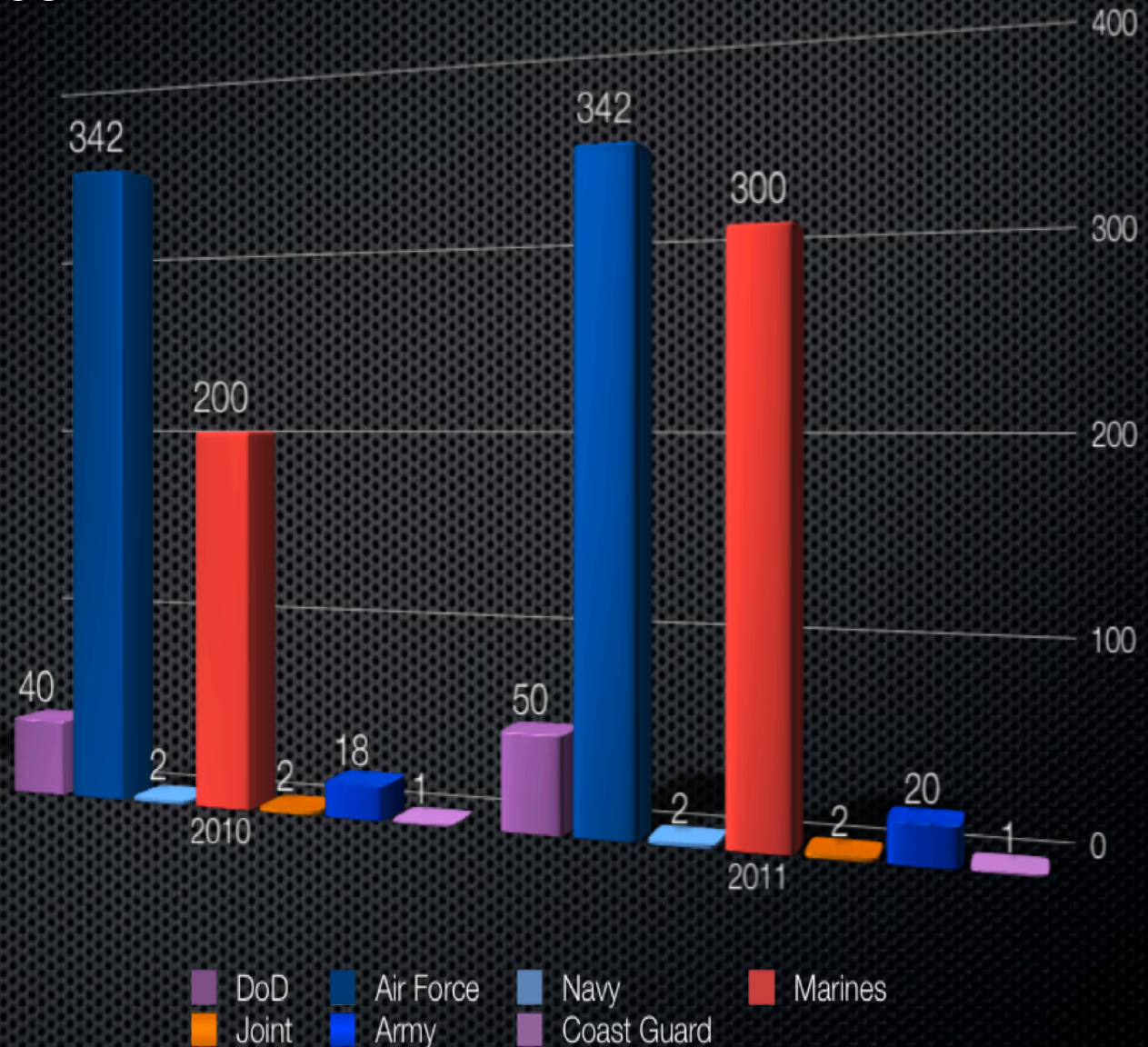


# Number of sites

Estimated numbers between now and 2011

Current Number  
430

2011 - 850 (est)



# Site Snapshot

- 430 distinct sites
- Sites receive an average of 4.4 million visits per day
  - Over 4000 content managers around the world
    - Direct support to content managers
- Blogger platform
  - 55 blogs live
  - More in development

# Enterprise Search

The screenshot shows the Department of Defense website's search interface. The search bar contains the text 'Gates' and the search button is labeled 'DoD Search'. Below the search bar, the results are displayed as a list of links, including 'Secretary of Defense Robert M. Gates' and 'Secretary of Defense Robert M. Gates'. The page is titled 'DoD Search Results' and shows 'Results 1 - 16 of about 9559 for Gates. Search took 0.87 seconds.'

The screenshot shows the Navy.mil website's search interface. The search bar contains the text 'gates' and the search button is labeled 'Search'. Below the search bar, the results are displayed as a list of links, including 'Navy NewsStand - Eye on the Fleet' and 'Navy NewsStand - Eye on the Fleet'. The page is titled 'Searched for gates.' and shows 'Next:'.

The screenshot shows the U.S. Air Force website's search interface. The search bar contains the text 'secretary of the air force' and the search button is labeled 'Search'. Below the search bar, the results are displayed as a list of links, including 'Air Force secretary visits Manas Air Base' and 'Air Force secretary visits Manas Air Base'. The page is titled 'Air Force Search' and shows 'Results 1 - 10 of about 20000 for secretary of the air force. Search took 0.18 seconds.'



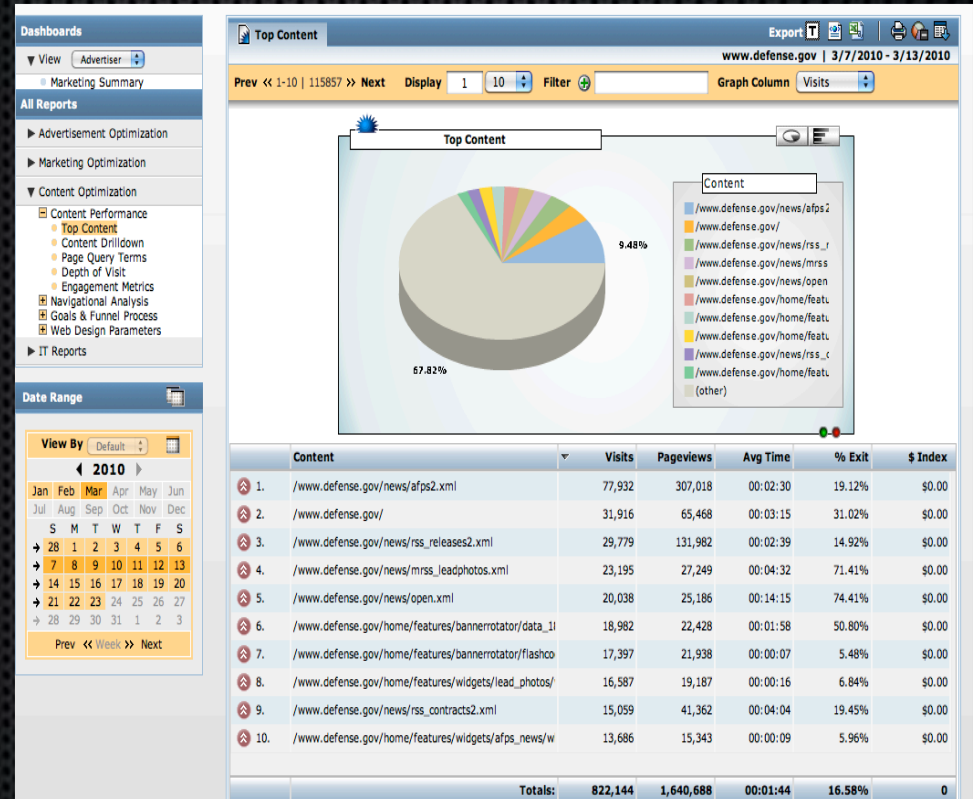
# Email Subscription Service

- Several hundred lists
- Millions of emails per month
- Setup
- Administration
- Support



# Web Analytics

- Analytics for all sites
  - Detailed results for tracking campaigns and microsites



# Research and Development



# DoD and Social Media

## A Public Affairs Perspective

Why Social Media?



# Remaining timely

- Social media sites and mobile technologies let civilians share information in near-real-time with potentially global audiences. DoD must be supplied with at least the same capabilities to ensure accurate information is released in a sufficient window of time.

twitter

Login Join Twitter!



U.S. ARMY

Hey there! US

Twitter is a free servi through the exchange simple question: What receiving USArmy's t



USA

"They can't t always there support." - S stress contro <http://bit.ly/>

about 1 hours ago via web

Some deployed service recuperationleave unde <http://bit.ly/bV98kV>

about 3 hours ago via web

Electric vehicles help F <http://bit.ly/cX343G> H Strong, Army Green?"

about 21 hours ago via Hoot

The military's only acca graduation after prepa <http://bit.ly/d5WaZz>

about 23 hours ago via Hoot

"The National Guard m says @thenatguard ch <http://bit.ly/9QWwUG>

5:48 AM Mar 22nd via web



UNITED STATES DEPARTMENT OF DEFENSE [www.defense.gov](http://www.defense.gov)



PRICE B. FLOYD ^PF Principal Deputy Assistant Secretary of Defense for Public Affairs @PriceFloyd

/DeptofDefense /ThePentagonChannel www.OurMilitary.mil http://SocialMedia.defense.gov

Managed by the Office of Community Relations & Public Liaison OASD(FA(CR&PL))

twitter

Hey there! DefenseGov is using Tw

Twitter is a free service that lets you keep in touch wi through the exchange of quick, frequent answers to c simple question: What's happening? Join today to sta receiving DefenseGov's tweets.



DefenseGov

Statement by Secretary Gates on impact of health care legislation: <http://go.usa.gov/iib> #HCR @tricare

about 5 hours ago via web

Navy CIO: Ten Important Areas in Cyber Space <http://go.usa.gov/iil> #social media policy @navynews @armedwscience

about 7 hours ago via web

Links to videos, blogs FAQ's on DoD Social Media <http://socialmedia.defense.gov/> 12:19 PM Mar 20th via CoTweet

Looking for a good weekend listen? @PriceFloyd discusses social media on NPR: [bit.ly/afjebp](http://bit.ly/afjebp) 6:31 AM Mar 20th via CoTweet

Questions about the new DoD Social Media Policy? Ask them here: <http://socialmedia.defense.gov/> 2:16 PM Mar 19th via CoTweet

Putting the Concerns of Our Veterans and Our Troops to Re: <http://go.usa.gov/iqw> @whitehouse @dodlive @tricare #healthcare 8:47 AM Mar 19th via CoTweet

facebook

Login Join Twitter!

Keep me logged in Forgot your password?   Login

Sign Up Department of Defense (DoD) Is on Facebook Sign up for Facebook to connect with Department of Defense (DoD).



If you're looking for the official source of information about the Department of Defense, please visit our homepage at <http://www.defense.gov>

User Agreement: [http://www.ourmilitary.mil/user\\_agreement.shtml](http://www.ourmilitary.mil/user_agreement.shtml)

Information

Location: The Pentagon Washington, DC Phone: 703-571-3343

Fans

6 of 23,404 Fans See All



DefenseGov Tweets

Department of Defense (DoD)

Wall Info Live RSS/Blog Discussions Notes >>

RECENT ACTIVITY

- Department of Defense (DoD) discussed ABOUT WESTERN DIPLOMACY AUTOMATED INVOLVED INTO CORUPTION IN EAST EUROPE - ROMANIAN LANGUAGE on the Department of Defense (DoD) discussion board.
Department of Defense (DoD) discussed Online job fair for veterans and military spouses on the Department of Defense (DoD) discussion board.
2 more similar stories

Department of Defense (DoD)

Statement by Secretary Gates on impact of health care legislation As Secretary of Defense, the health and well-being of America's men and women in uniform is my highest priority...

Yesterday at 10:44am - Comment - Like

Van, K.k., Pierre and 55 others like this.

View all 47 comments

Department of Defense (DoD)

Putting the Concerns of Our Veterans and Our Troops to Rest | The White House www.whitehouse.gov WhiteHouse.gov is the official web site for the White House and President Barack Obama, the 44th President of the United States. This site is a source for information about the President, White House news and policies, White House history, and the federal government.

March 19 at 9:38am - Comment - Like

Sonny, Chrissy, Maria and 28 others like this.

View all 45 comments

Department of Defense (DoD)

ClA: Al Qaeda Leaders on the Run www.youtube.com A top Al Qaeda trainer and the top Pakistan Al Qaeda leader were killed by two separate drone strikes in Pakistan.

March 18 at 7:51am - Comment - Like

Bob, Sonny, Michael and 107 others like this.

View all 64 comments

SSION FIRST I WILL NEVER ACCEPT DEFEAT I WILL NEVER QUIT I WILL NEVER LEAVE A FALLEN COMRADE

# Preventing and countering misinformation/disinformation

- Due to the speed and ubiquity of communication today, stories can quickly reach large audiences without going through the media or other filters for authentication. DoD needs its own independent voice to ensure factual information reaches the right audiences in a timely manner, and that we are able to set the record straight when necessary.

# U.S. Air Force Live

The Official Blog of the United States Air Force

[Home](#) [About](#) [Contact Us](#)

## Director of Air Force Cyber Operations corrects erroneous blog article

Nov  
21  
2008



An [article](#), entitled "U.S. Air Force Generals Lose One," posted November 18 on StrategyPage.com asserted erroneous information about changes to the Air Force's Cyber Command. Brigadier General [Mark O. Schissler](#), Director of Air Force Cyber Operations wrote a rebuttal correcting the record. Below is his counter piece.

On 19 November 2008, Strategy Page posted an article describing a change of course the USAF has recently made. I wish to address the main assertion in this piece. The unnamed author suggested the Air Force intended to "be in charge" of all cyber operations for the Department of Defense. This is not true.

### Follow the Air Force on Twitter

-AF Welcome our new blogger, 1Lt Leverett, from Ali Base, Iraq. Air Force Live: Dispatch from Ali Base-Unnamed Heroes  
<http://ow.ly/hO6u>

<http://www.twitter.com/afpaa> 9 hours ago

Like big jets? You'll love AMC's Rodeo! RT @MobilityAirmen What is #AMCRODEO? Good overview at <http://ow.ly/hJHp>.  
<http://www.twitter.com/afpaa>  
2009/07/20

Check out new AF pics on flickr--Survival Tng, C-130 at Rodeo, EOD Tng & more!  
<http://www.flickr.com/photos/usairforce/s>  
<http://www.twitter.com/afpaa>  
2009/07/20

### RSS Feeds from Air Force Live

[All posts](#)

[All comments](#)

From the Official Web Site of the  
**U.S. AIR FORCE**

Top Stories

[www.af.mil](http://www.af.mil)

7/21/2008

# Ensuring an independent voice for DoD

- With U.S. media organizations consolidating, fewer resources are available for them to cover stories. DoD was already challenged to earn mainstream media coverage in the traditional media environment; however, direct access to external audiences through social networks means DoD can mitigate some of that reduced capacity.



Michael Jackson: 1958-2009



Sony set to pay \$50M for Jackson film footage

AEG Live could use lucrative deal to recoup what it spent producing tour. Full story

Getty Images

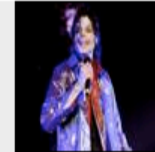
'Criminal aspects' of memorial cost probed

Katherine Jackson won't contest son's will

Michael Jackson

Plans for a Jackson tribute concert?

July 21: Msnbc.com's Courtney Hazlett weighs in on reports of several Michael Jackson tribute concerts in the works. She also discusses singer Chris Brown's public apology.



More doctors under investigation

More uncertainty for Jackson's kids

Update on Michael Jackson's kids

Michael Jackson's new song leaked

New details on Jackson's kids, fiery ad

advertisement | your ad here



MICHAEL 1958 - 2009

Around the world, fans me thousands pay tribute to t Angeles memorial. special coverage



Investigation

- Joe Jackson denies... When doctors can't... DEA may tighten res... Investigator visits de... Source: Probe could

Categories

- U.S. news | World news | Politics | Business | Sports | Entertainment | Michael Jackson | Gossip | Celebrities | Television | Reality TV | Movies | Music | Arts, books, more | Horoscope | Lottery

View Results in RSS

T VIDEOS

& Patriots

| Latest Video

Giant squids: pinheads or patriots?

Watch

base'

| Latest Video

Anti-Gym CEO says president's surgeon general pick is too fat for

Watch

ering Cronkite

| Latest Video

Panel reflects on a broadcast news legend









Watch

# Reaching a distributed audience

- With servicemembers, civilians and families spread across the globe, DoD needs to communicate using a variety of platforms in ways that are convenient and familiar to our audiences. This holds especially true for internal communication.

Custom Questions - DoD Defense.gov  
February 01, 2010 - February 28, 2010  
N: 326

Please select the category that includes your age.

55 - 64		126	39%
45 - 54		92	28%
65 and over		42	13%
35 - 44		32	10%
25 - 34		19	6%
18 - 24		7	2%
17 and under		4	1%
I prefer not to respond		4	1%
Total		326	100%

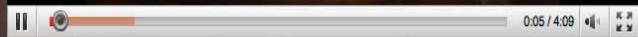




# Pentagon CHANNEL



The Pentagon Channel [Subscribe](#) All **Uploads** Favorites Playlists



Info Comments Favorite Share Playlists Flag

### Dropkick Murphys

6 ratings ★★★★★

From: ThePentagonChannel | March 15, 2010 | 1,474 views

Members of the Boston-based, Irish punk rock band talk about their new live album and DVD - "Live on Lansdowne" - adventure and mishaps while touring, and their support for the troops. Check out more Pentagon Channel programs at <http://www.pentagonchannel.mil>

[... \(more info\)](#)

[View comments, related videos, and more](#)

Search

Date Added | Most Viewed | Top Rated



#### Dropkick Murphys

1,474 views - 1 week ago

4:09



#### Grammy Awards

623 views - 2 weeks ago

6:48



#### Straight No Chaser

631 views - 3 weeks ago

4:45



#### Training Afghans

142 views - 1 month ago

1:00



#### Haiti Relief

221 views - 2 months ago

1:00



#### switchfoot

2,231 views - 2 months ago

5:00



#### Saving Abel

553 views - 2 months ago

4:42



#### The Grill Sergeants - Season 3

ThePentagonChannel [Subscribe](#)

### Channel Comments (29)

LFraudHubbard (21 hours ago)



[Sign Up](#)**Department of Defense (DoD) is on Facebook**

Sign up for Facebook to connect with Department of Defense (DoD).



If you're looking for the official source of information about the Department of Defense, please visit our homepage at <http://www.defense.gov>

User Agreement:  
[http://www.ourmilitary.mil/user\\_agreement.shtml](http://www.ourmilitary.mil/user_agreement.shtml)

### Information

Location:  
The Pentagon  
Washington, DC

Phone:  
703-571-3343

### Fans

6 of 23,404 fans [See All](#)

Patricia



Eden



Chris



Rhonda



Jayne



Jim

[DefenseGov Tweets](#)

## Department of Defense (DoD) 🇺🇸

[Wall](#) [Info](#) [Live](#) [RSS/Blog](#) [Discussions](#) [Notes](#) [»](#) [Filters](#)

### RECENT ACTIVITY

- Department of Defense (DoD) discussed ABOUT WESTERN DIPLOMACY AUTOMATED INVOLVED INTO CORUPTION IN EAST EUROPE - ROMANIAN LANGUAGE on the Department of Defense (DoD) discussion board.
  - Department of Defense (DoD) discussed Online job fair for veterans and military spouses on the Department of Defense (DoD) discussion board.
- [2 more similar stories](#)



### Department of Defense (DoD)



#### Statement by Secretary Gates on impact of health care legislation

As Secretary of Defense, the health and well-being of America's men and women in uniform is my highest priority...

Yesterday at 10:44am · [Comment](#) · [Like](#)

[Van, K.k., Pierre and 55 others like this.](#)

[View all 47 comments](#)



### Department of Defense (DoD)



#### Putting the Concerns of Our Veterans and Our Troops to Rest | The White House

[www.whitehouse.gov](http://www.whitehouse.gov)

WhiteHouse.gov is the official web site for the White House and President Barack Obama, the 44th President of the United States. This site is a source for information about the President, White House news and policies, White House history, and the federal government.

March 19 at 9:38am · [Comment](#) · [Like](#)

[Sonny, Chrissy, Maria and 28 others like this.](#)

[View all 45 comments](#)



### Department of Defense (DoD)



#### CIA: Al Qaeda Leaders on the Run

[www.youtube.com](http://www.youtube.com)

A top Al Qaeda trainer and the top Pakistan Al Qaeda leader were killed by two separate drone strikes in Pakistan.

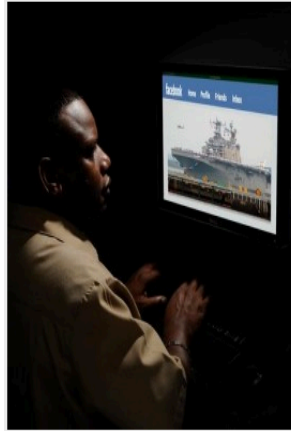
March 18 at 7:51am · [Comment](#) · [Like](#)

[Bob, Sonny, Michael and 107 others like this.](#)

[View all 64 comments](#)



## DoD Official Policy on New/Social Media

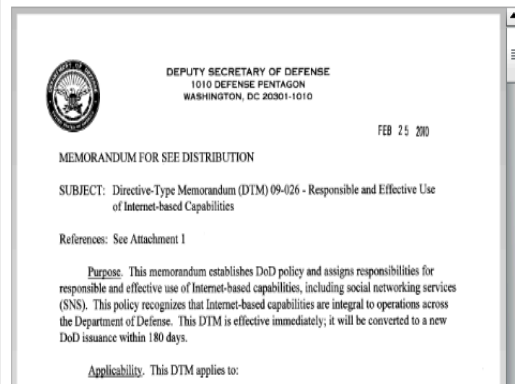


The Department of Defense released its official policy on new/social media today. The policy ([Directive-Type Memorandum 09-026](#)), which is effective immediately, states that the default for the DoD non-classified network (the NIPRNET) is for open access so that all of DoD can use new media. This is DoD's first official policy on new media. Prior to today, the Services and other DoD components developed and implemented their own ad hoc policies — some banning it all together. Under this new policy, there will be open and consistent access across the board, but prohibited content sites (gambling, pornography, hate-crime activities) will still be blocked. Also, Commanders at all levels and heads of DoD components will continue to keep networks safe from malicious activity and take actions, as required, to safeguard missions.

Service members and DoD employees are welcome and encouraged to use new media to communicate with family and friends — at home stations or deployed — but it's important to do it safely. Keep in mind that everyone has a responsibility to protect themselves and their information online, and existing regulations on ethics, operational security, and privacy still apply. Be sure never to post any information that could be considered classified, sensitive, or that might put military members or families in danger.

You can view the DTM here:

### DTM 09 026



1380 421 tweets  
Share retweet

Search

Search

### Twitter Feed about DoD Social Media Policy

Excitement is in the air...  
**DoD Social Media Policy**

- [juggernautmedia](#) check site for TeCh - DoD Official Policy on New/Social Media <http://bit.ly/92eiHB> about 1 hour ago
- [Guccidonjuan](#) check site for TeCh - DoD Official Policy on New/Social Media <http://bit.ly/92eiHB> about 1 hour ago
- [signalmag](#) More on the DOD and social media. Strassman brings up conficker worm as example of vulnerability. In Comments: <http://bit.ly/cUFhCh> #gov20 about 1 hour ago
- [Open Access Now](#) OpenAccessNow #OA MuSic and TeCh in 1: TeCh - DoD Official Policy on New/Social Media: <http://url4.eu/1wliT> 19 minutes ago

Join the conversation

### DOD Social Media Sites

- [DoDLive Blog](#)
- [Facebook](#)
- [Flickr](#)
- [Twitter - Price Floyd](#)
- [Twitter - DOD](#)
- [YouTube](#)
- [UStream](#)
- [DoD Social Media Registry](#)
- [Submit a Site](#)

# Empowering Servicemember Communicators

- Commanders all agree that DoD's servicemembers are its best messengers. They should be supplied with the access and training needed to help them share their stories using tools they know.

# 30 DAYS THROUGH AFGHANISTAN

Share this site on...

HOME BLOG VLOG PHOTOS BIOS CONTACT NATO ISAF



The Blogger  
TECH. SGT.  
KEN  
RAIMONDI



THE  
MISSION  
[COMPLETED MARCH 15, 2010]  
Travel Afghanistan for  
thirty days, to share the  
stories, meet the people  
and experience, first hand,  
the counter insurgency.



The Blogger  
TECH. SGT.  
NATHAN  
GALLAHAN



**30 Days Through Afghanistan**

THURSDAY, 28 JANUARY 2010 20:58

**Challenge of a lifetime**

WRITTEN BY NATHAN GALLAHAN

(Nathan Note! This is the first of 37 blogs. To read the rest of the blogs and watch the rest of the vlogs, click the links at the top of this page.)

KABUL I T-11 Days - Ken and I are about to embark on one of the greatest challenges of our lives. We're going out on a 30-day mission throughout Afghanistan and I'm personally not sure how it's going to pan out. At first, the idea was great, go out there and talk with Afghans and the soldiers and find out how this counter insurgency is going. I wanted to get some questions answered, such as how the pending troop build up around the country will be affecting the everyday service members on the ground, and how Gen. McChrystal's counter-insurgency strategy has changed the playing field since it went into effect into July.



Now that our plan has been approved, with surprising enthusiasm, the weight of this is on our shoulders.

Add comment (30) Read more

## ISAF: 30 Days Through Afghanistan

Wait Info Photos Video Events

Write something...

Attach:  

Share

Invite People to Join  
Leave Group

VISIT THE SITE  
<http://30days.isaf.nato.int>

Follow us on Twitter  
<http://www.twitter.com/30daysThrough>

<http://www.youtube.com/ISAFmedia>

EVERYONE PLEASE  
CLICK ON THE  
INVITE PEOPLE TO JOIN LINK  
AND INVITE EVERYONE  
TO JOIN THIS GROUP  
THANK YOU ALL

Information

Category: Common Interest - Current Events

Description:  
Join two NATO International Security Assistance Force journalists from the U.S. Air Force as they travel 30 straight days through Afghanistan looking at the five Regional Commands of ISAF and its 44 contributing nations, the Afghan people, the mission and the realities of life. This first-ever event offers viewers worldwide a look at the counterinsurgency. Experience the trip with us by participating in the conversation.

30 Days Through Afghanistan is an ISAF Joint Command Public Affairs... (read more)

Privacy Type:  
Open. All content is public.

Admins

- Jon Nicolaus
- Nathan Gallahan
- Kenneth J Raimondi
- Nicholas Sabuta (creator)

Alan Krutchoff I think what most people don't understand about Afghanistan that you helped bring to the forefront is the fact that AFG has centuries-old traditions, centuries and decades-old alliances and the country is a melting pot of so many cultures. It is a difficult challenge at best to find a peaceful solution that will work L...

Nicholas Sabuta Took a look at Ken's "30 Days Through Afghanistan: Reflection" video today. I think you'll enjoy it once completed. He shot everything in 1080i (HD broadcast standard). The hour broadcast video will be available to worldwide media

Chris Cass I made a comment on a recent ISAF story on FB and quoted Nate's '90K hope - 10K horror' blog comment without giving you credit...sorry about that :). But it sums up pretty nicely what I learned...not only about the hope that the Afghan people have for themselves, but the hope we hold for them too. You cast a light on ...

Nathan Gallahan Thanks Chris : ) I'm happy to hear something I wrote meant enough for you to remember it! That's worth more than any attribution would. Take care and thanks for stopping in. :D

Nathan Gallahan Hey everyone, I'm writing up the "After Action Report" on 30 Days Through Afghanistan and was wondering whether any of you had something to add? Basically, is there anything you feel could have improved the project? Was there anything we could have done better? What would you liked to have seen that maybe you didn't get to see?

Julie - Ann Hogan A longer trip :)

I think you and Ken will likely have your own ideas of did well, do better and likely much different from us viewers!

Seriously, I think it could have been a bit longer....

## 30DaysThrough

Home Profile Find People Settings Help Sign out

Follow

What was the most memorable part of 30 Days Through Afghanistan?

Get ready for the grand finale. Day 35 wraps up the series

Check out #Afghanistan through the camera lens

Answer our poll question-Which city in #Afghanistan would you like to visit?

The adventure is coming to an end...

What's happening in #Afghanistan 33rd straight day of Journey is online

31+ Days across #Afghanistan? Wow Let's go!

What's your favorite RC so far? Tweet your choice

30 Days are not enough. Join our team! leg of their #Afghanistan journey

0 322 32 following followers listed

Tweets 66

Actions block 30DaysThrough report for spam

Following

RSS feed of 30DaysThrough's tweets

## ISAF (ISAFMEDIA) Channel

Subscribe Favorites Playlists

30 Days Through Afghanistan

30 Days Through Afghanistan- Day One

30 Days Through Afghanistan- Day Two

30 Days Through Afghanistan- Day 3

30 Days Through Afghanistan- Day 4

30 Days Through Afghanistan- Day 5

30 Days Through Afghanistan Day 6

30 Days Through Afghanistan Day 7

30 Days Through Afghanistan-Day One

From ISAFMEDIA | February 08, 2010 | 5,896 views

30 Days Through Afghanistan | Two Armen travel Afghanistan for 30 days, to share the stories, meet the people, and experience first hand, the counter insurgency.

# Improving transparency and customer service

- Social media tools enable direct government-to-citizen engagement and can improve customer service across a variety of functions. At the same time, by taking place in a public forum and within networks of linked people, these interactions make it possible for larger audiences to benefit from individual transactions.

Displaying all 5 posts by 4 people.



Post #1  
1 reply

**Jill Spiegel Weiser** (Kearney, NE) wrote

on July 2, 2009 at 6:47am

[Reply to Jill](#)

[Mark as Irrelevant](#)

[Report](#)

[Delete Post](#)

I appreciate the fact that the DoD being here and enlightening the public about things they may not understand. Is there any way that you could explain in laymen terms to the families of our armed forces exactly what OPSEC (Operations Security) is and what they should and should not be posting on social sites, chat rooms, emails, etc., and why. Day after day I see things that probably shouldn't be out there. Sometimes I even think the media in this country needs a "refresher" course.



Post #2

**Alan Jude Padlan Jordan** wrote

I still used cold war military term[classified or c



Post #3

**Department of Defense (DoD)** replied to Jill's p

Thank you for your comments.

Perhaps the simplest explanation of Operations (including families and friends of service member information that might put our military member adversaries is posted to websites that are readily information includes, among other things, techn movement schedules, current and future locatio overseas bases, details of weapons system, or di members overseas. Other information that's not an open forum includes daily military activities a and results of operations. Any of these topics, if to provide our adversaries opportunities to harm



Post #4  
1 reply

**Jill Spiegel Weiser** (Kearney, NE) wrote

I appreciate the timely response regarding this! off the starting blocks and I'm glad to see that th hoped for.

[Discussion Board](#) [Topic View](#)

**Topic: Truly making Family Time all about Families – I appreciate your feedback!**

[Reply to Topic](#)

Displaying all 9 posts by 7 people.



Post #1  
2 replies

**Rick Lynch** wrote

on May 21, 2009 at 11:51am

[Reply to Rick Lynch](#)

[Report](#)

Every Thursday in the Family First Corps all of our great Soldiers leave work by 1500 for a few extra hours of time with their Families. Then a few weeks ago I received an email with the amazing idea to have a Spaghetti Night at Club Hood on Thursday evenings.

So two weeks ago on May 7th we began hosting Spaghetti Night during Family Time at Club Hood. The all-you-can-eat buffet is from 5-7 pm and includes spaghetti and fettuccini, marinara and alfredo sauces, meatballs, bread sticks, and a mixed salad. All of this for the value price of \$6.95 for adults, \$3.95 for children ages 5-12, and free for children 4 and younger. This is already a very popular evening at the Club and I encourage everyone to stop by for a good Family meal.

I'm also looking for new ideas for how to make Family Time special. You all have so many great ideas and I would appreciate some thoughts on how we can continue to improve Family Time. I won't promise we'll act on every idea that comes in, but we will listen to what you have to say and consider your insights. Thanks for all you do!



Post #2

**Mike Nashif** (Austin, TX) wrote

on May 27, 2009 at 6:39pm

[Reply to Mike](#)

[Report](#)

Good afternoon Sir. There are alot of people and outlying communities that would love to show support for our soldiers and families that are stationed here on Ft Hood. The biggest issue that I have heard from these groups is the difficulty of getting in contact with someone who cares on Ft Hood. Soldiers' Angels, American Legion, VFW and other various organizations just to name a few. My wife and I offer a way for these groups to connect with the soldiers here on Ft



# Enabling two-way dialogue

- Successful communication involves speaking and listening, and social media tools allow DoD to do both efficiently and in a public forum. The information garnered through social media engagement can provide greater context for DoD actions and messages, and can help improve how DoD frames its operations and policies. This applies not just to domestic U.S. communication, but also to DoD communication overseas.

# DOD LIVE

Armed with Science Bloggers Roundtable Ch...

## Missile Defense Vital for the U.S.

Published on March 23rd, 2010

By U.S. Navy P...



Yesterday at th  
D.C., the 8th A  
and will last ur

The overall obj

Deputy Secretary of Defen  
William J. Lynn, III, provides  
keynote address before a cr  
at the 8th Annual U.S. Miss  
Defense Conference in  
Washington D.C. on March  
2010. Lynn provided specifi  
insight into why missile defe  
is vital for the United States  
their allies. U.S. Navy photo  
Petty Officer 2nd Class Willi  
Selby.



### What do people think about the announce increase in the size of the Army - even t know.

about 16 hours ago from web

### Gates delivers budget speech to t tomorrow. Don't just watch/read/ you think about speech.

6:04 AM Jul 15th from web

Missile Defense Review Confirms Capabili

Cartwright Calls for Balance in Missile Def

DoDLive Bloggers Roundtable:

Published on March 22nd, 2010

We have scheduled  
for Wednesday, Ma  
Col. **Tim McAteer**, Jr  
Airborne Division.



He will discuss lesson  
perspective" since ass

The Pentagon, Washington, D.C.

Fans

6 of 1,414 fans

See All



Admiral Mike Mullen,

thejointstaff: Heading to  
thejointstaff: Heading to  
Pentagon Channel or follow live @ www.pentagonchannel.mil

Yesterday at 3:00pm · Share

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Admiral Mike Mullen, Cha

Become a Fan

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Admiral Mike Mullen, Chairman of

Admiral Mike Mullen,

## Real-time results for @pricefloyd Remove this saved search



sieglecp @pricefloyd I like it, where can I join? CDR Chris Siegle, USN(RC)

about 7 hours ago from web



jtamboli @pricefloyd Great to meet you today! Very cool to see the DoD on Twitter..

about 10 hours ago from Birdfeed



rosefrog @pricefloyd Not that good....you have soldiers twiddling their thumbs out there instead of doing what they trained...bonuses dropped.. :-)

about 14 hours ago from web



Cali\_Breezy RT @pricefloyd: What do people think about the announcement of the increase in the size of the Army - even temporarily? Let me know.

about 14 hours ago from txt



SWebb01 @pricefloyd I'm concerned regarding the quality of people enlisting, and what does the average American think this increase is for?

about 14 hours ago from web



NationalDefense Many are surprised troop increase announced before QDR completion. @pricefloyd, Army must be more stressed than we've been led to believe.

about 15 hours ago from web



mehankathleen @pricefloyd With the recruiting backlog, increase could be good, but not at the expense of quality Soldiers.

about 16 hours ago from web

# Monitoring public opinion

- Because conversations are taking place in public forums, DoD can use social media to gauge public opinion on a variety of topics, even in the absence of direct engagement.



## Department of Defense (DoD)



### Statement by Secretary Gates on impact of health care legislation

As Secretary of Defense, the health and well-being of America's men and women in uniform is my highest priority...

Yesterday at 10:44am · Comment · Like

Van, K.k., Pierre and 55 others like this.

View all 47 comments



## Department of Defense (DoD)



### CIA: Al Qaeda Leaders on the Run

[www.youtube.com](http://www.youtube.com)

A top Al Qaeda trainer and the top Pakistan Al Qaeda leader were killed by two separate drone strikes in Pakistan.

March 18 at 7:51am · Comment · Like

Bob, Sonny, Michael and 107 others like this.

View all 64 comments

Written on February 3, 2010 at 10:28 am by [cmcluney](#)

# Chairman's Corner: My View on Don't Ask Don't Tell

Filed under [Chairman's Corner](#)

65 comments



The Chairman's Corner Blog

Over these last two months, the Chiefs and I have reviewed the fundamental premises behind Don't Ask Don't Tell, as well as its application in practice over the last 16 years.

We understand perfectly the President's desire to see the law repealed and we owe him our best military advice about the impact this change in policy would have on the military.

287 11 tweets  
Share retweet

While the Chiefs and I have not developed our advice, we believe that any implementation plan for a policy permitting homosexuals to serve openly in the armed forces must be carefully derived, sufficiently thorough, and thoughtfully executed. The review group to be headed by Mr. Jeh Johnson and General Carter Ham will no doubt give us that time and an even deeper level of understanding.

My personal belief is that allowing homosexuals to serve openly would be the right thing to do. I cannot escape being troubled by the fact that we have in place a policy which forces young men and women to lie about who they are in order to defend their fellow citizens. For me, it comes down to integrity — theirs as individuals and ours as an institution.

I also believe the great young men and women of our military can and would accommodate such a change, but I do not know this for a fact. I will not deny that during a time of two wars, such a major policy change will cause some disruption in the force. It also seems plausible that there will be legal, social, and perhaps even infrastructure changes to be made. These are some of the issues our review will address.

But we would do well to remember that this is not an issue for the military leadership to decide. The current law and policy came from the American people through their elected officials. We will continue to obey that law, and we will obey whatever legislative and executive decisions come out of this debate.

With Afghanistan, Iraq, and significant security commitments around the globe, our plate is very full. While I believe this is an important issue, I also believe we need to be mindful as we move forward of other pressing needs in the military. What our young men and women and their families want, what they deserve, is that we listen to them and act in their best interests.

Balance and thoughtfulness is required. It's what the President has promised us, and it's what we ask of Congress as this debate moves forward.

— Adm. Mike Mullen

## 65 Comments to "Chairman's Corner: My View on Don't Ask Don't Tell"

David Hardy

February 8, 2010 at 3:01 pm

Admiral,  
I'm afraid you've listened to far too many statisticians. The question we must ask to our Soldiers, Sailors, Airmen and Marines is not, "Should gays be allowed to serve openly in the military?" That question will be answered "yes" most of the time because it is nebulous, doesn't directly affect the individual and we'd all like to think of ourselves as fair. The real questions should be, "Should gays be allowed to serve openly on your ship, in your squadron, in your battalion, in your platoon?" "Are you comfortable with gays sharing your billeting room?" "If a gay service member made a pass at you would your response involve physical violence?" "Will lifting the restriction on gays make you more likely to reenlist or less likely to reenlist?" "If the restriction is lifted would you recommend enlistment in the military to friends and family?" "Are you and your family comfortable with a gay military couple living next to you in family housing?" "Will the DoD extension of dependent benefits to gay couples in effect provide federal validation of same sex marriage?" The list goes on and on. High level review groups are all well and good but until you ask Soldiers, Sailors, Airmen and Marines the questions outline above you will never know what this change will do to good order and discipline until it is too late.

2nd Lt. Timothy Irish

February 8, 2010 at 5:10 pm

The Admiral brings up several good points. One point I would like to add is that the majority of our laws and traditions in the military can support the change without major modification. The Uniformed Code of Military Justice along with our customs and traditions prohibit fraternization outside certain ranks and inside a chain of command. This rule has proved beneficial to "good order and discipline" for keeping relationships professional regardless of the intimacy of a relationship. This would serve the same purpose in the same manner to either sexual persuasion. More importantly following the rules on fraternization, sexual harassment, and a fair promotion system means that intimate relationships while they exist shouldn't be in the forefront of your military service in the first place. There are also established rules and laws against sexual harassment. It is often forgotten that sexual harassment can pertain to two heterosexual service members of the same gender making homosexual jokes or comments. The law would not need to be modified to accommodate repoling Don't Ask, Don't Tell. Finally the military has been in the forefront of social change. We have had an integrated military under Truman a decade before the Civil Rights Movement accomplished some of it's main goals in 1964. We have had equality not just in race but also gender long before the greater American society. The Chairman is correct in saying that we will follow the policy set by our civilian leaders. No matter what those leaders decide we will execute. I'm not making an argument for or against repealing Don't Ask, Don't Tell I am simply saying that we already hold individual's equality to a higher standard while maintaining an appropriate professional workplace.

Steve Grant

February 8, 2010 at 6:21 pm

Admiral,  
Thank you for offering all of us, both past and present service members to discuss this topic that can become emotional. I have no doubt about the ability and patriotism of gay military personnel and they should have the same opportunity I have enjoyed.  
However, there are some practicalities that I think many would like you to consider. First is how this will be handled? Will it be a selection board requirement? How many gays were promoted or how many gays need to be selected ( in order to show selection boards are not homophobic). Many of us that have sat on boards know that this can be a driver.  
Also will this open the locker rooms open to co-ed showers? If a gay person can shower with the gender that provides them sexual interest, then how can you justify not requiring men and women to shower together? Hetro women and men showering together could be a significant readiness issue (especially on the homefront). And mapping sexual desire to sexual desire, why should one group be treated differently than other. Or will there be Men, Women, Gay or Lesbian showers/heads? Something to consider.

E4 ANG

February 8, 2010 at 8:51 pm

I have watched your testimony to Congress over and over. I find it both heartfelt and genuine; deliberated and courageous. I have no doubt — as Brian Fay has stated — that your words will solidify you in history not unlike Truman. Today, as an E4 currently in your charge, sir, I stand a little taller. You have shown us what true leadership is about.

2LT Alagie Barrow

February 9, 2010 at 4:55 pm

It is interesting to hear others speak of morality as if they have a monopoly over it. I am in total agreement with Admiral Mullen and for those who claim to speak for us in disagreeing with the Admiral, you do not speak for me. And please do not couch your arguments in morality for none of us has a monopoly on it.

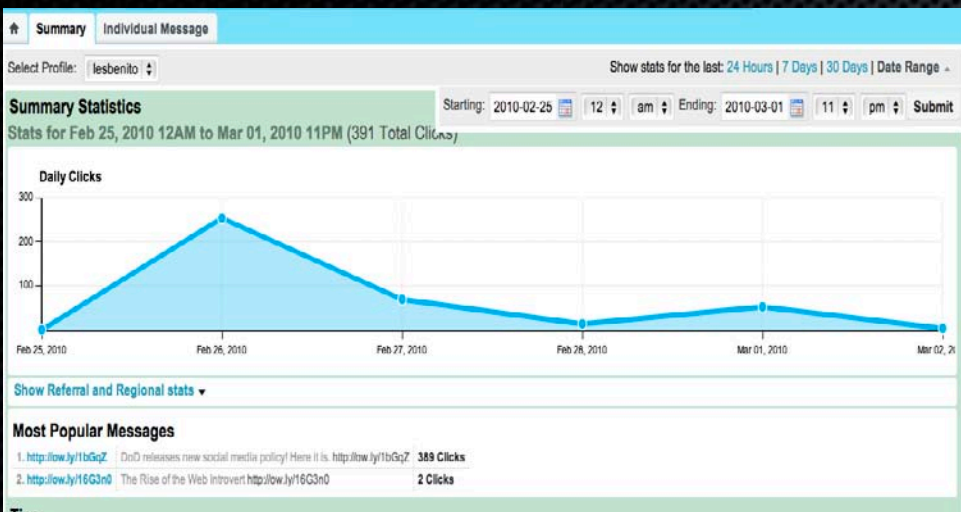
Tom Currie

February 9, 2010 at 8:16 pm

Admiral, as a military veteran myself, I am deeply concerned by your statement that the Don't ask, don't tell law "forces young men and women to lie about who they are in order to defend their fellow citizens." No law, policy or person can force another person to lie. Under your philosophy, the amputee, the blind, the overweight, the elderly and the -fill in the blank with dozens more categories of "unfit for service"-would only have to lie in order to be able to defend their fellow citizens.

# Measurement

- Set goals and ensure that your leadership understands what they are
- Don't be afraid to kill something that isn't working
- Tout your successes
- Learn from your mistakes



### Fans

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- DefenseGov** PENTAGON PRESS BRIEFING today at 1300 ET watch: [www.pentagonchannel.mil](http://www.pentagonchannel.mil) about 2 hours ago from web
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- eveningreville RT @DefenseGov** Navy CIO: Ten Important Areas in Cyber Space <http://go.usa.gov/iil> #social media policy @navynews @armedwscience via @GovTwt 1 day ago from Tweetie

**Department of Defense (DoD)**

Statement by Secretary Gates on impact of health care legislation  
As Secretary of Defense, the health and well-being of America's men and women in uniform is my highest priority...

Yesterday at 10:44am · Comment · Like

Van, Kk., Pierre and 55 others like this.

[View all 48 comments](#)

## Use of Web 2.0 Capabilities by Military Families

Posted by [noel.dickover](#) in [Military use](#), [Web 2.0](#) on August 6th, 2009

Having to be deployed for months even years is very difficult for our troops and their families. Often times the only relief is the sound of a loved one's voice, or the smile on their face, or the funniest moments captured on video. Web 2.0 capabilities/social media has enabled relationships to flourish in a new and exciting way. Many of our troops have come to rely on the emotional support provided through the use of these tools. The birth of a child is shared with a father in Iraq through YouTube; family and friends keep in touch with an 18yr old new recruit fresh out of high school through Face book; and the Wounded Warrior Diaries provides an opportunity for American service members wounded in combat to share stories of their experiences, including their hard-won battles on the road to recovery. Web 2.0 tools appear to be an amazing aid which provides relief, assists in healing, maintains connections in relationships, and promotes a sense of community even in the midst of the desert.

We want to examine the importance and relevance of Web 2.0 capabilities to Military families and get your view of its impact. We have three questions we would like to pose for discussion:

- Q. How valuable and what are the benefits of Web 2.0/social media tools to military families with love ones who are deployed? Is this a critical necessity, or merely a useful addition to your options?
- Q. What impact would there be to families, with loves ones who are deployed, if Web 2.0/social media tools were NOT available to military members serving over seas?
- Q. When communicating with your love ones who are deployed, which social medium do you use most frequently?

~ Tamie Lyles-Santiago (posted by Noel Dickover)

[282 Comments](#)



**402** Interactions This Week [?] **305** Likes **156** Comments **0** Wall Posts

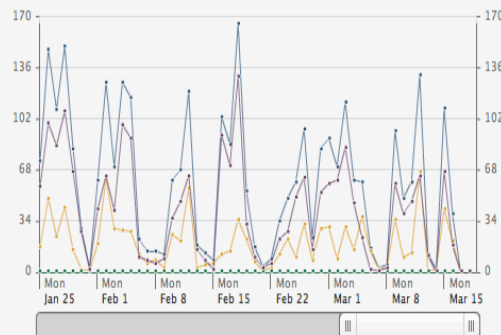
**3.6** Post Quality [?]

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Interactions Over Time Learn more

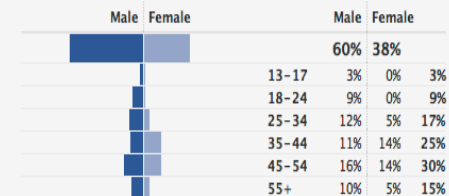
Choose a graph: Interactions

Total Interactions  Comments  Wall Posts  Likes



**237** Active Fans This Week [?]

↑ 11 Since Mar 15



Top Countries	Top Languages
United States	English (US)
175	197

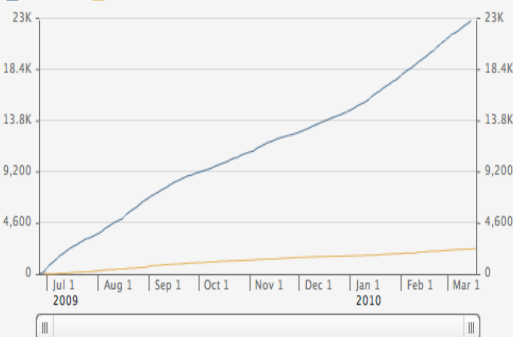
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All Fans of Department of Defense (DoD)

All Fans Over Time Learn more

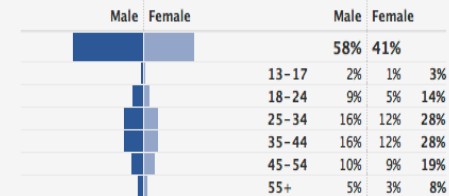
Choose a graph: Total Fans / Unsubscribed Fans

Total Fans  Unsubscribed Fans



**22,743** Total Fans on Mar 16

↑ 110 Since Mar 15



Top Countries	Top Cities	Top Languages
United States	Washington	English (US)
19,450	565	20,977

View All

Please allow 48 hours for data to be available for a daily report.



# Keeping pace

- Rather than a series of trends or novelties, social media is gradually, but at an increasing pace, becoming society's default model for exchanging information.
- Social media tools and Web 2.0 technologies are catalyzing a cultural shift in how people communicate, and the impact of these technologies is already transformative.
- DoD is working to become fluent in this way of communicating now while we are still ahead of the curve.

# Educate yourself and your employees

- Socialmedia.defense.gov
- Portal for information on social media and how to use it.

QuickTime™ and a  
JVT/AVC Coding decompressor  
are needed to see this picture.

UNITED STATES DEPARTMENT OF DEFENSE SOCIAL MEDIA HUB  
www.defense.gov

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POSTS COMMENTS

### Navy Chief Information Officer: 10 Important Areas in Cyberspace

The Navy Chief Information Officer, Robert Carey, runs a fantastic blog for those interested in information technology and management, and how they impact the Department. He recently identified his top ten most important areas in cyber space for 2010.

What do you think? Did he leave anything out?

- 1. Decision Making and Governance:** We continue to work toward a more agile decision-making model while ensuring proper alignment across resources, requirements, acquisition, policy and operations. We are striving to perform like an enterprise, so we can leverage the buying power of the DON or DoD where appropriate. This will ensure that we maximize the value of our IT budgets using Enterprise Architecture as the main tool to drive interoperability and cost management.

[Read the rest of this entry »](#)

### NPR Talk of the Nation Piece on DoD's New Media Policy

Principal Deputy Assistant Secretary of Defense for Public Affairs, Mr. Price Floyd, did an interview on NPR Talk of the Nation earlier this week. The main topic of discussion was the DoD's recently-released official policy on new media. He discussed that the default policy is "open," but that operations security, or OPSEC, has not changed and is important now more than ever. Mr. Floyd also answered questions and listened to comments from NPR listeners. Some callers were thankful for the new policy, saying that social media is an invaluable way to stay in touch with family and vital to morale. Others had questions and concerns about security and social media sites providing new access points for hackers.

You can listen to Mr. Floyd answer those and other questions [here](#).

Search

Twitter Feed about DoD Social Media Policy

Excitement is in the air...  
**DoD Social Media Policy**

Guccionjuan check site for TeCh - DoD Official Policy on New/Social Media <http://bit.ly/92e1fB>  
2 hours ago

Signalmag More on the DOD and social media. Strassman brings up conficker worm as example of vulnerability. In Comments: [#gov2U](http://bit.ly/cUf-hGH)  
4 hours ago

OpenAccessNow #DoD MuSic and TeCh in 1: TeCh - DoD Official Policy on New/Social Media: <http://url4.eu/1w1t>  
2 hours ago

milSuite DOD social media policy fails to answer security questions <http://bit.ly/SKXXW>  
2 hours ago

Join the conversation

DOD Social Media Sites

- DoD Live Blog
- Facebook
- Flickr
- Twitter - Price Floyd
- Twitter - DOD
- YouTube
- Ustream
- DoD Social Media Registry
- Submit a Site

Net Smart, Cyber Safe

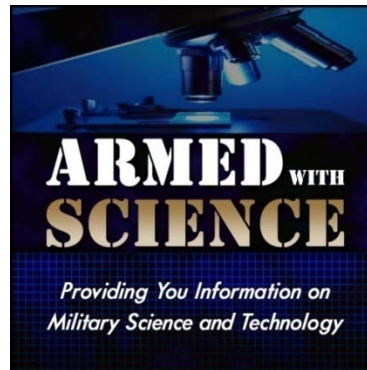
Questions

# Les Benito

- Twitter: @lesbenito
- [les.benito@dma.mil](mailto:les.benito@dma.mil)

# Armed with Science:

## Communicating Military Science and Technology Using Social Media



**John J. Ohab, Ph.D.**  
DoD Public Web (contractor)  
john.ohab@dma.mil  
703-325-2170  
@ArmedwScience

# Myth: Science is *only* for scientists

An unprecedented  
molecular  
discovery!



# Armed with Science: Goals

- **Highlight the importance of science and technology to military operations**
- **Demystify science by humanizing scientists and servicemembers**
- **Experiment with emerging media technology and social engagement strategies**

# Armed with Science: Strategy

## Weekly webcast

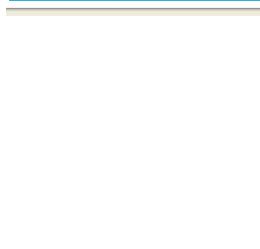
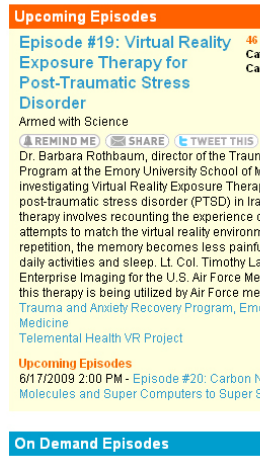
- launched January 2009
- interview from anywhere
- 58 live episodes
- 260,000 feed requests

## Twitter

- launched April 2009
- live questions during podcast
- 5500 followers
- ~11 interactions/day

## Blog

- launched January 2010
- 28,000 visits
- 230,000 page views



▶ [LISTEN](#) to the interview or read the [transcript](#).



# Lesson #1: Mission *before* technology



# Lesson #2: Tell the story from different perspectives

## ARMED WITH SCIENCE

Get Scienced!

Earth Sciences Education & Culture Life Sciences Physical Sciences Podcast Policy Social Sciences Technology Videos

Written on March 4, 2010 at 1:31 pm by armedwithscience

### Virtual Humans Blog on Science and Women's History

Filed under [Education & Culture](#) [Technology](#) [2 comments](#)

*Ada and Grace are virtual humans with roots in both the U.S. Army and Navy. They kick off our series of blog posts celebrating Women's History Month. Virtual humans who blog? Talk about innovative!*

17 [Share](#) 26 [tweets](#) [retweet](#)



Ada and Grace, two virtual humans advancing science education. Courtesy USC Institute for Creative Technologies.

We are Ada and Grace, two virtual humans brought to life at the **University of Southern California Institute for Creative Technologies** and currently part of an interactive science education exhibit at the **Museum of Science**, Boston.

Based on software originally developed for the **U.S. Army**, we use advanced artificial intelligence to answer museum visitors' questions about computer science and what they can see and do at the museum. And, we'll even answer questions about ourselves, what we do, what we like and how we work.

We couldn't be happier to be contributing a blog post for **Women's History Month**. And what better way to celebrate history than to make it? Have you ever come across twin virtual human bloggers before? We didn't think so.

**Armed with Science** highlights the importance of science and technology to military operations and celebrates those involved in cutting-edge research, development, and education. Connect with us:

[Facebook](#) [Twitter](#) [Email](#) [iTunes](#) [Subscribe](#)

#### Experiment in Progress

What do you think? Send reactions, suggestions, and technical issues to [science@dma.mil](mailto:science@dma.mil).

#### Weekly Webcast

**blogtalkradio™**

**Armed with Science**  
Episode #58: The SAVE Program – Teac

00:00

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**Armed with Science**  
Episode #58: The SAVE Program – Teac

**Armed with Science**  
Episode #57: UrbanSim -- Counterinsur

**Armed with Science**  
Episode #56: High Frequency Active Au

# Lesson #3: Relationships still matter



Valerie + John



@Defense Gov + @ArmedwScience

# Highlight synergies between organizations

The image shows a screenshot of a Facebook page for 'Armed with Science'. The page header includes the Facebook logo, a search bar, and navigation links for various science categories. The main content is an article titled 'A Pioneer in Naval Oceanography: Navy CDR Mary Sears', written on March 8, 2010. The article includes a portrait of Mary Sears and text celebrating her contributions to naval oceanography. On the right side, there are social media sharing options (Facebook, Twitter, Email, iTunes, RSS) and a 'Weekly Webcast' section featuring a 'blogtalkradio' player for 'Armed with Science Episode #58: The SAVE Program - Teo'.

facebook  Password

Sign **ARMED WITH SCIENCE** Get Scienced!

Earth Sciences Education & Culture Life Sciences Physical Sciences Podcast Policy Social Sciences Technology Videos

Written on March 8, 2010 at 8:08 am by armedwithscience

## A Pioneer in Naval Oceanography: Navy CDR Mary Sears

Filed under [Uncategorized](#) [2 comments](#)

Welcome page on visit ww

**Inform**

Location 3/4 of th

**Fans** 6 of 94,



US Navy CDR Mary Sears. Courtesy US Navy.

*Bob Freeman works in the Office of the Oceanographer of the Navy.* **191** **15** tweets

In celebration of Women's History Month it is worth considering the accomplishments of a small, shy marine plankton specialist from Massachusetts named Mary Sears (1905-1997) who became a pioneer in naval oceanography.

Sears is generally associated with the **Woods Hole Oceanographic Institution**. In 1932, while completing her Ph.D. in biology from Radcliffe College, she began working as one of the first ten research assistants at the recently founded institution. She would maintain her association with Woods Hole until her retirement in 1970, becoming a senior marine biologist and eventually being named Scientist Emeritus.

In 1943, at the height of World War II, Dr. Sears was commissioned as a lieutenant junior grade (LTJG) in the Navy and assigned to the **Naval Hydrographic Office** in Washington, DC where she helped establish a small Oceanographic Unit that greatly expanded the role of applied oceanography in naval warfare.

**Armed with Science** highlights the importance of science and technology to military operations and celebrates those involved in cutting-edge research, development, and education. Connect with us:

**Experiment in Progress**

What do you think? Send reactions, suggestions, and technical issues to [science@dma.mil](mailto:science@dma.mil).

**Weekly Webcast**

**blogtalkradio**

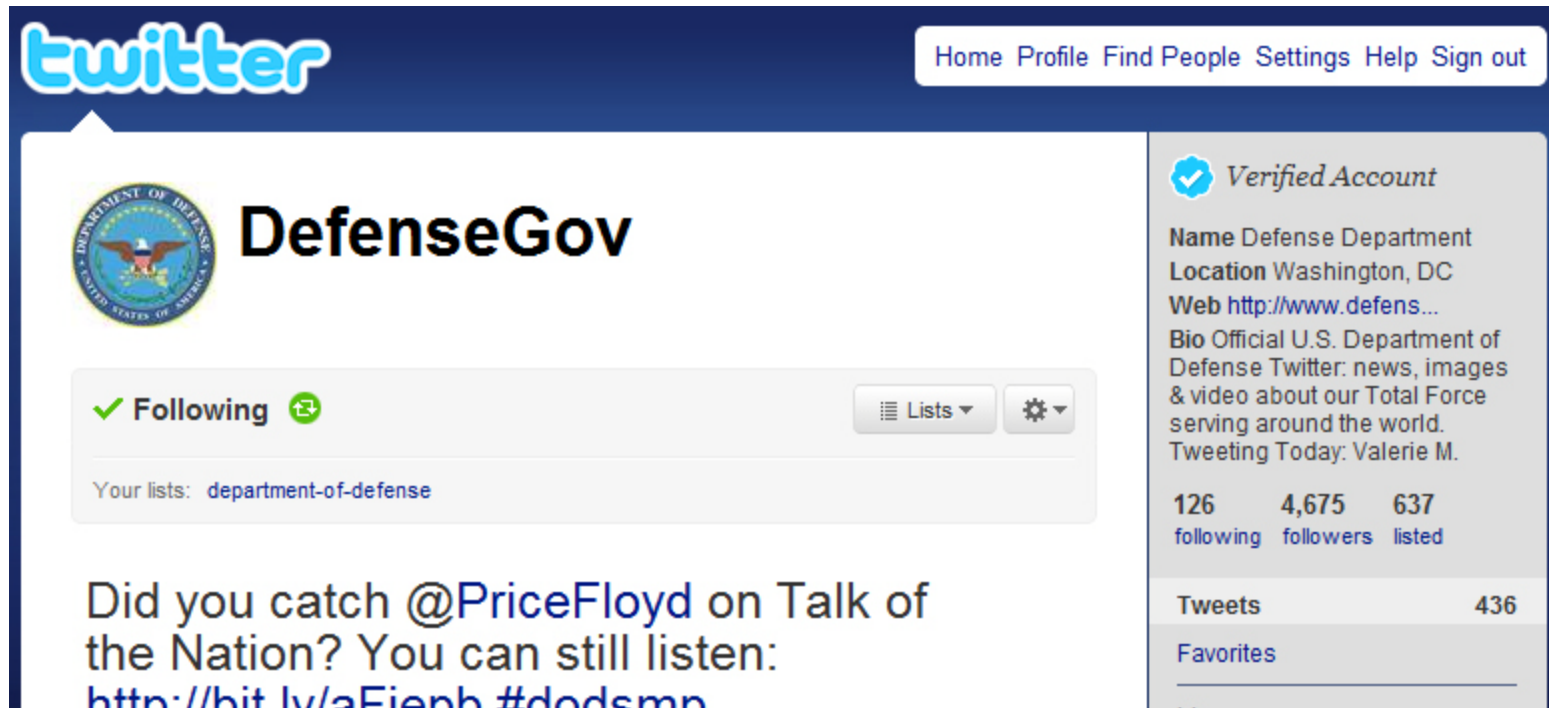
**Armed with Science**  
Episode #58: The SAVE Program - Teo  
00:00

**Armed with Science**  
Episode #58: The SAVE Program - Teo

**Armed with Science**  
Episode #57: UrbanSim - Counterinsur


**Armed with Science**  
Episode #56: High Frequency Active Au



# Lesson #4: Give the project a face



The image shows a screenshot of the Twitter profile page for the official account of the U.S. Department of Defense, known as DefenseGov. The page features the Twitter logo in the top left, navigation links (Home, Profile, Find People, Settings, Help, Sign out) in the top right, and the official Department of Defense seal as the profile picture. The account name is "DefenseGov" and it is a verified account. The bio states it is the official U.S. Department of Defense Twitter account, providing news, images, and video about the Total Force. The page also shows that the user is following the account, with a list of lists including "department-of-defense". A tweet is visible, mentioning @PriceFloyd and providing a link to a video. On the right side, statistics are shown: 126 following, 4,675 followers, and 637 listed. The number of tweets is 436.


**twitter** Home Profile Find People Settings Help Sign out

 **DefenseGov**

✓ Following  Lists 

Your lists: [department-of-defense](#)

Did you catch @PriceFloyd on Talk of the Nation? You can still listen:  
<http://bit.ly/aFienh> #dodsmn

 *Verified Account*

Name Defense Department  
Location Washington, DC  
Web <http://www.defens...>  
Bio Official U.S. Department of Defense Twitter: news, images & video about our Total Force serving around the world.  
Tweeting Today: Valerie M.

126 following 4,675 followers 637 listed

Tweets 436

Favorites

# Lesson #4: Give the project a face



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet with the text: "COOL SHOW TOMORROW (pun intended) live from Antarctica! @AirForce Col Sheppard talks Operation: Deep Freeze 2ET http://ow.ly/15IXR #snOMG". Below the text is the timestamp "9:11 PM Feb 9th via HootSuite" and "Retweeted by 2 people". On the right side of the tweet is a star icon and a "Delete" button. Below the tweet is the profile information for "ArmedwScience", which includes a profile picture with the text "ARMED with SCIENCE" and the bio "Armed with Science". At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

COOL SHOW TOMORROW (pun intended) live from Antarctica!  
@AirForce Col Sheppard talks  
Operation: Deep Freeze 2ET  
<http://ow.ly/15IXR> #snOMG

9:11 PM Feb 9th via HootSuite  
Retweeted by 2 people

Delete

 **ArmedwScience**  
Armed with Science

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# Lesson #4: Give the project a face



## Follow Friday: Tweets on Fort Hood, the military

By Doug Gross, CNN

November 16, 2009 2:49 p.m. EST



Soldiers march in a Veterans Day parade in Killeen, Texas, near Fort Hood.

### STORY HIGHLIGHTS

- On Follow Friday, CNN recommends Twitter feeds about a news topic
- This week's topic: The military, in light of Veterans Day

related feeds -- from official accounts of U.S. military's branches to tweets from military historians.

Here is just a small sampling of

Editor's note: This story is a hot topic and has been missed in the past.

(CNN) -- investigations and talks with numbers have been all

Twitter u

### @ArmedwScience (U.S. Defense Department science team)

These are entertaining updates from the place where military service and science-geekery meet. "Armed with Science" is a weekly science podcast from the defense department.

Instead of the sometimes dry reading of other official military feeds, this one takes a lighter tone. Subjects range from the military's Joint Typhoon Warning Center to a look at new vehicle armor.

Followers: About 3,500

Sample tweet: I wish my Honda had Army's new damage-sensing vehicle armor. Listen <http://ow.ly/zR9T> or read the transcript <http://ow.ly/zR7O> #followfriday

# Lesson #5: Give others a stake

## Armed with Science Webcast: Participant Information

The Armed with Science webcast features 30-minute interviews with Defense Department scientists, engineers, and other subject experts. The show emphasizes the critical role that science plays in helping our servicemembers operate more safely and efficiently by covering a range of scientific disciplines, including policy, education, and history. The webcast was downloaded over 200,000 times in 2009.



To bring the most credible, first-hand information to the public, we request that participants complete the information items below. This will provide participants an opportunity to create a framework for the discussion that best tells their story. Defense Media Activity will use this information to create a social media and web communications package to distribute and cross-promote the content (see below).

**\*\* We request the following information by \*\***

**Show Title:**

**Date:**

**Call-In Information:** Dial (866) 588-9257 about **7-10** minutes before show time.

**Topic Statement:** 3-5 sentences including the interviewee, their title and affiliation, and a brief summary of the scientific topics to be discussed. (See [examples](#)).

**Interviewee(s):** This helps with our web communications efforts (see below).

Name:

Title:

Organization:

Email:

Phone:

Hometown (for local distribution efforts through DVIDS):

**Public Affairs POC:** This is critical for coordinating steps before and after the interview.



# Lesson #5: Give others a stake



The image shows a screenshot of a Twitter interface. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from the user ArmedwScience. The tweet text reads: "Got questions about the Junior Science and Humanities Symposium? Tweet your questions and listen live 2pmET <http://ow.ly/1ns1q>". Below the text is a timestamp "less than 10 seconds ago via web" and a "Delete" button. The user's profile picture is a square with "ARMED SCIENCE" text, and the name "ArmedwScience" is displayed in blue, with the bio "Armed with Science" below it.

twitter

Home Profile Find People Settings Help Sign out

Got questions about the Junior Science and Humanities Symposium? Tweet your questions and listen live 2pmET <http://ow.ly/1ns1q>

less than 10 seconds ago via web Delete

 **ArmedwScience**  
Armed with Science

# Five Things I Learned

1. Mission *before* technology
2. Tell your story from different perspectives
3. Relationships still matter
4. Be authentic: Give the project a face
5. Give others a stake in the project

# Challenge: Find the “social” scientists



**Web Savvy**



**Skilled Communicator**



**Science Literate**

# Thanks!

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@ArmedwScience



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