



NEWS RELEASE

DEFENSE FINANCE AND ACCOUNTING SERVICE
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DFAS on YouTube?

Indianapolis (Nov. 24, 2010) – As an online video community, YouTube now hosts channels for the serious, the wacky, the outrageous and the unbelievable. Like other social media tools, YouTube is providing many government agencies and departments, such as the Department of Defense and the military services, another way to reach their audiences.

The Defense Finance and Accounting Service, which pays 6.4 million military members, federal civilian employees, and military retirees and annuitants, has joined its DoD counterparts with the launch of its own YouTube channel today.

According to DFAS customer service officials, the new YouTube channel (www.youtube.com/user/WePayDoD) will be closely tied to the agency's Facebook page (www.facebook.com/DefenseFinanceandAccountingService) as they work to provide useful information and improve communication with their payroll customers.

"It's always been our goal to pay all of our customers accurately and on time," said Roxanne Olson, agency director of Corporate Communications. "And we've found that the more our customers understand about their pay, the better we can serve them.

"The May 2010 launch of the DFAS Facebook page, and today's launch of our YouTube adventure, allows us to provide the information our customers need. Of course, those customers aren't the quiet types, so their comments give us some insight regarding their concerns that we need to address."

The DFAS YouTube channel currently offers one video on accessing the **myPay** online pay management system. Future videos are planned to help military and civilian customers complete travel vouchers, read their Leave and Earning Statements, manage pay allotments, as well as on other topics of interest to the agency's customers.

As videos are made available, posts announcing each video will be made via the DFAS Facebook page. Visitors can then choose to view the video on Facebook or link to the agency YouTube channel. As the inventory of available videos grow, viewers can visit the YouTube channel and search for topics they want to learn more about.

"The payroll process is truly a partnership between DFAS and the people we pay," Olson said. "For instance, the **myPay** system allows users to manage their direct deposit, change allotments and submit updated tax information. Our first video is intended to help new **myPay** users access the system and take advantage of a very convenient and secure way to keep their pay accounts current."

While the DFAS Facebook and YouTube pages can be viewed by anyone, the agency's social media coordinators recommend customers subscribe to their Facebook page and receive notifications whenever new posts are available.

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About DFAS

The Defense Finance and Accounting Service provides responsive, professional finance and accounting services to the men and women who defend America. DFAS pays about 6.4 million people and in FY 2010 made 8.1 million travel payments, paid 11.4 million commercial invoices, made \$578 billion in disbursements to pay recipients, and managed \$487.9 billion in military retirement and health benefits funds. For more about DFAS visit <http://www.dfas.mil>.