

Joint Base Myer-Henderson Hall

Outstanding Initiative in New Media

- Website: <http://www.army.mil/jbmhh>
- Facebook: <https://www.facebook.com/jbmhh>
- Twitter: <https://twitter.com/JBMHH>
- Flickr: <http://www.flickr.com/photos/jbm-hh>
- Slideshare: <http://www.slideshare.net/JBMHH>

Joint Base Myer-Henderson Hall digital properties provide two-way communication between the JBM-HH command and our multiple and diverse audiences. Unlike a typical IMCOM garrison, as a Joint Base we face more complex and uncharted challenges in reporting not just the Army story, but the Marine Corps story as well. JBM-HH online command information content covers a variety of different topics catering to the Military District of Washington and National Capital Region.

JBM-HH's Command Information team has revamped the official JBM-HH website, adding a number of new features, including a new command information block. This new block has made it easier for our audience to find relevant news and information in a more timely and efficient manner.

In a concerted effort to streamline all command information online platforms, the Command Information team has integrated new systems to communicate the Joint Base commander's intent consistently through our multifaceted digital footprint.

In 2013, JBM-HH's Command Information team grew viewership on Flickr to more than 727,000 all-time views, fan base on Facebook by 54.5 percent and followers on Twitter by 148 percent. We also incorporated an additional online resource, SlideShare. In 2013, JBM-HH's SlideShare content was among the top two percent of the most viewed on SlideShare, with more than 21,000 content views. Command information and the utilization of our online digital footprint continues to be a force multiplier, maximizing resources by reducing time spent sending photos, documents, presentations and information to our community.