


# Navy Region Hawaii provides social media training

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Social media is a cost-effective and efficient way to disseminate information in the government today. It allows commands to engage with their fans and followers to instantly deliver the command message while ensuring policy guidelines are met.

In a recent briefing, Chief Mass Communications Specialist John Hageman, Navy Region Hawaii, conducted social media training to help various departments, such as the Hickam Library and the Joint Base Pearl Harbor-Hickam Coalition for Sailors Against Destructive Decisions (CSADD), better understand the use of government Facebook pages.

“Having the knowledge and the tools for properly administering a government Facebook page is more valuable now than ever,” Hageman said. “With more than 500 million Facebook users worldwide, it is truly a huge communication tool. The ability to instantly connect with people and update your audience in real time is an amazing tool.”

The topics of discussion included the differences between government and personal Facebook pages, Department of Defense (DoD) regulations, endorsements, how to reply to questions and feedback, the simple do's and don'ts, knowing their stakeholders and how to get the word out.

While social media has been a strategic tool in the government to communicate with stakeholders and target audiences, it's best to keep in mind the best practices of operation security (OPSEC) and the policies of the DoD while continuing to communicate effectively.

Navy Region Hawaii Public Affairs plans to provide bi-weekly social media training and guidance to departments with government Facebook pages to help provide awareness and improve communication with the use of new media technology.

For more information on social media guidance, visit the Navy's Chief of Information (CHINFO) slideshare at <http://www.slideshare.net/USNavySocialMedia>, the Naval OPSEC at <http://www.slideshare.net/NavalOPSEC> or the DoD Social Media Hub at <http://www.defense.gov/socialmedia/>

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