



# *Content is King*

**Calendar for America Meeting  
November 2011**



# *Agenda*



- **The state of media**
- **Telling the Navy Week story**
- **El Paso case study**
- **Sharable content**



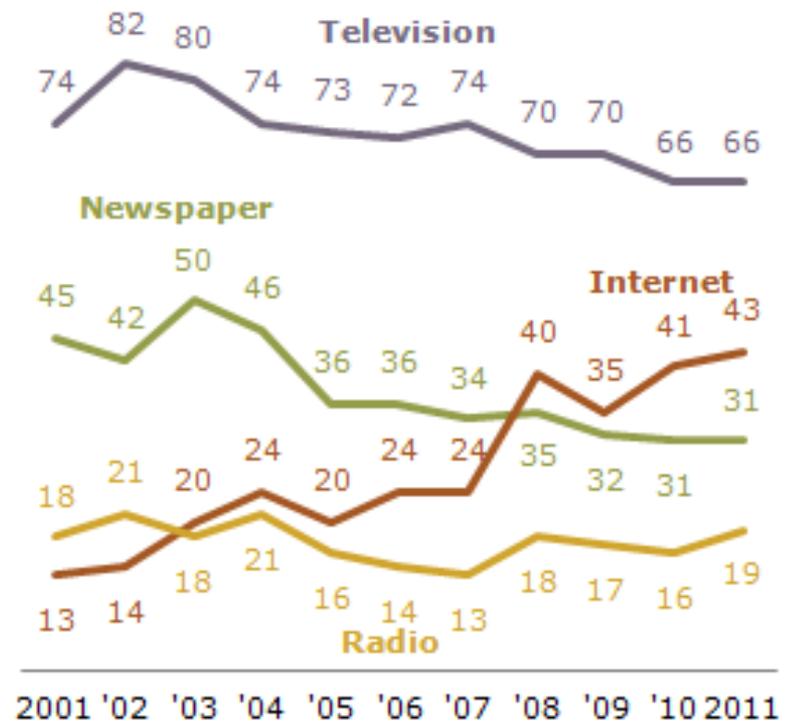
# The state of media



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- The internet has surpassed newspaper and radio as Americans' main source of news—and is quickly gaining on television
- If the U.S. Navy Facebook page were a newspaper, it would have the circulation of the 12<sup>th</sup> largest newspaper in the country!\*
- The “big Navy” social media presence has more of a reach than the *New York Post*, *Chicago Tribune*, *Houston Chronicle*, and *Philadelphia Inquirer*\*

## Main Source of National and International News



\*[http://en.wikipedia.org/wiki/List\\_of\\_newspapers\\_in\\_the\\_United\\_States\\_by\\_circulation](http://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_States_by_circulation)

PEW RESEARCH CENTER July 20-24, 2011. Q12.  
Figures do not add to 100% because of multiple responses.

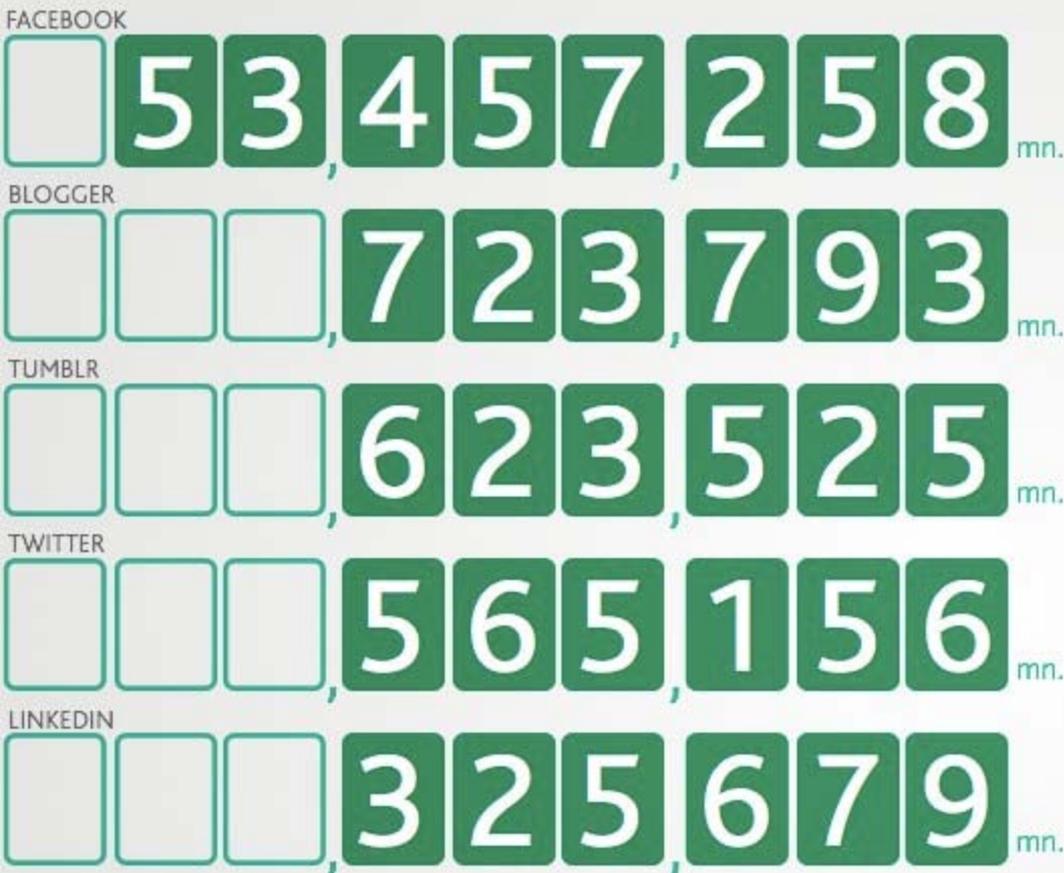


# The state of media

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## Top 5 U.S. Social Networks and Blogs Total minutes (000s), Home and Work (May 2011)



## How do consumers access social media?



## Percentage of Social Networking App Users by Age



Source: Nielsen Social Media Report,  
<http://blog.nielsen.com/nielsenwire/social/>



# *Content is king*

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## SECNAV announces next LCS

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👍 Like 🗑️ + Add to ▾ Share 🚩

360 views 📄



# Navy Week content



1. Editorial

2. Flag officer  
sound bites

3. Sailor sound  
bites

4. 1st person  
"confessionals"

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**We Can't forget to use SM to prep the communication battlespace**

\*See Navy Week Content outline for additional guidance on expected content



# Basic social media tactics

# AMERICA'S NAVY

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## U.S. Navy

Navy Fans, we've heard from quite a few of you recently about upcoming Fleet Weeks and wanted to make sure you had the gouge. San Francisco Fleet Week is Oct. 6-11! Ships from Commander, U.S. Third Fleet will be in the Bay Area and available for tours and the U.S. Navy Blue Angels will perform at the weekend air show. Not near the ocean? Be on the lookout for Navy Weeks, a fleet week without the ships, in a city near YOU!



Home  
[www.fleetweek.us](http://www.fleetweek.us)

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View all 27 comments

View all 40 shares

Brian Christ  
September 21

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Home You Organize & Create

Actions Share



Sailor high-fives a young child at Dallas/Ft. Worth Navy Week 2011.



@USNavy

US Navy

#NavyWeek starts TODAY in New England--bringing America's Navy home!  
<http://ow.ly/6CJPs> (if ur in the area, let us know or come say hi!)

The Abraham Lincoln Carrier Strike Group is deployed in the U.S. 5th Fleet area of responsibility, conducting maritime security operations and theater security cooperation efforts to establish conditions for regional stability. For more information about USS Abraham Lincoln Strike Group, visit the ship's Facebook page at [www.facebook.com/usslincoln](http://www.facebook.com/usslincoln).

For more news from USS Abraham Lincoln (CVN 72), visit [www.navy.mil/local/cvn72/](http://www.navy.mil/local/cvn72/).



Aaron K.

Check out [www.mwrtdaily.com/cona](http://www.mwrtdaily.com/cona) for all the event info, and after the Open House check out [www.facebook.com/flynavy](http://www.facebook.com/flynavy) for all the latest Naval Aviation News. On twitter check out @flynavy and the hash

1 | 1 week ago



Aaron K.

Gates open at 8am, Parade of throughout the day. Free Adm see the show from "Show Cen

1 | 2 weeks ago



100th Anniversary Parade Of Flight At North Island Naval Base

ADD TO MY TO-DO LIST

2302 Shelter Island Dr  
San Diego, California 92106



Categories: Other - Entertainment

Tags: untagged

edit



# The power of Twitter



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Media Name/Entity/Individual	Twitter Handle	Affiliations	Categories/Tags
<b>Journalists</b>			
Bernice Kearney	<a href="http://twitter.com/#!/bkearney">http://twitter.com/#!/bkearney</a>	KSAT reporter and twitter handle owner	Local media reporter
Joe Ruiz	<a href="http://twitter.com/#!/joeruiz">http://twitter.com/#!/joeruiz</a>	Journalist for NOWCastSA	Local media reporter
Charlotte-Anne Lucas	<a href="http://twitter.com/#!/CharlotteAnne">http://twitter.com/#!/CharlotteAnne</a>	Journalist for NOWCastSA	Local media reporter
nancypjohnson	<a href="http://twitter.com/#!/nancypjohnson">http://twitter.com/#!/nancypjohnson</a>	Journalist for NOWCastSA	Local media reporter
Amanda Evrard	<a href="http://twitter.com/#!/hype28">http://twitter.com/#!/hype28</a>	Journalist for NOWCastSA	Local media reporter
Bruce Texas	<a href="http://twitter.com/#!/TexasNews4u">http://twitter.com/#!/TexasNews4u</a>	Local news	Local media reporter
<b>Media Outlets</b>			
News 4 WOAI	<a href="http://twitter.com/#!/News4WOAI">http://twitter.com/#!/News4WOAI</a>	WOAI News 4	Local media outlet
KABB FOX 29	<a href="http://twitter.com/#!/KABBFOX29">http://twitter.com/#!/KABBFOX29</a>	KABB Fox 29	Local media outlet
TPR News 89.1	<a href="http://twitter.com/#!/TPRNews">http://twitter.com/#!/TPRNews</a>	Texas Public Radio	Local media outlet
KSAT Newsroom	<a href="http://twitter.com/#!/ksatnews">http://twitter.com/#!/ksatnews</a>	San Antonio KSAT newsroom	Local media outlet
NOWCastSA	<a href="http://twitter.com/#!/NOWCastSA">http://twitter.com/#!/NOWCastSA</a>	NOWCastSA is San Antonio's community news channel.	Local media outlet
San Antonio Current	<a href="http://twitter.com/#!/sacurrent">http://twitter.com/#!/sacurrent</a>	San Antonio Current	Local media outlet
SA Business Journal	<a href="http://twitter.com/#!/SABizJournal">http://twitter.com/#!/SABizJournal</a>	San Antonio Business Journal	local media outlet
San Antonio Daily	<a href="http://twitter.com/#!/SanAntonioDaily">http://twitter.com/#!/SanAntonioDaily</a>	Local news	Local media outlet
San Antonio Express News	<a href="http://twitter.com/#!/mySA">http://twitter.com/#!/mySA</a>	mySA.com, the home of the San Antonio Express-News.	Local media outlet; print; online
All of SA	<a href="http://twitter.com/#!/AllofSA">http://twitter.com/#!/AllofSA</a>	Community website	Local media outlet; online
SA Living	<a href="http://twitter.com/#!/SALiving">http://twitter.com/#!/SALiving</a>	TV show on local news station	Local media outlet; radio
Mix 96.1	<a href="http://twitter.com/#!/mix961sa">http://twitter.com/#!/mix961sa</a>	Radio in San An	Local media outlet; radio
KJ97S	<a href="http://twitter.com/#!/KJ97SanAntonio">http://twitter.com/#!/KJ97SanAntonio</a>	Radio in San An	Local media outlet; radio
My SA Military	<a href="http://twitter.com/#!/mySA_Military">http://twitter.com/#!/mySA_Military</a>	Military news from MySA	Local media outlet; radio
<b>Local and State Gov</b>			
Cris Medina	<a href="http://twitter.com/#!/crismedina">http://twitter.com/#!/crismedina</a>	Campaigning for election city council district 7 in San Ar	Politics; former Navy
Roland Gutierrez	<a href="http://twitter.com/#!/RolandG119">http://twitter.com/#!/RolandG119</a>	House Representative of the 199 District	Gov Official
Rick Perry Office	<a href="http://twitter.com/#!/TexGov">http://twitter.com/#!/TexGov</a>	Office of Gov Rick Perry	Gov Official
Rick Perry Personal	<a href="http://twitter.com/#!/GovernorPerry">http://twitter.com/#!/GovernorPerry</a>	Texas' 47th Governor	Gov Official



# El Paso Case Study



If a Navy Week falls in the woods...



1. Editorial

2. Flag officer  
sound bites

3. Sailor sound  
bites

4. 1st person  
"confessionals"

**No prep-- success in using SM as a marketing and audience focus tool**



# Case study details



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## NAVY WEEK CONTENT # 1: EDITORIAL



### Rear Adm. David Dunaway: El Paso to help observe Navy Week

By Rear Adm. David Dunaway | Guest columnist  
Posted: 10/09/2011 12:00:00 AM MDT

From Oct. 17-23, it will be Navy Week in El Paso.

One might consider Navy Week in the high desert an odd event, but as a native El Pasoan, nothing could be further from the truth.

The citizens of El Paso, like all Americans, have a heavily vested interest in a Navy that is fast, flexible, global, and powerful.

The necessity for a strong Navy with global reach is essential to ensure that we can preserve our way of life and protect our nation.

When you consider that water covers about 70 percent of the Earth's surface, approximately 80 percent of the world's population lives near the ocean and about 90 percent of all international trade travels by sea, it is clear that America's Navy is as relevant today as any time in our 235-year history.

## NAVY WEEK CONTENT # 2: FLAG OFFICER SOUNDBITES



### U.S. Navy

HAPPENING NOW: Navy Week El Paso where Rear Adm. Dunaway was born raised before he became a Navy pilot. He traveled back this week to talk about why America's Navy is important, even if you live in the desert! For those nearby, check out the schedule and share it with your friends + family:  
<http://www.navyweek.org/elpaso2011/>



### Navy Week El Paso

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

It's Navy Week in El Paso, TX and Rear Adm. Dunaway is back in his hometown to talk about America's Navy. Video by MC1 Anderson.

247,457 Impressions · 0.18% Feedback

Unlike · Comment · Share · Monday at 9:34pm

You and 417 others like this.

View all 29 comments

View all 46 shares



**Brian Groves** Lots of great modern era warriors were born in Texas :-)

Tuesday at 9:25am · Like



**Marianne Dumlao** low guys how are u?

Yesterday at 9:09am · Like

918 total likes  
67 total comments  
87 total shares



# Sharable video

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## El Paso Navy Week with "Decoy"

[usnavy](#)

304 videos

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733 views





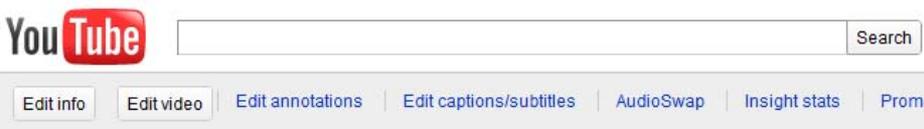
# *El Paso continued...*



## NAVY WEEK CONTENT # 3:

### *SAILOR SOUNDBITES*

328 views



### Sailors at El Paso Navy Week

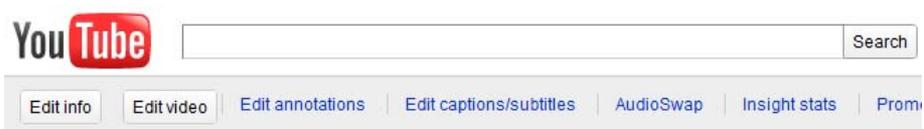
usnavy 291 videos



## NAVY WEEK CONTENT # 4:

### *1<sup>ST</sup> PERSON CONFSSIONAL*

192 views; 3 likes



### Thank you, El Paso!

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# Engaging El Paso on Twitter



@USNavy  
US Navy

HOOYAH! RT @elpaso411: @USNavy thanks! Love hearing the Blue Angels flying over us in the Northeast!  
[@BlueAngels](#) [@FlyNavy](#)

4 hours ago via HootSuite

Retweeted by [wendypoling](#) and 4 others



**CavasShips** Chris Cavas  
So help me, when I think El Paso it's heat, Fort Bliss, nastiness in Ciudad Juarez and cowboy boots, but not Navy. [goo.gl/4vWcl](#)  
17 Oct

in reply to [@CavasShips](#)



@USNavy  
US Navy

[@cavasships](#) that's why we're bringing the #Navy 2 El Paso for #NavyWeek. Gotta start somewhere.

18 Oct via HootSuite

Mentioned the *El Paso Times* in tweet and got direct response from the paper!



@USNavy  
US Navy

ur Navy is important, even if u live in the desert! [ow.ly/70GrP](#) #NavyWeek

[@elpasotimes](#)

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[Display media](#)

18 Oct via HootSuite

Retweeted by [TyCobb\\_GS](#) and 7 others



@USNavy  
US Navy

ur Navy is important, even if u live in the desert! [ow.ly/70GrP](#) #NavyWeek

[@KFOX14](#) [@KC9](#) [@KDBCTV](#) [@ElPaso411](#) [@abc7breaking](#)

Media not displayed.  
Sign in to apply your media display settings. Don't have an account? [Sign up!](#)  
[Display media](#)

18 Oct via HootSuite

Retweeted by [ItsMonie](#) and 7 others



Interacted with reporter from [Defense News](#) to change perceptions on an individual level, in a public forum.

# Sailors at El Paso Navy Week

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# US Navy receives first fully electric vehicle.

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*What's next?*



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**Warfighting First**

AMERICA'S  
**NAVY**

236 years of ...  
**Credible Combat Power**

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**Be Ready**

AMERICA'S  
**NAVY**

236 years of ...  
**Preserving the American Way of Life**

**Operate Forward**

AMERICA'S  
**NAVY**

236 years of ...  
**Keeping Sea Lanes Safe**

For 236 years your Navy  
has been preserving the  
**American way of life.**



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Find out more and join the conversation!  
<http://about.me/usnavy>

Navy QR Code-available on Navy.mil



[http://www.navy.mil/view\\_single.asp?id=109681](http://www.navy.mil/view_single.asp?id=109681)

AMERICA'S  
**NAVY**

**236 years of:**  
Preserving the American way of life

**Warfighting First:** Be ready to fight and win today, while building the ability to win tomorrow.

**Operate Forward:** Provide offshore options to deter, influence and win in an era of uncertainty.

**Be Ready:** Harness the teamwork, talent and imagination of our diverse force to be ready to fight and responsibly employ our resources.



Navy.mil

100% 0% 100%





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# *Questions*