

# Fort Bragg, North Carolina's digital presence



2014 Maj. Gen. Keith L. Ware  
Public Affairs Competition

Category D: Outstanding Digital Presence

Fort Bragg Public Affairs Office

# Digital presence



Fort Bragg, N.C.

Social media serves as the Fort Bragg Senior and Garrison Commanders' primary method of transmission for agile, timely and accurate information as part of the Installation's Communication Strategy. It helps empower audiences through increased understanding of the post and its mission to train, equip and deploy airborne and special operations forces. As well as providing the ability to interact with the command team.

Fort Bragg maintains an active online presence on #Facebook, #Twitter, #YouTube, #Pinterest and #Flickr.



[www.facebook.com/fortbraggnc](http://www.facebook.com/fortbraggnc)



[www.twitter.com/FtBraggNC](http://www.twitter.com/FtBraggNC)



[www.youtube.com/channel/UC42SG6EahBZvFsw0E9SiQuQ?spfreload=10](http://www.youtube.com/channel/UC42SG6EahBZvFsw0E9SiQuQ?spfreload=10)



[www.pinterest.com/fortbragg/](http://www.pinterest.com/fortbragg/)



[www.flickr.com/fortbraggnc](http://www.flickr.com/fortbraggnc)

# Strategic communication



Fort Bragg, N.C.

Fort Bragg's digital presence helps achieve the commander's vision by providing communications synchronization. All of the installation-level social media outlets support his three lines of effort for Fort Bragg: force generation; installation readiness; and readiness and resilience.

Installation commander's vision: Fort Bragg recognized as the Nation's Contingency Response Center where inspired leadership, readiness and teamwork deliver dependable mission success.



# Two-way communication



Fort Bragg, N.C.

Our digital presence not only serves as a way to put out information to our target audience, but also as a means to have a conversation with them. We receive instant feedback from the comment our fans post so we can gauge the effectiveness of our command messages. Members of our audience also come to our defense, often citing our messages, when commenters post inflammatory or uninformed comments on our pages.

Social media has also become a way to cement our relationship with the local media. Print and broadcast journalists from our local media outlets are very active on #Twitter and #Facebook. Reporters not only instantly share information they receive from Fort Bragg's press releases, but also retweet or share what we've posted on our social media pages and tag us in posts on their own pages.

Drew Brooks retweeted

**Fort Bragg** @FtBraggNC · Dec 5

More @18airbornecorps paratroopers return from Afghanistan. #homefortheholidays



**Fort Bragg, N.C.** shared a link.  
Posted by Eve Meinhardt [?] · October 1, 2014

The All American Trail is closed through Jan. 2 for the hunting season. Find out more information at the link below.

**All American Trail closed through January 2 for hunting season**  
[www.fortbraggpresscenter.com](http://www.fortbraggpresscenter.com)

Fort Bragg Press Center

All American Trail closed through January 2 for hunting season -

11,736 people reached Boost Post

Like · Comment · Share 65 6 30 Shares

Adora Butler, Stephen Powers, Conrad Chavez and 62 others like this. Top Comments - this.

Write a comment...

**Jason Sawyer** Jesse, it's not all about the people running in the trail. It's also about the hunters in the area and not having people running through their hunt areas. Also, when there are hunters in the woods shooting live ammo, there is no need to allow non hunters there to be put in danger. Has no comparison to airborne ops.

Like · Reply · 2 · October 2, 2014 at 12:37pm · Edited

**Nicole Carr** @NicoleCarrABC11 · Dec 12

.@FtBraggNC reminding service members not to put themselves in harm's way during wkend Unity pro

5

# LOE1

**FORCE GENERATION:** Through our online communications, we show that Fort Bragg is synchronized and postured to provide mission-ready forces and capabilities in support of geographic combatant command requirements.

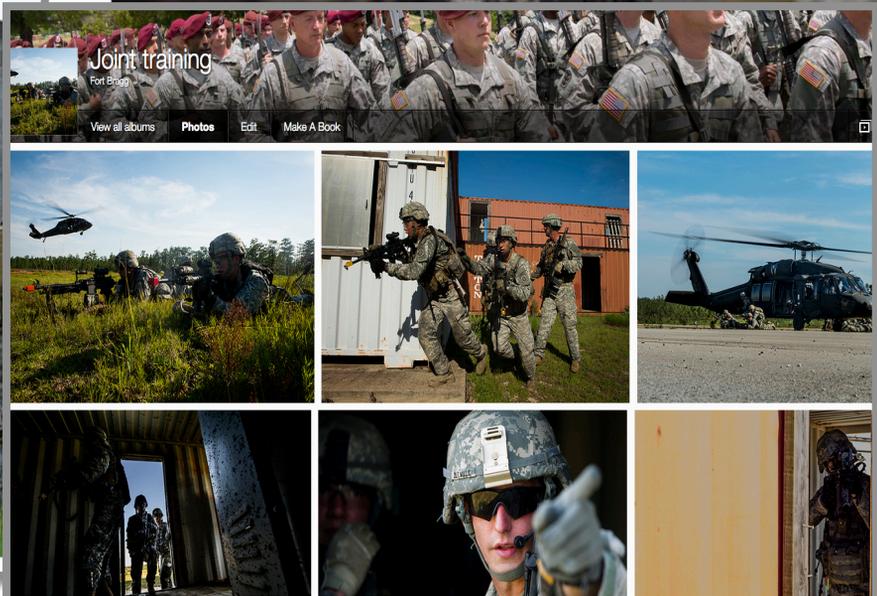
**Fort Bragg, N.C.**  
Posted by Eve Meinhardt [?] · July 14, 2014 · Edited [?]

Pfc. Joshua Duncan, 1st Battalion, 325th Airborne Infantry, 2nd Brigade Combat Team, 82nd Airborne Division, carries a simulated casualty during the Red Falcons' noncombat operation training on Fort Bragg, June 24.  
(#USArmy Photo by Sgt. Eliverto V. Larios)



**Fort Bragg @FtBraggNC · Oct 9**

Preparing to support the #Ebola fight, Fort Bragg Soldiers train to protect themselves from the virus. #oua @USArmy



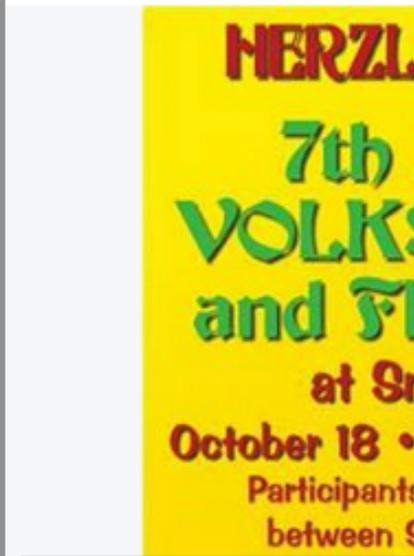
# LOE2

INSTALLATION READINESS: We highlight the installation facilities, programs and services that support Fort Bragg-based units and personnel using our online presence.



**Fort Bragg, N.C.**  
Posted by Eve Meinhardt [?] · October 18, 2014

We're getting ready to head over to Smith Lake for the 7th Annual Volksmarch. Hope to see you there!



**HERZL**  
**7th**  
**VOLKS**  
**and 5K**  
at Smith Lake  
**October 18**  
Participants  
between Smith Lake and...



**Fort Bragg resources**  
Facilities, programs and services available to Fort Bragg-based units and personnel.

Fort Bragg, N.C. Invite 5 Pins 564 Followers

- PARAGLIDE**  
Telling the Fort Bragg Story™  
The Paraglide is Fort Bragg's weekly command information newspaper.  
Pinned from paraglideonline.net
- U.S. ARMY MWR**  
SOLDIER · FAMILIES · RETIREES · CIVILIANS  
Fort Bragg's Financial Readiness Program offers financial counseling, as well as budget & debt management and savings & investment classes.  
Pinned from fortbraggmwr.com
- Directorate of Human Resources**  
Request a sponsor and/or a welcome packet.  
Pinned from bragg.army.mil
- Fort Bragg Schools**  
Fort Bragg schools.
- Support**  
The Interactive Customer Evaluation (ICE) website.
- Fort Bragg shuttle schedule.**



**Fort Bragg @FtBraggNC · Sep 23**

The monthly 5K Walk/Run is Saturday at Hedrick Stadium. This month's race starts at 9 a.m. It's free, with no registration required.

4 Retweets 2 Stars

# LOE3

READINESS AND RESILIENCE: We provide information on Ready and Resilient programs and services through social media outlets.



Fort Bragg @FtBraggNC · Oct 7

We provide the capability of readiness. Domestic violence undermines that readiness. It's contrary to what makes our [#armystrong](#). - MG Chinn



4



2



Fort Bragg, N.C.

Posted by Eve Meinhardt [?] · November 13, 2014

The Great American Smokeout is Nov. 20. The smokeout challenges individuals to go smoke-free for 24 hours. Tobacco use remains the single largest preventable cause of disease and premature death in the U.S. For tobacco cessation information, please contact your primary care clinic.

## Great American Smokeout 3<sup>rd</sup> Thursday in November

COMMIT TO **QUIT**  
GIVE THEM A **CHANCE**

Secondhand smoke impairs a child's ability to learn, and high levels of exposure are associated with deficits in reading, math and spatial reasoning



Children who breathe secondhand smoke are at an increased risk for ear infections

Children who breathe secondhand smoke are more likely to suffer from pneumonia, bronchitis, asthma and other lung diseases



Pets in smoking households have a 60% higher risk of developing lung cancer



# Target audience



Target audience: service members, Families, retirees, veterans, DoD civilian workforce, contractors, key influencers and local community.

Add photo

Location disabled

3

Tweet

Fort Bragg is home to approximately:

- 56,700 service members
- 14,300 civilian employees
- 6,300 contractors
- 76,000 Family members.
- 101,000 military retirees and their Families live in the surrounding communities

Total direct service population of more than 261,000

## Women

37%

Your Fans

## Men

62%

Your Fans

City	Your Fans
Fayetteville, NC	13,003
Fort Bragg, NC	5,718
Raeform, NC	1,608
Sanford, NC	1,573
Cameron, NC	1,051
Hope Mills, NC	1,043
Spring Lake, NC	879



fan demographics



# Multimedia storytelling



Fort Bragg, N.C.



We take advantage of all our available social media outlets to share the stories of our service members and the entire Fort Bragg community in a variety of formats.

Two major events that Fort Bragg wants to continue to grow and represent the [#USArmy](#) are the All American Marathon and the [#BraggCombatives](#) tournament. We capitalized on our [#Facebook](#), [#Twitter](#), [#Flickr](#) and [#YouTube](#) audiences by using multimedia storytelling to tell people about the events beforehand; share what was going on during the event; and after the event to share successes and get everyone excited about next year.



Because our target audience is so diverse, we need to ensure the way we deliver our message meets their needs. [#givethepeoplewhattheywant](#)



Add photo



Location disabled

3



Tweet

flickr

You



Fort Bragg, N.C.

Find



Fort Bragg, N.C.



Fort Bragg

@FtBraggNC

TWEETS

2,798

FOLLOWING

144

FOLLOWERS

7,560

Fort Bragg

Fort Bragg

YouTube



Fort Bragg, N.C.



# #AAMarathon



## All American Marathon 2014

Edit mosaic for this collection

[click here to add a description](#)



### All American Marathon set-up

3 photos | [Edit](#)



### Pre-race pasta party

27 photos | [Edit](#)



### All American 5K

23 photos



### Fort Bragg, N.C.

Posted by Eve Meinhardt [?] · May 5, 2014 · Edited

While we were running the [All American Marathon](#) back home, the XVIII [Airborne Corps](#) and other deployed units were participating in the All American Marathon Shadow 10k Run, May 4 at Camp Phoenix in Kabul, Afghanistan. Before starting the run, the participants gathered in a memorial circle in the spirit of Wear Blue: Run to Remember, with several runners announcing the names of fallen friends and comrades they were running in remembrance of. (Photo by Sgt. First Class Daniel Bailey)



### AA Marathon at "Wear..."

29 photos | [Edit](#)



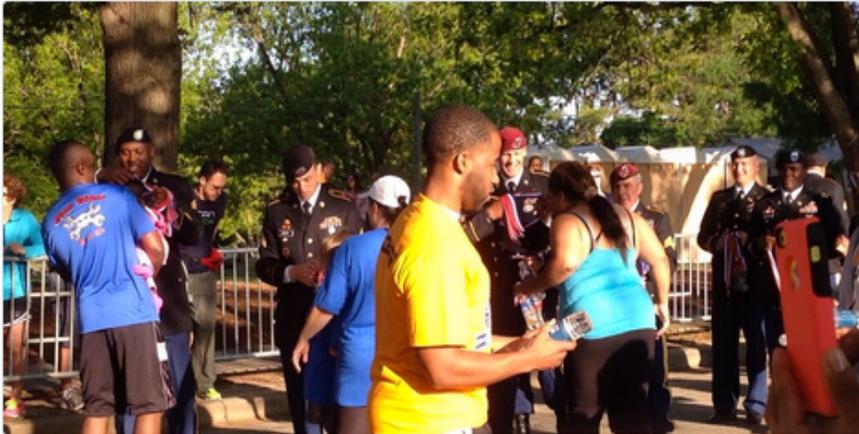
### AA Marathon finish festival

31 photos | [Edit](#)



Fort Bragg @FtBraggNC · May 4

Soldiers are giving medals instead of receiving them at the finish line. [#AAMarathon](#)



← ↻ 10 ★ 15 ...

[View more photos and videos](#)



Fort Bragg uploaded a video



2:20

42,560 people reached

[Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)

👍 1,596 💬 27 ➦ 116 Shares



Fort Bragg, N.C. shared a link.

Posted by Eve Meinhardt [?] · May 3, 2014

Find out what roads on post are going to be closed during the [All American Marathon](#) on May 4 at the link below. The race will primarily impact traffic on the All American Freeway and Gruber Road.

# #BraggCombatives



Fort Bragg uploaded a video 2 weeks ago



## Light Heavyweight Barton vs Duncan

by Fort Bragg

2 weeks ago • 252 views

Fort Bragg Combatives Invitational Tournament, 13 December 2014. This is the Light Heavyweight bout between Ivy Barton Jr. and Jeffery Duncan.



Fort Bragg uploaded a video 2 weeks ago



## Heavyweight bout William Smith vs Brian Hamel

by Fort Bragg

2 weeks ago • 379 views

Fort Bragg Combative Tournament Invitational, 13 December 2014. This is the Heavyweight bout between William Smith and Brian Hamel.



## Championship fight night

Fort Bragg

View all albums Photos Edit Make A Book



## Fort Bragg, N.C.

Posted by Eve Meinhardt

Nolen Rege, 2nd Brigade  
Victor McCollough, 4th B  
Carson, for Cruiserweight

Like · Comment · Share ·



## Fort Bragg, N.C.

Posted by Eve Meinhardt

Marques Daniels, US Ar  
1-504 PIR Homepage, 8  
championship. Daniels w

Like · Comment · Share ·



## Fort Bragg, N.C.

Posted by Eve Meinhardt

Jesse Hertzog, 82nd Airborne Div  
for Welterweight championship. H  
#BraggCombatives

Like · Comment · Share · 55



Fort Bragg @FtBraggNC · Dec 13

Sigh. #AirAssault wins. This time. We'll get it back next year. #BraggCombatives #ATW



# Emergency communications

Information travels faster than ever thanks to social media and smartphones. Unfortunately, this means that rumors can quickly take hold, creating widespread panic. An active and responsive digital presence can help quell those fears and correct misinformation.



**Fort Bragg** @FtBraggNC · Sep 19

Rumors of shots fired on post. Not substantiated. The authorities have been notified. We will post more info as we have it.



**Fort Bragg** @FtBraggNC · Sep 19

It's been confirmed that there is no active shooter on post. The shots reported were from a funeral detail.



17



13



**Katrina Sparks** Thank You for the information and quick update to put a stop to this rumor! This page is a great way to get information to the families of Fort Bragg.

Like · Reply · 1 · September 19, 2014 at 1:12pm



**Jim Tillotson** Good job reporting this guys!! Obviously most of the comments condemning you for posting this haven't been involved in an active shooter on a post! Or have forgotten about what happen in 1995!! I was there and that was my damn unit getting shot up!! I'd rather hear a warning and take precautions then not and possibly walk into a shooting rampage!!

Like · Reply · 4 · September 19, 2014 at 3:14pm

# Analysis



**Fort Bragg, N.C.**



We continue to work to grow our audience numbers on all our social media outlets. The average growth on our Facebook page has risen to 1,200 new followers a week.

While seeing our numbers grow is nice, it's engagement that we are most concerned about. We pay close attention to what our audience likes and the information they're looking for in order to make sure we're meeting their needs, which in turn allows us to better package our messages.



**Fort Bragg, N.C.**

Build Audience · Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	134,345	132,791	1.2%
New Likes	1,698	516	229.1%
Weekly Total Reach	449,799	194,561	131.2%
People Engaged	61,846	22,814	171.1%

# Moving forward

- ◆ Short-term objectives: Reevaluate content quality and information on our digital outlets to ensure that it's relevant for our audience and meets the command information needs of the installation commander and the needs of the post.
- ◆ Long-term objectives: Explore new social media outlets to remain on cutting edge of information distribution. Conduct surveys of our target audiences to see which platforms they prefer and refocus efforts if necessary based on results.

## OUR PROMISE:

To continue being a reliable source of information for and about the Fort Bragg community.