

U . S . A R M Y G A R R I S O N J A P A N

RISING SUN

SERVING THE U.S. ARMY JAPAN COMMUNITY

U.S. Army Garrison Japan Social Media Network



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

Category D: Outstanding Digital Presence (Unit Category)

U.S. Army Garrison Japan Public Affairs Office

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U.S. Army Garrison Japan's Social Media Network Platforms:

Official Website - <http://www.usagj.jp.pac.army.mil>

Facebook - <http://www.facebook.com/usagj>

Google+ - <https://plus.google.com/111160599639559783562#111160599639559783562/posts>

Flickr - <http://www.flickr.com/usagj>

YouTube - <http://www.youtube.com/usagjapan>

Vimeo - <http://www.vimeo.com/usagj>

Twitter - <http://www.twitter.com/usagjapan>

Pinterest- <http://www.pinterest.com/garrisonjapan/>

Slideshare - <http://www.slideshare.net/usagj>

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Social Media Program Overview

network

/'netwɜ:k/ 

noun

1. an arrangement of intersecting horizontal and vertical lines.
"a spider constructs a complex network of several different kinds of threads"
synonyms: web, criss-cross, grid, lattice, net, matrix, mesh, webbing, tracery, trellis; More
2. a group or system of interconnected people or things.
"the company has a network of 326 branches"
synonyms: system, complex, interconnected system/structure, complex system/arrangement, nexus, web; More

verb

1. connect as or operate with a network.
"compared with the railways the canals were less effectively networked"
2. interact with others to exchange information and develop professional or social contacts.
"the skills of networking, bargaining, and negotiation"

Since conception in 2003 with the official U.S. Army Garrison Japan Facebook page, USAG-Japan has made every attempt for their social media presence to be “the” source of valuable community information. When relying information to the community the garrison’s leaders identified the fundamental need to change the way community members receive information. By utilizing different social media platforms in an attempt to engage the community at “all ends,” the garrison identified that there was need for a basic social media program since social media was where the majority of community members would go to get the latest community information released.

After years of trial and error with the various social media platforms used by the USAG-Japan Public Affairs Office, the problem became simply that; the use of several different social media platforms in an effort to give the community the most information as possible was not beneficial because not every social media platform used can be used the same way. The various SM platforms used were not meeting the needs and expectations of the audience members. Some audience members only wanted a lot of pictures while others only wanted the content. Attempting to update every social media platform with both content and pictures was not feasible, as not every platform allows for both content and pictures to be uploaded.

Concept

Starting April 2014, USAG-Japan put new initiatives in place regarding their social media program to decisively change the way audience members viewed the social media platforms used and to make the various platforms work for each other. By taking the definition of “network” and applying it to the garrison’s motto, “S.E.T. the Standard,” a new social media concept was developed.

S: Service
E: Excellence
T: Teamwork

By providing the basic service of relying information in a timely manner, garnering the knowledge and training needed to provide excellence in the products and information released to the public through uploading content, and by utilizing the garrison’s PAO team member’s strengths to keep the community informed, USAG-Japan created the “Plug into Community” social media concept.

The thought process behind this concept is to entice the community to *plug into* or get evolved and engaged with their own community by accessing the garrison’s network of information through SM platforms.

A network is about “interconnecting” people and things. The concept of interconnecting the USAG-Japan community through social media by the different aspects that make the community thrive became the goal and mission for USAG-Japan’s SM content managers.

Planning and Coordination

To do this, first the SM content managers had to realize the overall mission for utilizing social media in our community. The mission for USAG-Japan’s social media is to ***“digitally engage Soldiers, Civilians, Family members, local national employees and other stakeholders to build awareness of the garrison’s mission and to use effective, coordinated and consistent themes and messages delivered over the social media platforms used daily by the agreed audience members of the USAG-Japan community.”***

Second, the content managers focused on the expressed daily needs of the audience members by asking questions like: ***“What is happening in my community today?”***, ***“How can this community keep me engaged?”***, and ***“Where should I go to get the latest information?”*** To answers these questions, the thought process of intersecting information contained in each post like a network through “redirection.”

When redirecting our audience members to the other SM platforms within the garrison’s social media network, the SM content managers learned they could follow the audience member’s true “engagement” from each spectrum of social media utilized.

USAG-Japan’s SM content managers made the conscious effort to increase awareness of the various SM platforms mainly by word-of-mouth; simply getting the word out there. With the intent to build a stronger, trustworthy relationship with USAG-Japan’s targeted public audience, the SM content managers regularly read the garrison’s SM platforms fanbase’s posts and thoughtfully provide adequate updates.

By doing this USAG-Japan has effectively increased the awareness of how USAG-Japan’s community members, Camp Zama and the surrounding local Japanese community members receive information through the various SM platforms used by the garrison. By streamlining the garrison’s social media program by deleting old accounts and only using the social media platforms that best communicate our messages to the most people, we have learn to how to use social media as a valuable resource for our community.

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Facebook

The U.S. Army Garrison Japan Facebook page serves as a platform to relay the most current information to our community. Communication is key, and by posting commanding messages, community information such as closures and upcoming events, and emergency weather information, in a timely manner, the garrison's Facebook page has become the number one source for the most up-to-date community information provided to the USAG-Japan community.

Facebook allows the garrison to effectively distribute news, videos, flyers, photos and command messages quickly. Our SM content managers make sure the content posted to Facebook is timely and relevant to our community members, so our Facebook audience get the most from every post.

By redirecting the garrison's Facebook audience to the other social media platforms within the USAG-Japan social media "network," not only do those audience members receive the most recent information, but they can simply follow the links to access extra information per event.

Facebook Analytics

Researching the weekly and monthly activity and insights such as the likes, shares, comments and engagement trends on the garrison's Facebook page helped our social media content managers discover that our community members like to "see themselves."

The majority of garrison's Facebook page likes comes from what the garrison SM content managers like to call "re-posts," or content posted following events that were originally announced on the garrison's Facebook page.

Process of "Re-posting"

1. Inform the community of the event within five business days of the event.
2. U.S. Army Garrison Japan's Public Affairs Office covers the event.
3. The coverage or "reposted" event is posted to the garrison's Facebook page within a timely manner from the events conclusion; usually within one to two business days.

By using the social media concept of "networking" through redirection, audience members see highlights from each community event then they are redirected to the other SM platforms used within the garrison's social media network; which they can either download photos, read the news articles or watch videos.

United States Army Garrison Japan
Posted by Hootsuite [?] · October 3, 2014 · Edited

The 1st Annual Employee Appreciation Day 第1回 従業員感謝デー

The U.S. Army Garrison Japan and the U.S. Army will host "The 1st Annual Employee Appreciation Day" on October 10, 2014, at 4:45 p.m. Please come out and enjoy the day! See More

CAMP ZAMA JAIL
EMPLOYEE APPRECIATION DAY
\$3 TO ISSUE THE ARREST WARRANT

\$5 FOR BAIL OR INCARCERATION FOR 10 MINUTES

To read more go to the Rising Sun Online at <http://www.army.mil/RisingSun>.

The U.S. Army Japan and I Corps (Forward) and U.S. Army Garrison Japan hosts... See More

2,545 people reached Boost Post

An original POST and a redirected REPOST

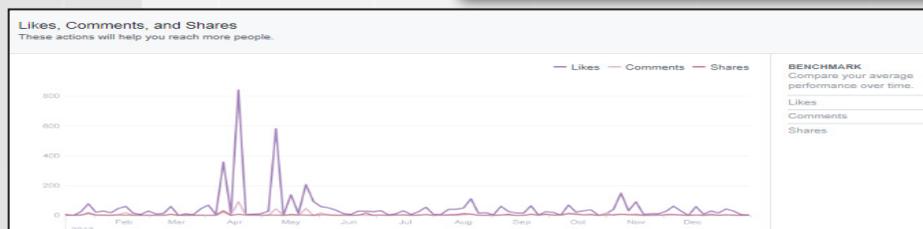
Effective Engagement

USAG-Japan's Facebook fanbase is continuously growing due to the "network" concept. In a recent analysis of the garrison's Facebook fanbase engagement over the last three years, in which community members actually like, comment or share information directly from the garrison's Facebook page, shows

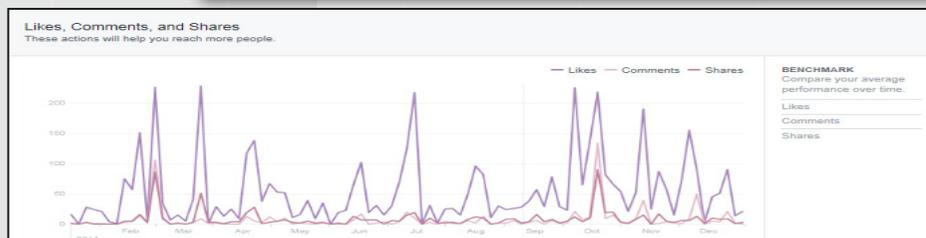
a dramatic increase in community engagement.



2012 Garrison Facebook Engagement



2013 Garrison Facebook Engagement



2014 Garrison Facebook Engagement

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Japanese Facebook

Bilateral Communication

A unique factor about USAG-Japan is its bilateral relationships with the surrounding Japanese communities. Many times when posting to Facebook, the USAG-Japan SM content managers will translate the post

to target the local national employees working for USAG-Japan.

When posting this way, the community events that entice the Soldiers, Civilians and local national employees in our diverse community are announced and the message is engaged on all levels; meaning all of our immediate audience members are made aware of the event without a language barrier.

United States Army Garrison Japan
Posted by Noriko Kudo [?] · August 5, 2014

Japan Red Cross Blood Drive ***献血のお知らせ***

The Japan Red Cross is scheduled to hold a blood drive on Aug. 8 from 9:40 a.m. to 3:30 p.m. in the parking lot behind the Camp Zama Home Store.

MLC/IHA employees, DA civilians and family members can participate in the blood drive, however the language used during the blood drive will be limited to Japanese.

Blood donations significantly drop during the summer time and support is much appreciated. For more info, please contact U.S. Army Garrison Community Relations Office at 263-7555.

座間キャンプにて、下記要領で献血が行われます。

日時：8月8日（金曜日） 午前9時40分～午後3時30分
場所：ファミチャーストア裏の駐車場
当日は日本語対応のみとなります。

神奈川県では、輸血用血液在庫の確保が引き続き厳しい状況が続いております。又、夏季は献血者数が落ち込む時期です。皆様の御協力をお願い致します。

詳細は基地管理本部 広報室 (263-7555) までお問い合わせ下さい。

Although this technique works for the internal bilateral community, it does not reach our external audiences, which are predominately Japanese.

In June 2014, the U.S. Army Garrison Japan Public Affairs Community Relations Office started the first official Japanese language Army Facebook page.

在日米陸軍基地管理本部 渉外課 OfficialPage
Posted by Michiko Z Hanaeda [?] · June 6, 2014

みなさん、こんにちは。
キャンプ座間の敷地内には、そめいよしのをはじめとする約1,000本の桜の老木があり、毎年春になると、基地内は美しい桜の花で埋め尽くされます。4月5日に行われた恒例の日米親善桜まつりでは、基地を一部一般開放し、ご来場の皆さんとともに、満開の桜と盛り沢山のイベントを満喫しました。足を運んでくださった方々、どうもありがとうございました。次回の一般開放は8月の盆踊り大会です。今からとっても楽しみです！
(Photo by MWR)

7 people reached

Boost Post

Like · Comment · Share

This page primarily serves the garrison's external audience members with the current and up-to-date information about USAG-Japan community events. All information is posted and shared in Japanese. The comments and messages from audience members are in Japanese as well. Our internal, but mostly our external Japanese community members can freely communicate and get responses from our SM content managers. Our SM content managers have the ability to respond to questions and post remarks in Japanese. Using our PAO team member's talents in this way truly makes the garrison's Japanese Facebook page a one-of-a-kind communication source in the host nation's language.

Bilateral Analytics

By researching and studying the like, shares and comment trends from each post made on the garrison's Japanese Facebook page, the SM content mangers have garnered what posting methods best communicates our messages to our local external audience.

Inbox 3 Unread

- 室橋繁 交通事故の件大変ですね。死亡された方にはお悔やみ申... November 26, 2014
- Masahisa Mori オクトーバーフェストについて詳細が知りたいのですが。ビ... October 7, 2014
- Maki Kazumoto 突然のメッセージすみません。質問です。ハワイアンフェ... September 11, 2014
- Hiroyuki Matsugen Matsumoto はじめまして 私、特定非営利活動法人NAC-Jの松元... September 10, 2014
- Keiko Takahashi 免許証の暗証番号が分かりません。入場は不可能ですか? August 2, 2014
- Mario Nagaoka わかりました。ありがとうございます。 July 30, 2014
- 東出慎之介 東出様、金属探知検査が行われた場合、障害者手帳を... July 30, 2014
- Mio Aizawa アイザワ様、お返事遅くなり、申し訳ありません。担当者... July 30, 2014

在日米陸軍基地管理本部 渉外課 OfficialPage
October 10, 2014 · Edited ·

明日10月11日に予定されています「オクトーバーフェスト」について、会場の変更がありましたので、お知らせいたします。イベントは、キャンプ座間正門を入って左奥にありますヤノ体育館の裏のサッカー場にて催されます。当日は、12種類のドイツビールを含むイフフードなど約30のブースが参加いたします。アルコール類の販売は、20歳以下の方へはできませんので、あらかじめ告知おきました。原道51号（行幸道路）に面した正門、及び相武台前駅より徒歩5分の4番ゲートより、徒歩のみでの入場となります。荒天の場合は、イベントは中止となりますので、ご了承下さい。... See More

3,424 people reached

Boost Post

Like · Comment · Share

3,424 People Reached

282 Likes, Comments & Shares

208 Likes	138 On Post	70 On Shares
44 Comments	2 On Post	42 On Shares
30 Shares	26 On Post	4 On Shares

283 Post Clicks

81 Photo Views	0 Link Clicks	202 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Hide All Posts

0 Unlike Page

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Pinterest and Flickr

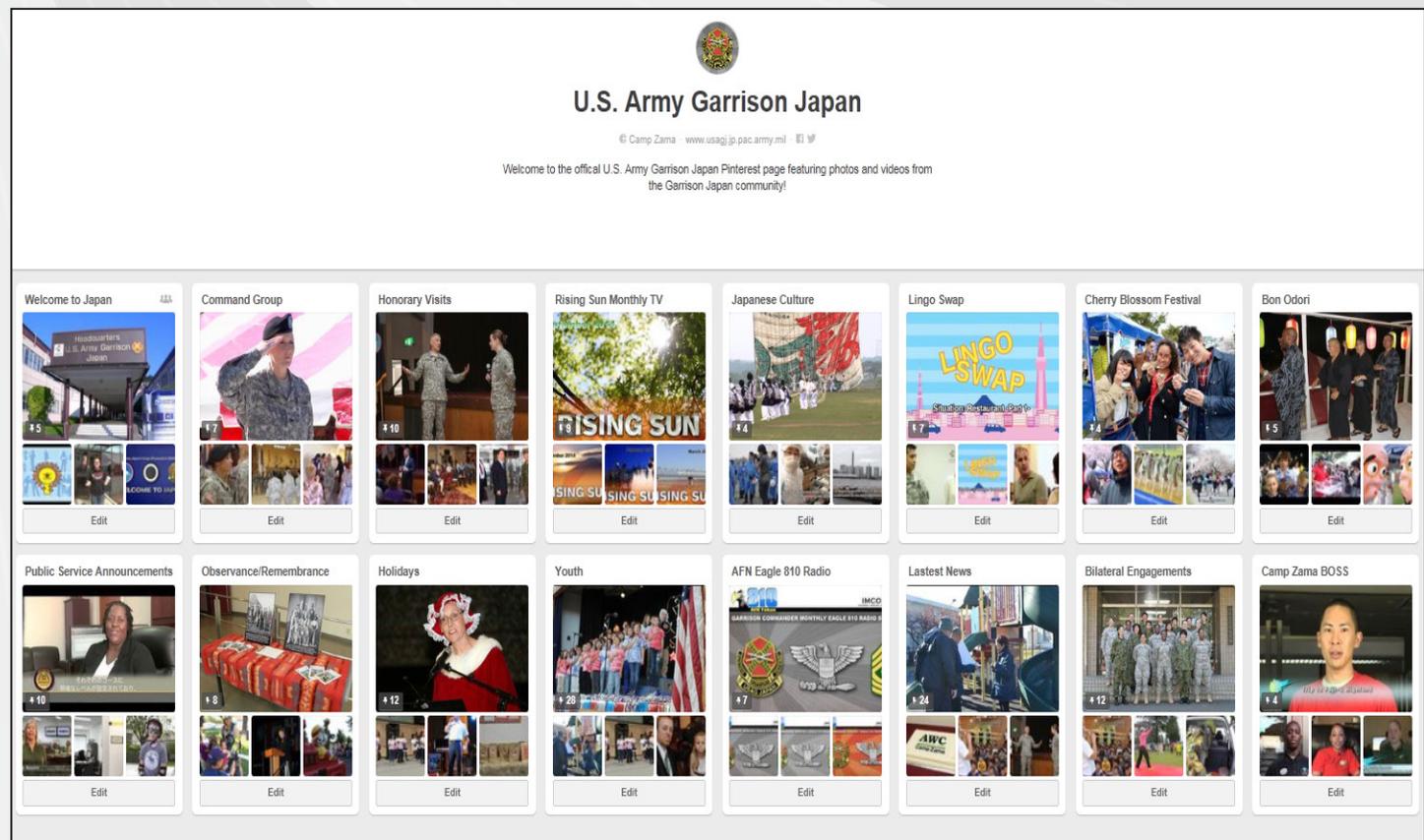
Inside Look into Garrison Japan

In 2014, USAG-Japan established a Pinterest page to successfully share an inside look into all the community events, bilateral engagements and to highlight certain aspects of the USAG-Japan community.

Our community is rich in diversity. There are many customs and cultural differences that can be challenging for a newcomer to the community to understand and simply get use to.

The garrison's Pinterest page is primarily for newcomers to the USAG-Japan community; however, everyone can access this page. Arriving at an overseas location can be challenging enough, but not understanding how to mingle with the host nation culture can be even more challenging.

Visitors to the garrison Pinterest page can view a useful assortment of garrison photos, videos and documents from the different events that show how the USAG-Japan community interacts with the host nation culture.



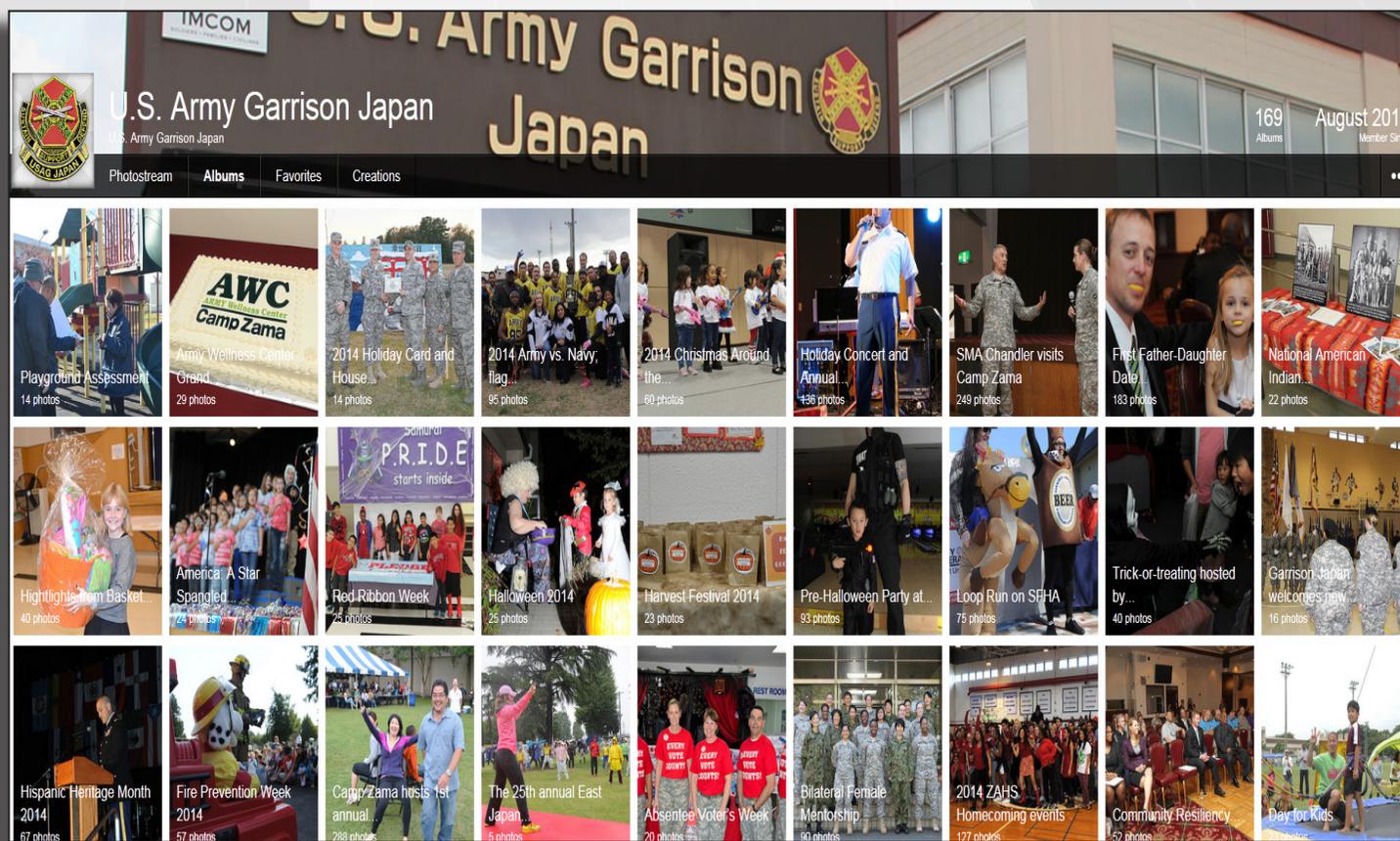
Archive of Imagery

USAG-Japan established a Flickr account in August 2011 to archive their official photos taken by PAO and Visual Information Center photographers. Since then, nearly 10,700 photos have been uploaded to this Flickr account.

In 2014, when the garrison's new social media concept of "redirecting" audience members to the other social media sites within the garrison's SM network was put into action, this Flickr account became the

number one source for audience members to view and retrieve imagery from post-wide community events. Instead of requesting copies of digital CD to be produced from the VIC, customers are able to easily access original photos per event. This Flickr account serves as the main repository where the garrison's imagery is downloaded by our Flickr fanbase.

When honorary visitors to the installation or open-post community events occur, the high resolution photos are uploaded with the intent for community members to retrieve the special photos taken with honorary visitors or of the open-post events.



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YouTube and Vimeo

Using Video Analytics

Since March 2011, the USAG-J Public Affairs Broadcast Section has successfully shared video segments from timely news/feature stories to numerous public service announcements, including Japanese language lessons, Japanese manners and customs, health and fitness tips etc, via the USAG-Japan YouTube Channel, which supports soldiers and their dependents that live and work in Japan.

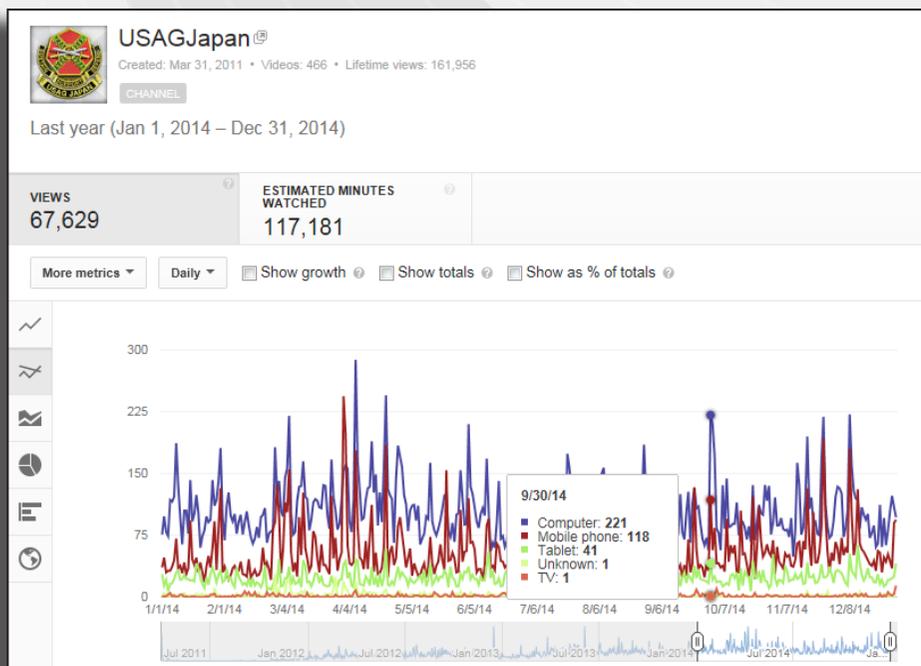
The channel had nearly 67,600 views in 2014, with 117,181 estimated minutes watched by the users. From the daily analytics conducted by the garrison's SM content managers, it was shown that the majority of garrison's YouTube users watched the videos on their computers and mobile phones.

In an era of rapid-fire technological changes, the USAG-J Public Affairs Broadcast Section makes it a point to meet our community's needs and produce segments which entertain and interest the community by minimizing the length of the videos to less than five minutes, along with supplying an extended range of subject matter of interest to the viewing audience. The videos are also broadcast on a variety of military television networks, including the Pentagon Channel and the USAG-Japan Commander's Channel.

Learning Culture through Entertainment

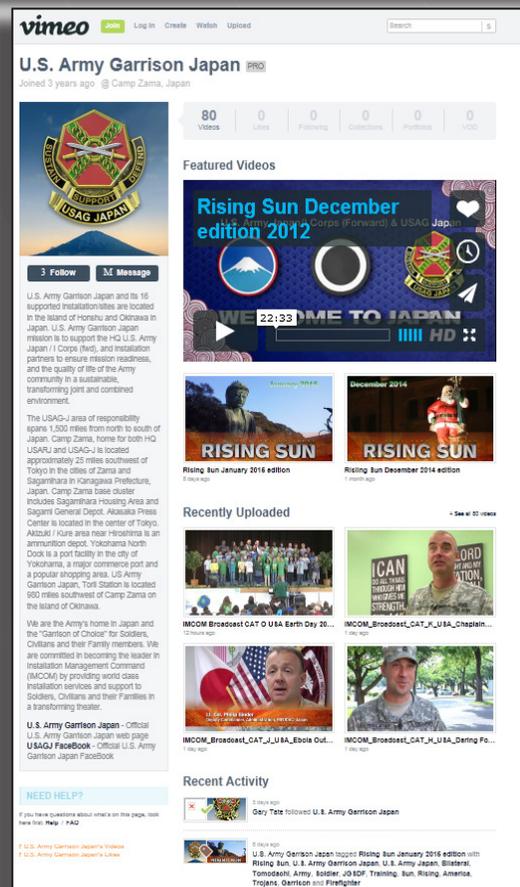
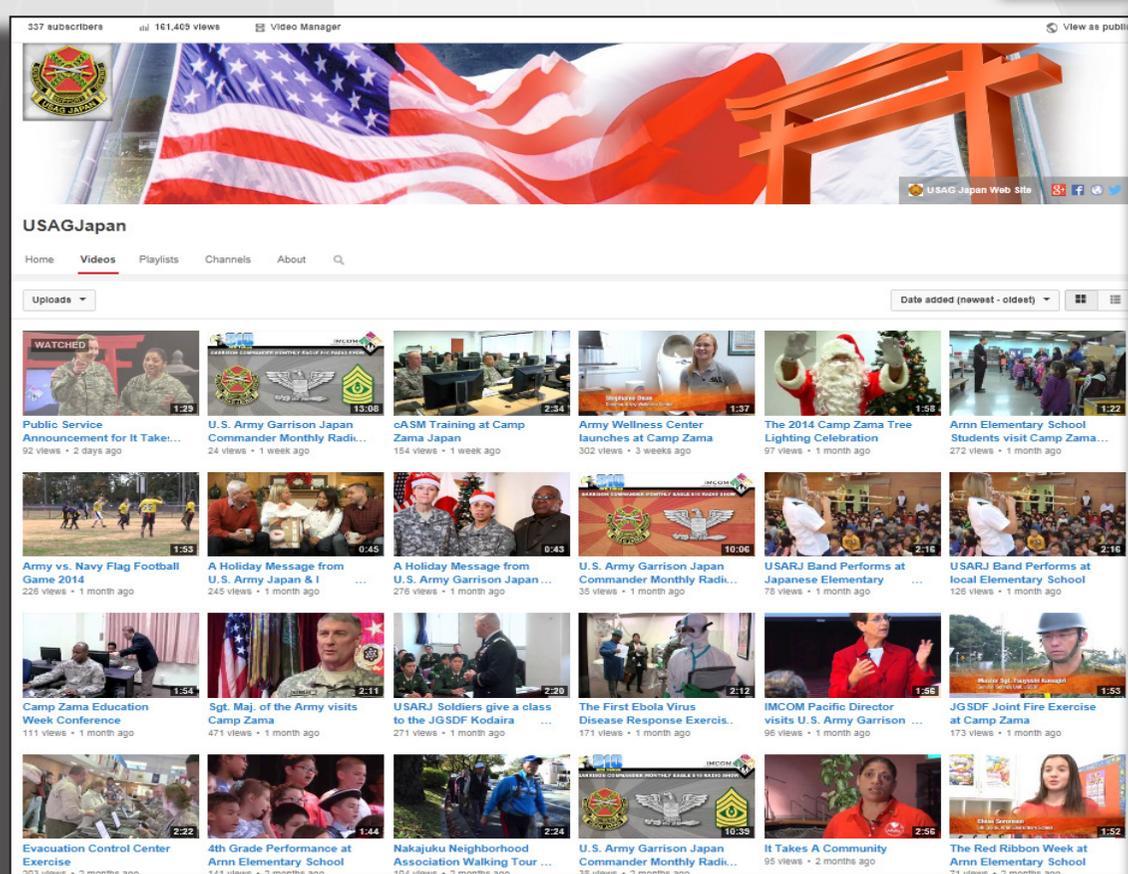
Last year the garrison's PAO began producing a series of short Japanese lessons made to teach the garrison's U.S. Army community helpful phrases to get non-Japanese speaking community members familiar with the Japanese language and culture.

"Lingo Swap" is the most watched playlist on the garrison's YouTube channel.



Top 10 Playlists

Playlist*	Views* (%)	Estimated minutes watched* (%)	Average time in playlist (web only)**
Lingo Swap	78 (32%)	45 (25%)	1:27
U.S. Army Garrison Japan Commander Mont...	75 (31%)	67 (37%)	0:59
Visual Information Division	51 (21%)	51 (29%)	1:37
Mike Larkin radio interview on Eagle 810(AFN)	33 (13%)	20 (11%)	0:53
Rising Sun Daily	10 (4.1%)	7 (3.9%)	0:51



The Rising Sun TV news program is produced monthly. This show highlights the garrison's activities and events, including bilateral engagements and historical cultural segments about Japan. This news program is published on the garrison's Vimeo site in high definition.

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Twitter and Google+

Reaching Out to Big Army

The USAG-Japan Twitter and Google+ accounts, although established in October 2011, are fairly new undertakings for the garrison's SM content managers. With 175 followers, the garrison's Twitter account is the smallest SM platform utilized, and with 925 profile views, the garrison's Google+ is just starting to gain a reliable fanbase.

Although Twitter and Google+ are fairly common SM platforms in the United States, in our overseas environment other social media platforms such as LINE and VINE are more popular.

The intent of the USAG-Japan Twitter and Google+ pages are to reach out to our "Big Army" audience members, as these two social media platforms have a large military audience. With Google+ users that search for Camp Zama, USAG-Japan or any of its affiliated names will find our Google + page simply by using the Google browser.

Through analytical research, it was determined that the garrison's Google+ page has had nearly 22,500 all time views, with 3,370 views just last year. Through the garrison's new social media concept of redirection, users that find the garrison's Google+ or Twitter pages are redirect to the more commonly used SM platforms within our network.



USAG Japan
@USAGJapan
Official U.S. Army Garrison Japan Twitter: news and updates for Soldiers, Civilians and Families serving in Japan (Following does not=endorsement)
Camp Zama, Kanagawa-ken, Japan
pinterest.com/garrisonjapan/
Joined October 2011

TWEETS 2,417 FOLLOWING 28 FOLLOWERS 175

Tweets Tweets & replies Photos & videos

USAG Japan @USAGJapan · Nov 5
Check out "Rising Sun Nov. 2014 edition" on Vimeo
vimeo.com/110883623 #Vimeo #risingsun #udotsdotarmygarrisonjapan #udotsdotarmyjapan



Rising Sun November 2014 edition
The monthly "Rising Sun" TV news program highlights the U.S. Army Japan's activities, events happening in U.S. Army Garrison Japan, and the culture of Japan. The...

USAG Japan @USAGJapan · Sep 22
CRF Change of Command Ceremony on Camp Zama:
youtu.be/RCEXTcN1fCs?li... via @YouTube



CRF Change of Command Ceremony on Camp Zama
Lt. Gen. Kawamata became the second CRF commander since the unit relocated to Camp Zama in 2012. The CRF primarily takes part in international cooperative pe...

USAGJapan
Shared publicly · Sep 30, 2014

To see more photos go to Flickr at <https://www.flickr.com/photos/usagj>.

To read more go to Rising Sun Online at <http://www.army.mil/RisingSun>.

Zama American High School kicked off their Homecoming weekend on Sept 25, with a pep rally at the ZAHS Gym followed by a parade around Camp Zama installation and a Power-Puff football game at the ZAHS football feild. The Homecoming football game, Trojans verses Misawa and the crowning ceremony was held on Sept. 26 at the ZAHS Football Field. Homecoming week ended with a dnace on Sept. 27 held inside the ZAHS cafeteria. (U.S. Army photos by Noriko Kudo)

To see more videos and photos from the USAG-J community go to USAG-J Pinterest at <http://www.pinterest.com/garrisonjapan/>.

Show less



The U.S. Army Japan and I Corps (Forward) Change of Responsibility Ceremony was held on Aug. 27 in the hanger at Camp Zama's Kastner Airfield where



+1 Add a comment...



+1 Add a comment...

USAGJapan
Shared publicly · Sep 16, 2014

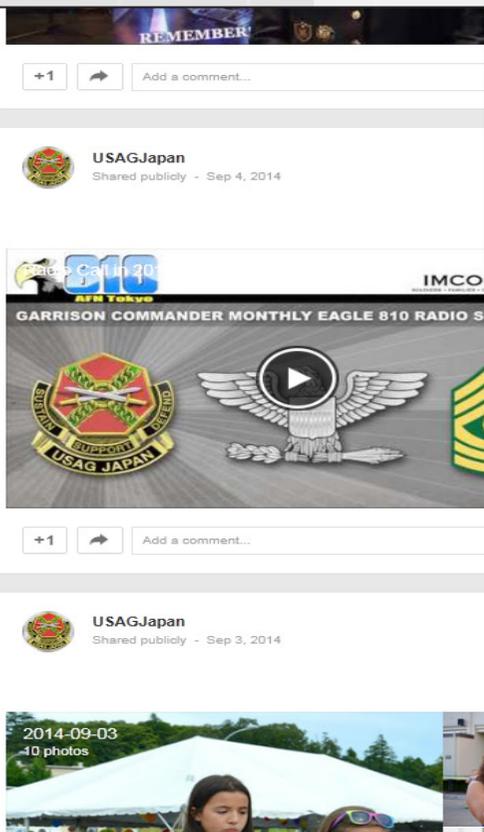
Camp Zama host 5K run/walk, ceremony to commemorate 9/11

To read more go to Rising Sun Online at <http://www.army.mil/RisingSun>.
To see more photos go to USAG-J Flickr at <https://www.flickr.com/photos/usagj>.

Camp Zama's Soldiers, Civilians, family members, Japan Ground Self-Defense Force members and local national employees participated in the 1st annual "True Red, White and Blue" 5K run/walk, held on the morning of Sept. 11 to commemorate the 9/11 terrorist attack events. The U.S. Army Garrison Japan hosted its annual 9/11 commemorative ceremony at the Camp Zama Community Activity Center, later in the evening. (U.S. Army photos by Kiyoshi Tokeshi)



Camp Zama hosts 5K run/walk, ceremony to commemorate 9/11



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Planning, Coordination and Execution

Maintaining Success

There are actually several methods used by the garrison's SM content managers to maintain a healthy flow of communication with our SM platform's audience members; however, the main strategy behind the garrison's social media concept depends on the analytical data gathered from each SM platform on a daily, weekly and monthly basis.

USAG-Japan's social media program is intended to change and flow based on the needs of our audience members. As events occur within the community, the garrison's SM content managers can easily determine which SM platform to utilize based on the needs of the targeted audience members.



Watching Trends

By watching the daily engagements of our SM platform's audience members, our SM content managers can determine exactly who likes, shares and comments on each post.

When looking at a post on sites such as Facebook the garrison's SM content managers can easily determine which posts are considered "popular" from the interaction alone. This tells us two things: how to post and when to post.

Executing the Concept

To garner the true reality of the reach for each post made to our SM platforms, it is imperative that the SM content managers investigate "what" audience members are actually clicking on.

Post clicks on sites such as Facebook, YouTube and Flickr informs the SM content managers "what" our audience members are clicking on. Based on what the audience members are clicking on the most per event (photos, videos or content) our SM content managers can determine where to redirect the audience members within garrison's social media network.

For instance, when an audience member clicks on the links inside the content provided on a Facebook post, they are technically being "redirected" to another social media site within our network. Although the audience member is leaving our SM platform, they are being taken to another one within our network, so they are technically still searching for more information.

It is up to our SM content managers to ensure timely, relevant and quality content is properly posted and shared on the garrison's SM platforms. It is also fundamental that the SM content managers "redirect" within the garrison's SM network to continue the flow of compunction from one social media site to another. This way each SM platform utilized raises the awareness of another within the network.

Based on when our audience members engage with our social media sites, SM content managers regulate posting during those "peak" times.

An example of where a redirected POST trail leads (i.e. Facebook, Rising Sun Online and Flickr)

United States Army Garrison Japan added 11 new photos to the album: Camp Zama AWC hosts grand opening ceremony — with Peter Cardel and 4 others. December 23, 2014 at 2:09pm

Camp Zama AWC hosts grand opening ceremony
To see more photos go to USAG-Japan Flickr at <https://www.flickr.com/photos/usagi/>
To read more go to the Rising Sun Online at <http://www.army.mil/RisingSun>.

The Camp Zama Army Wellness Center's grand opening was held Dec. 19 in front of the new center. It is the first AWC to open in the Pacific region. Stephanie Dean, the Camp Zama AWC director, said the new facility is about "healthy lifestyles." (U.S. Army photos by Yuichi Imada)
To see more photos and videos from the Camp Zama community go to USAG-Japan Pinterest at <http://www.pinterest.com/garrisonjapan/>.

3,228 People Reached
84 Likes, Comments & Shares

78 Likes	55 On Post	23 On Shares
2 Comments	1 On Post	1 On Shares
4 Shares	0 On Post	4 On Shares

1,584 Post Clicks

647 Photo Views	22 Link Clicks	915 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

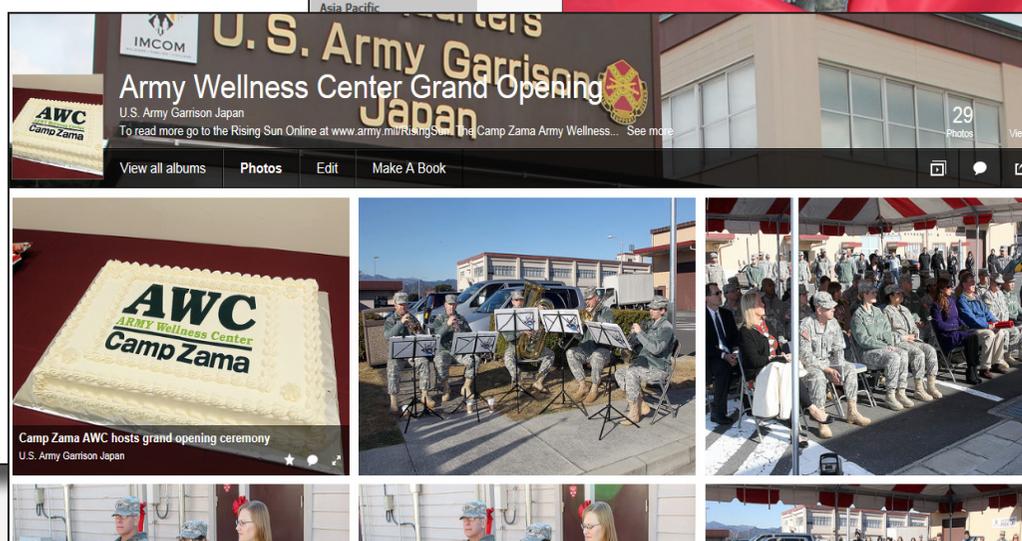
Home News Features Media Info Leaders Army Life Join

News Front Page
Homepage > News Archives > Article

Camp Zama AWC hosts grand opening ceremony
December 22, 2014
By Candateshia Pafford, U.S. Army Garrison Japan Public Affairs

Story Highlights

- "Teaching individuals how to make changes in their life, and sustain those changes," said Dean.
- "These centers were a key tenant of her plan to transform Army medicine from a system of healthcare to a system of health," said Hartinez.



U.S. ARMY GARRISON JAPAN RISING SUN

SERVING THE U.S. ARMY JAPAN COMMUNITY

Effectiveness

Overall Value to the Garrison

Getting Facebook likes are always good; however, the overall goal for the garrison's social media program was not garner likes, but the gain the trustworthiness of our audience members. The garrison's intent to make sure our customers know *where to go* and *when to go there* was the purpose behind establishing a true social media presence.

When key events such as bad weather occurs, our community members know where to go to get updated information simply because of the reliability established from the daily interactions of the garrison's SM content managers with our SM platforms audience members.

Although being reliable is important, the garrison also needs to be effective and influential. By timing social media posts, we can effectively tell if the message is received. If we constantly update our SM platforms with images, content and video without properly timing the delivery of the messages, our audience member will only stand to be confused by the excess of information; messages would be missed. By giving a post enough time to "simmer" audience members have enough time to "engage" the information.

This is easily tracked on SM platforms by tools such as Facebook Insights, Twitter Analytics, Google Analytics, YouTube Analytics and Flickr Stats.

