



# The Big Picture: Marketing and Branding CAP

Lt Col Paul Cianciolo

National Marketing & Social Media Manager

Capt Jessica Jerwa

National Social Media Analyst

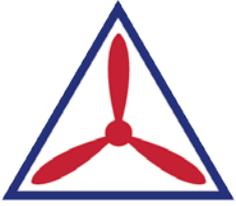
22 & 25 August 2018 @ #CAPNC18



# Civil Air Patrol

U.S. Air Force Auxiliary





# Today's Goals

1. Learn how to use CAP's social media channels effectively to "sell" CAP to the public, and change public perception through proper branding.
2. Examine the big picture of CAP's online presence, and determine how you fit in.



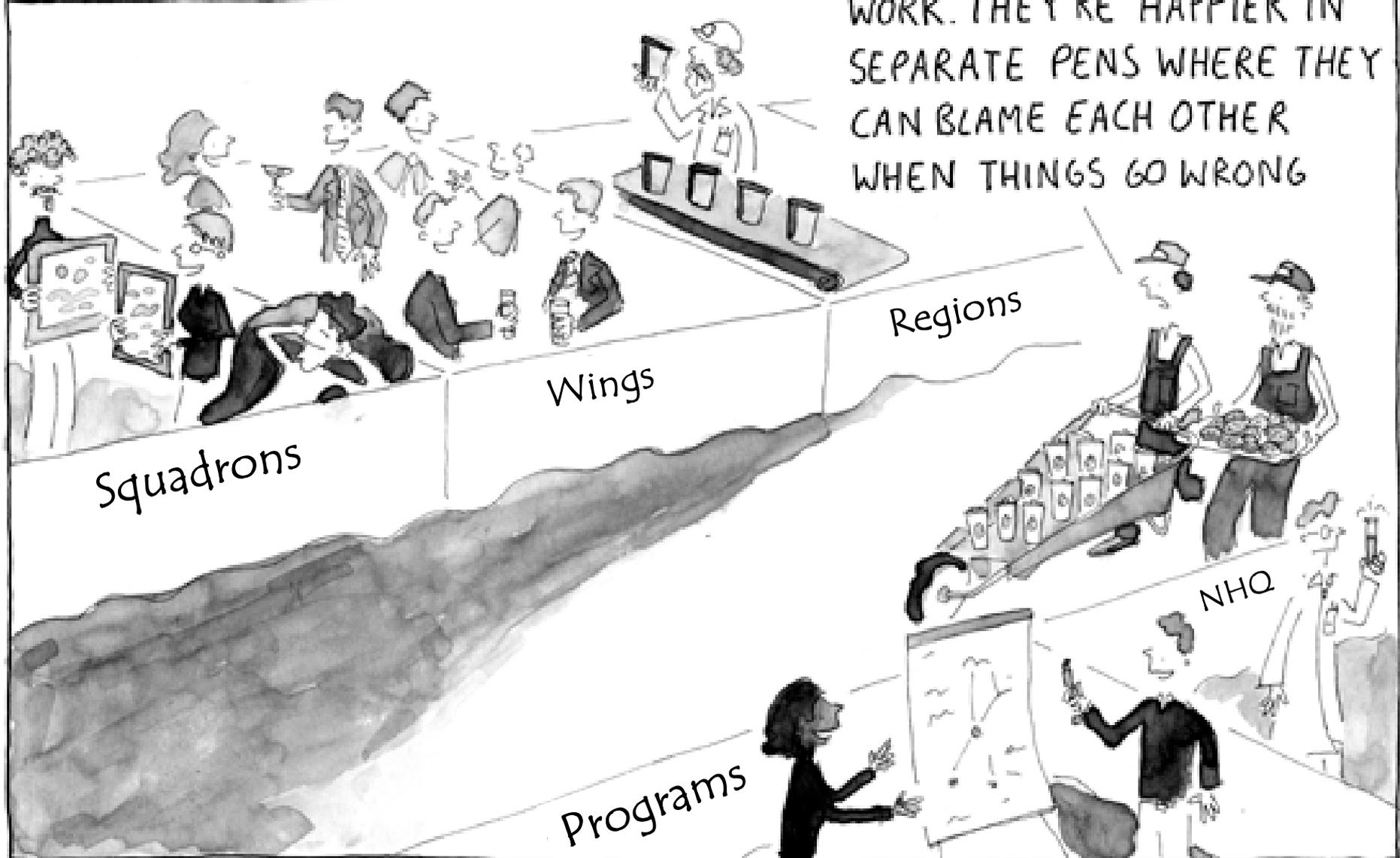
# Civil Air Patrol

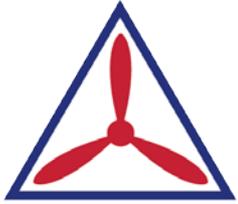
U.S. Air Force Auxiliary

**Public Affairs**

# Branding

# SILO FARMING





# What is Branding?

The craft & discipline of creating:

★ ***Emotional Attachments***

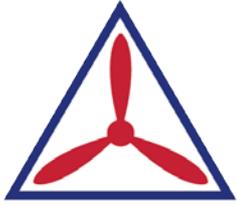
★ ***Intellectual Associations***

deliberately shaped to build greater brand value

delivered consistently both internally & externally

**We are One CAP!!!**

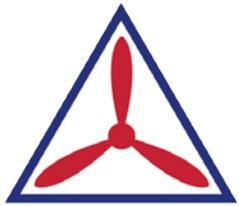
(Civil Air Patrol's ...)



## **Commander's Credo**

**“One Civil Air Patrol,  
excelling in service to  
our nation and our  
members.”**

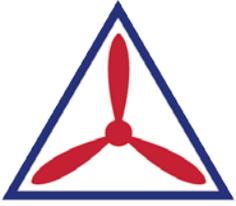
*--Maj Gen Mark Smith*



# Emotional Attachment

Audiences connect to brands that share their values and missions.



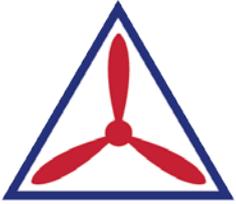


# Emotional Attachment



**HAPPINESS**

Makes Us  
Want to Share

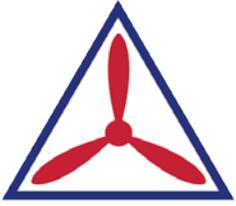


# Emotional Attachment



**SADNESS**

Makes Us  
Want to Empathize

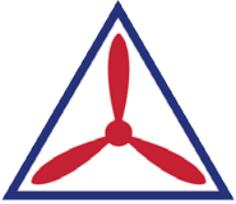


# Emotional Attachment



**FEAR**

Makes Us Want to  
Connect to Others

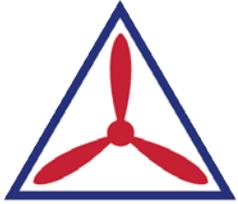


# Emotional Attachment



**ANGER**

Makes Us  
More Stubborn



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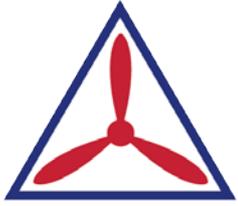
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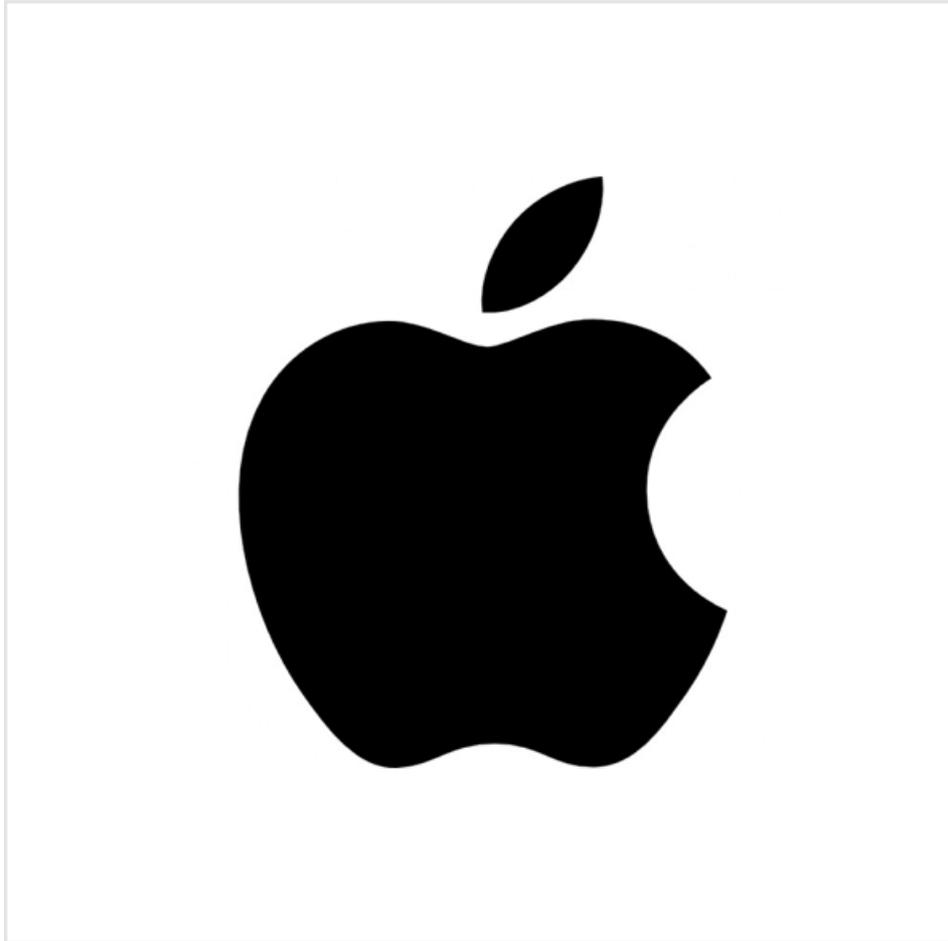
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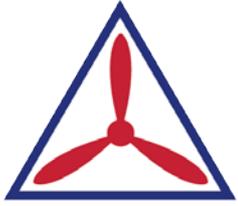
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(Civil Air Patrol's ...)

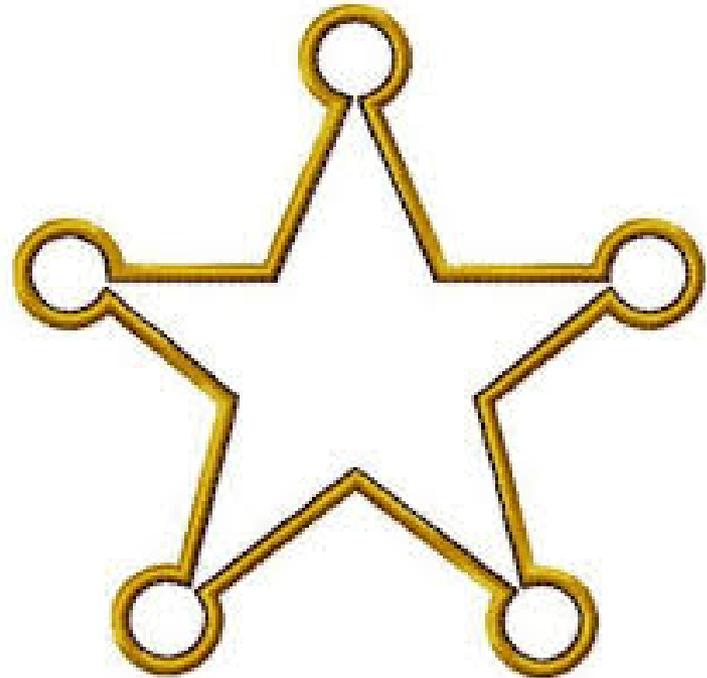
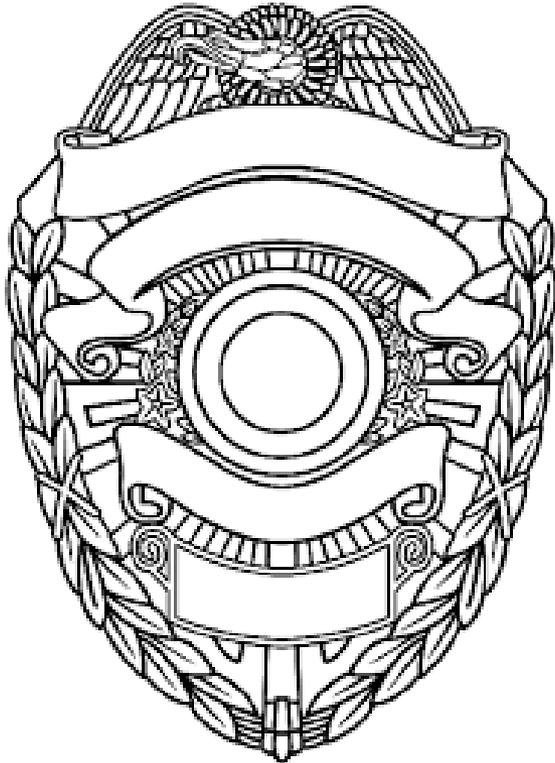


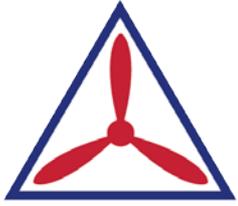
# Intellectual Association





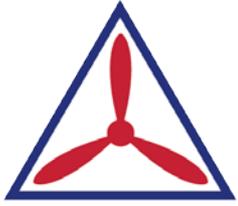
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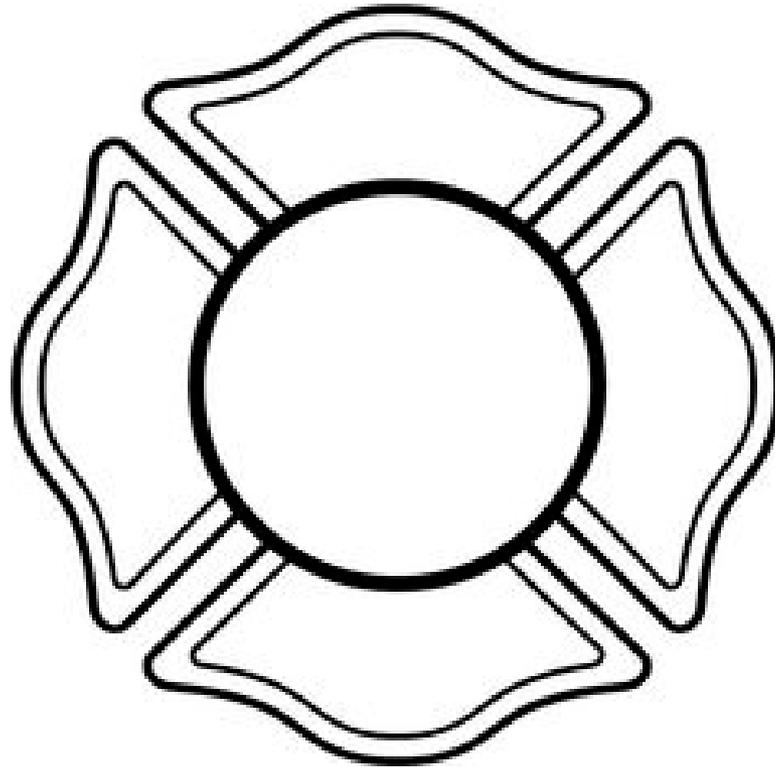


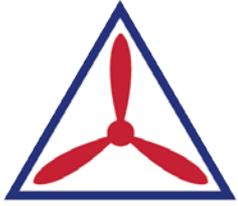
# **Intellectual Association**





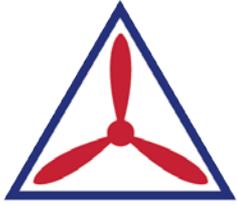
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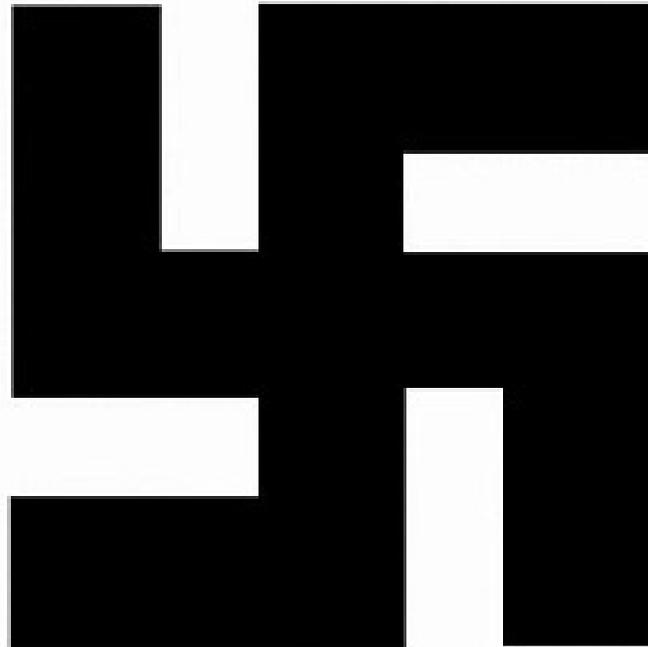


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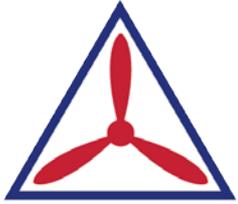




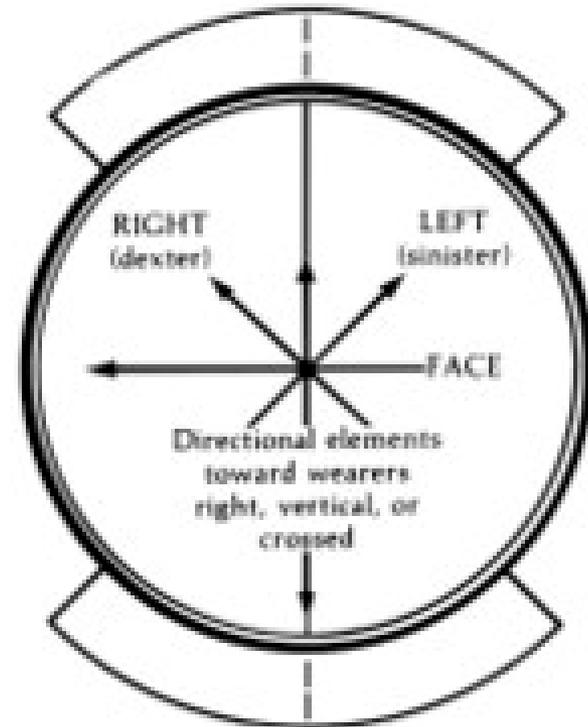
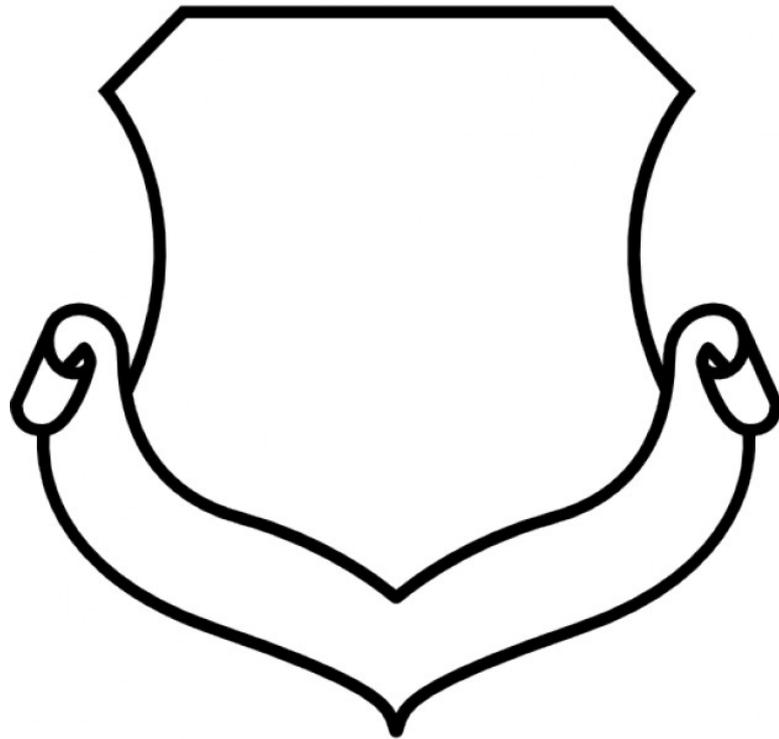
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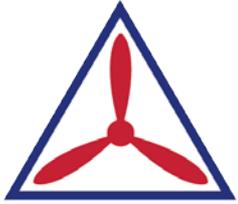


This association also evokes an emotional response.



# Intellectual Association





# What is Branding?

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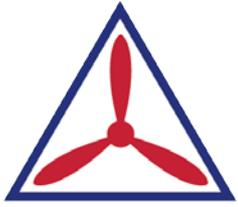
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deliberately shaped to build greater brand value

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**We are One CAP!!!**

(Civil Air Patrol's ...)



# No Longer Authorized



Citizens Serving Communities  
*Above and Beyond*

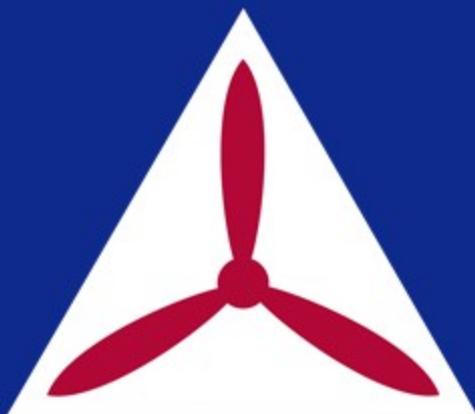


# CAP Brand Identity

*Seal*

*Logo*

*Command Emblem*



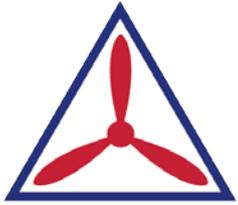
**CIVIL AIR PATROL**



- Official Documents, including Regulations & Letterhead
- Specific Uniforms per CAPR 39-1

- Marketing & Advertising
- Print or Electronic Newsletters, Magazines, etc.
- Promotional & Recruiting
- News Releases
- Official CAP Websites
- Official CAP Social Media
- Official Invitations & Programs
- CAP Business Cards
- Exhibits, Signs, Banners, Posters, Mugs, Coins, Civilian-Attire, etc.

- CAP Corporate Aircraft per CAPR 66-1
- Doors of CAP Corporate Vehicles & Travel Trailers per CAPR 77-1
- CAP-owned Equipment per CAPR 174-1
- CAP Membership Cards
- Specific Uniforms per CAPR 39-1



# U.S. Air Force Brand Identity

**Air Force Seal**

**Air Force Symbol (Logo)**

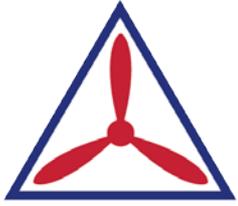
**Air Force Emblem**



*Internal Use Only*

*AFI 35-114 (also includes Air Force One & Air Force Thunderbirds)*

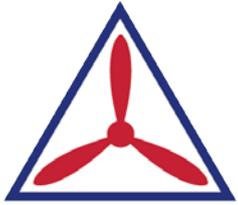




# Seal Update

## *Draft CAPR 150-2*





# Logo Update

## *Draft CAPR 150-2*



**Civil Air Patrol**  
U.S. Air Force Auxiliary

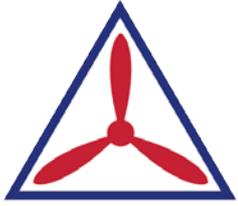


**Civil Air  
Patrol**  
U.S. Air Force Auxiliary

# Command Emblem Update

## *Draft CAPR 150-2*



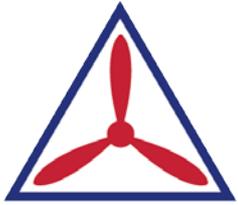


# **New Unit Emblem Use** ***Draft CAPR 150-2***



**CIVIL AIR PATROL**

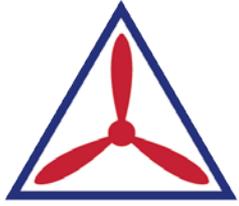
CAPP 110-4, *Civil Air Patrol Heraldry Guide*, covers design.



# Why Unit/Activity Emblems?

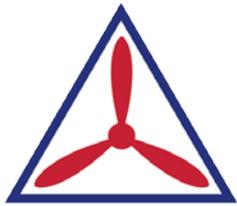


**We are One CAP!!!**

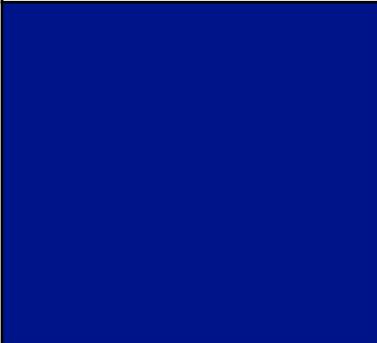


## **What is Branding?**

**The CAP Brand is  
more than just the  
logo and emblems!**



# Official CAP Color Palette

	<b>Ultramarine Blue</b>	<b>Silver Gray</b>	<b>Scarlet Red</b>	<b>Air Force Yellow</b>
				
<b>RGB</b>	0 20 137	158 162 162	186 12 47	255 205 0
<b>HEX</b>	#001489	#9EA2A2	#BA0C2F	#FFCD00
<b>Pantone</b>	Reflex Blue C	422 C	200 C	116 C
<b>CMYK</b>	100 89 0 0	19 12 13 34	3 100 70 12	0 14 100 0

# Brand Perception (Aircraft)



# Brand Perception (Aircraft Paint Scheme)



# Brand Perception (Aircraft)





# Brand Perception (Vehicles)

# Brand Perception (Uniforms)



# Brand Perception (Uniforms)



# Brand Perception (Uniforms)



U.S. Dept of Defense   
@DeptofDefense



Following

Civil Air Patrol cadets carry a wreath during Wreaths Across America at Arlington National Cemetery.



RETWEETS FAVORITES

57

89



3:00 AM - 22 Dec 2014



Wreaths Across America - Official Page

8 hrs

Air Force Junior ROTC cadets carry a wreath to be placed during Wreaths Across America Day 2014 at Arlington National Cemetery.

**#RememberHonorTeach**

photo by U.S. Air Force Staff Sgt. Vernon Young Jr.



Like

Comment

Share



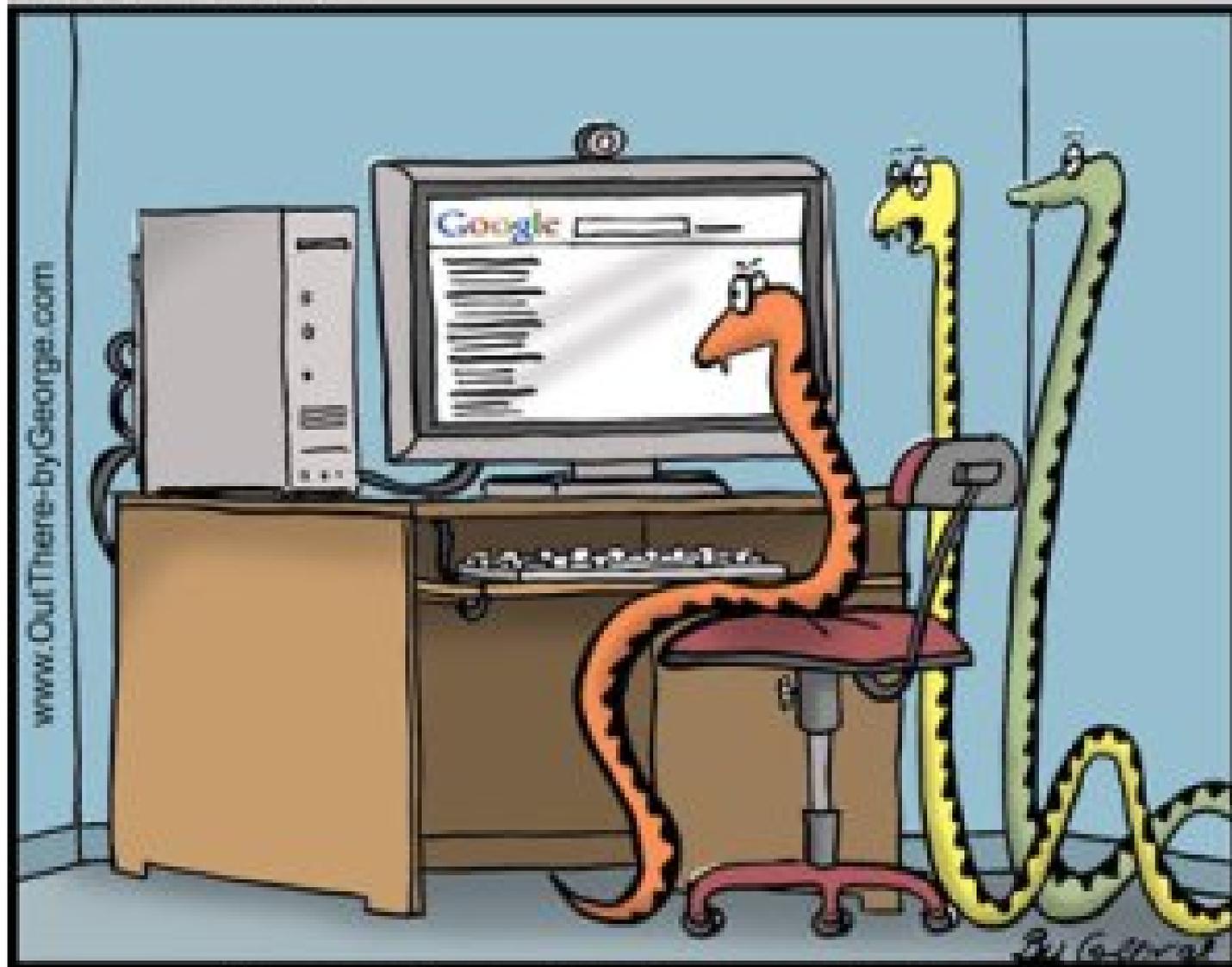
**Civil Air Patrol**

U.S. Air Force Auxiliary

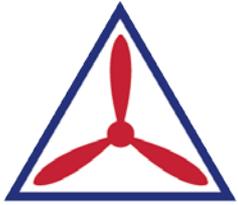
**Public Affairs**

**Online Presence**

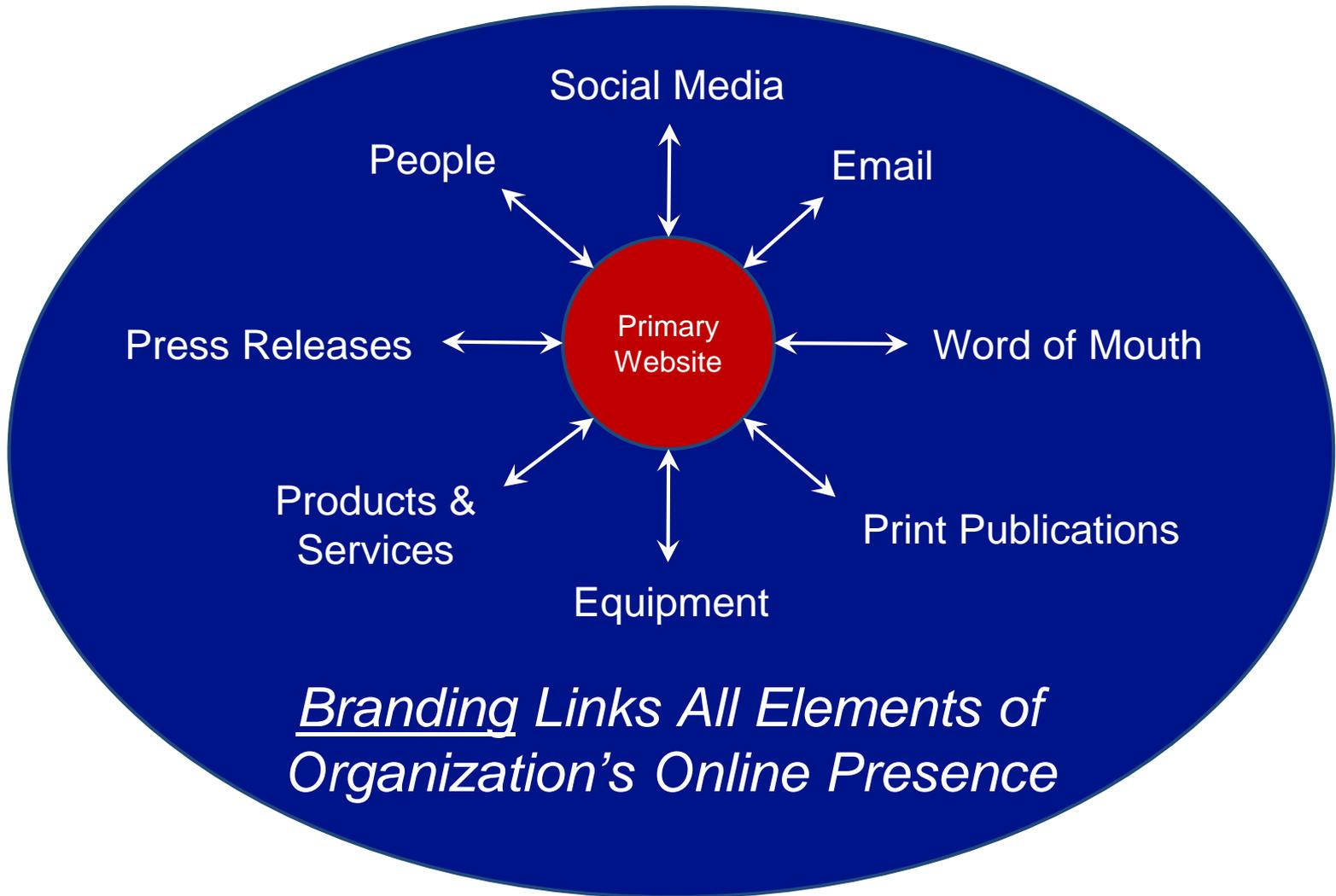
# Out There



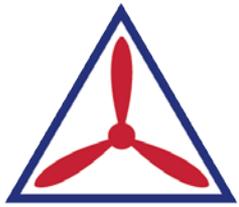
**"Come on Vince... Google yourself and see if you're really as deadly as you keep telling us!"**



# Online Presence

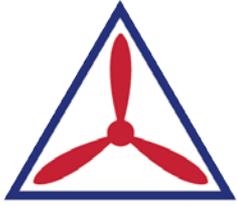


*Branding Links All Elements of Organization's Online Presence*



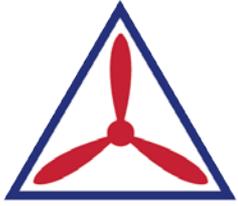
# CAP Online Presence

- ~6.4 Million Webpages about Civil Air Patrol  
*Up from 2.4 Million in 2015*
- 18+ National-Level URLs & Subdomains
- ~1,700+ Unit & Activity Websites
- 48+ National-Level Facebook Pages/Groups
- 18+ Region-Level Facebook Pages/Groups
- 103+ Wing-Level Facebook Pages/Groups
- Countless Other “Official” Social Media Accounts on Various Channels



## **Effective Communication**

**Getting the right  
information  
to the right people  
at the right time.**



# Emotional Attachment

**Audiences connect to brands that share their values and missions.**



**HAPPINESS**

Makes Us  
Want to Share



**SADNESS**

Makes Us  
Want to Empathize



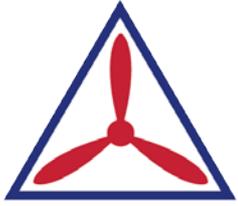
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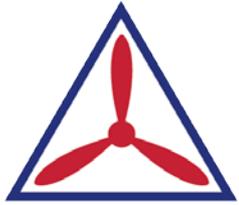
## **CAP Core Values**

**Integrity**

**Volunteer Service**

**Excellence**

**Respect**



# **Congressionally Mandated Mission/Purposes**

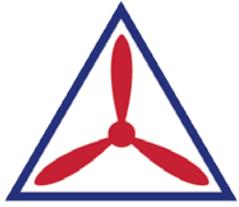
**CAP's original mission in 1941 by executive order was to mobilize the nation's civilian aviation resources for national defense service.**

## **Current Mission:**

*Public Law 79-476 signed by President Truman in 1946*

**Title 36, United States Code, Chapter 403**

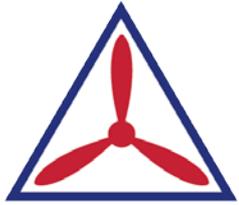
**[\(36 USC §40302\)](#)**



# Congressionally Mandated Mission/Purposes

The purpose of the corporation is:

1. To encourage citizens to support aviation and be an example through volunteerism;
2. To provide aviation training to its members;
3. To promote the development of civil aviation in local communities;
4. To rally its volunteers to respond to local and national emergencies; and
5. To assist the Air Force with its non-combat programs and missions.



# **CAP Mission Statement**

**Supporting America's  
communities with emergency  
response, diverse aviation and  
ground services, youth  
development, and promotion  
of air, space, and cyber power.**



# Civil Air Patrol

U.S. Air Force Auxiliary

**Public Affairs**

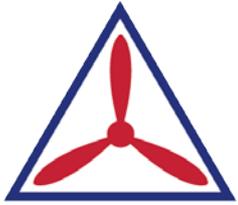
# Social Media



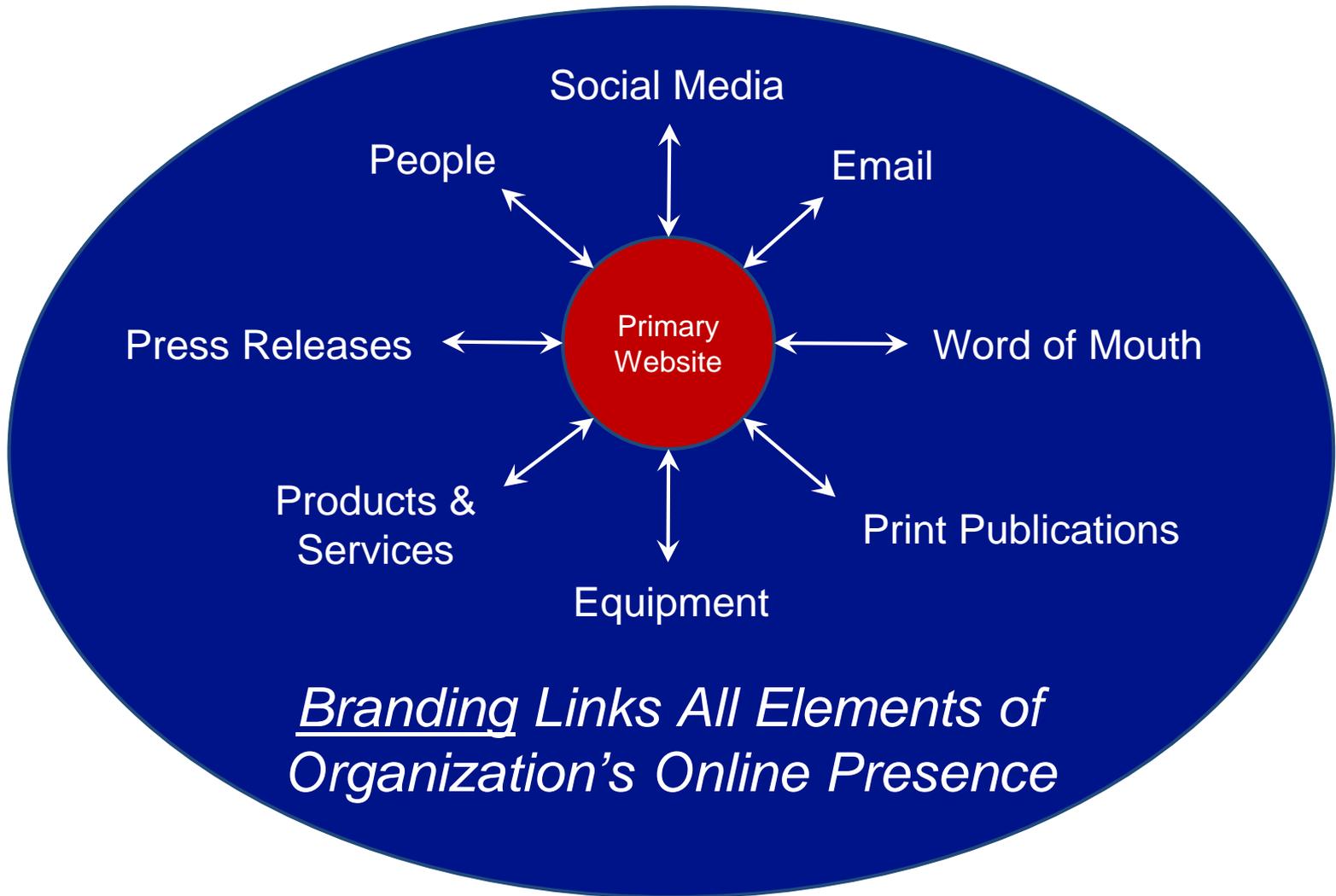
I'M SORRY, CAPTAIN, BUT WE HAVE A BIT OF A PROBLEM WITH ONE OF THE PASSENGERS.

OH, BOY.

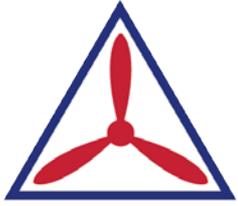
WELL, HOW MANY TWITTER FOLLOWERS DOES HE HAVE?



# Online Presence

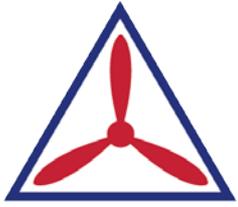


*Branding Links All Elements of Organization's Online Presence*



# **Social Media Branding**

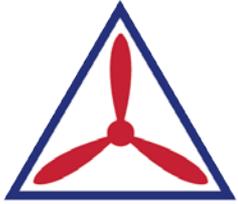
**Choose the Right Social  
Network to Engage Your  
Audience**



# Social Media Channels

It's not about getting likes. It's about connecting with your audience.

- **Facebook** is for major life updates.
- **Twitter** is for keeping up with news and live events.
- **Instagram** is for jealousy-inducing photos.
- **LinkedIn** is for connecting with professionals.
- **YouTube** is for discovering/searching and watching originally-created videos.
- **Vimeo** is for sharing creative artistry videos.
- **Flickr & Smugmug** is for online photo management.
- **Google Plus** is for maximizing visibility on Google search pages.



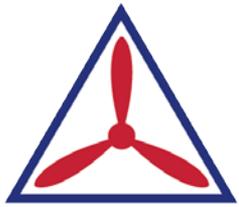
# Official vs Personal

**Official You** = Your Speaking on Behalf of CAP

*CAP Internet Operations must be approved by a commander.*

**Personal You** = Your Own Views and Opinions

*It should not appear to others as though you're speaking for CAP.*

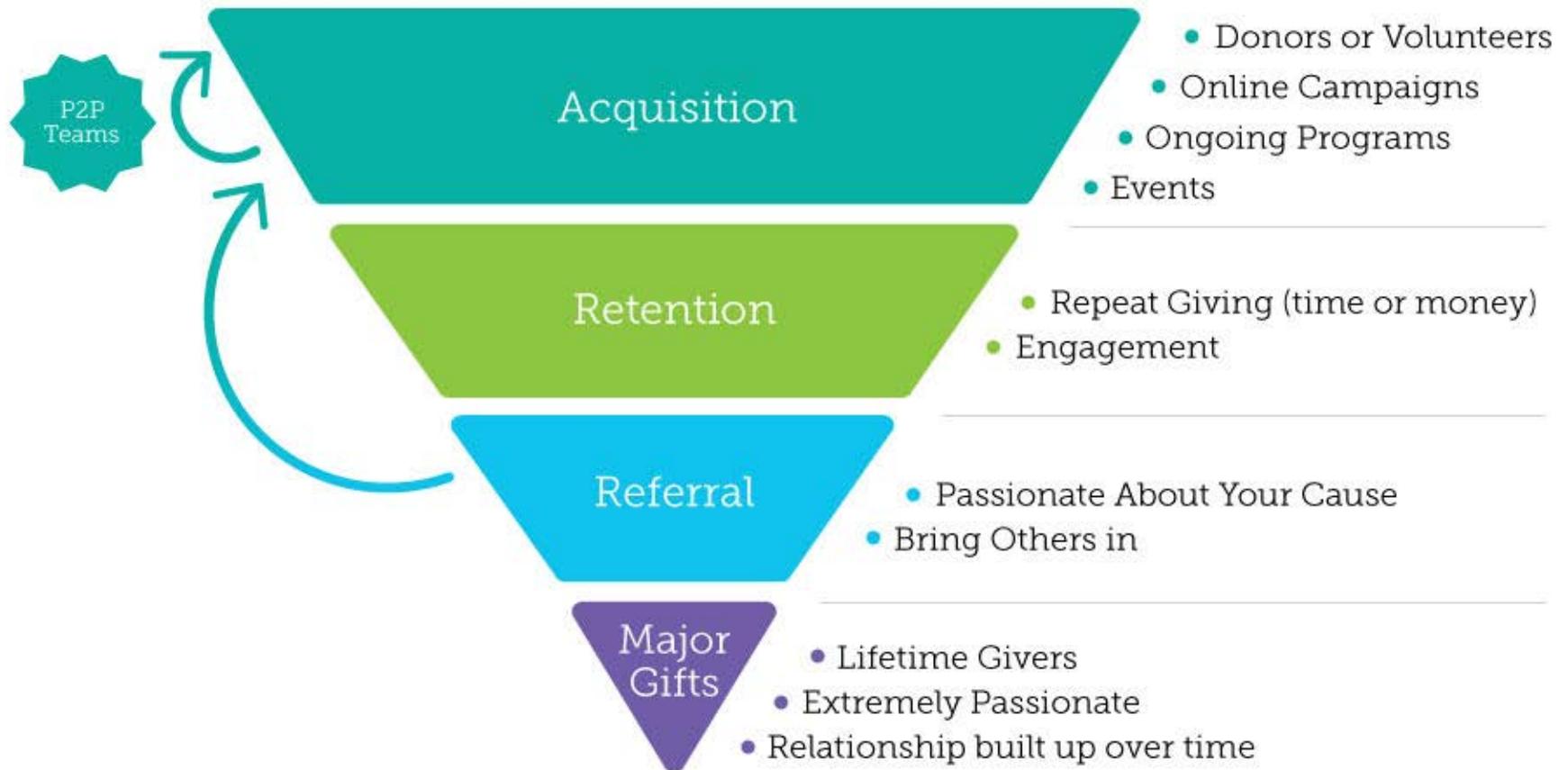


# Branding Opens the Funnel

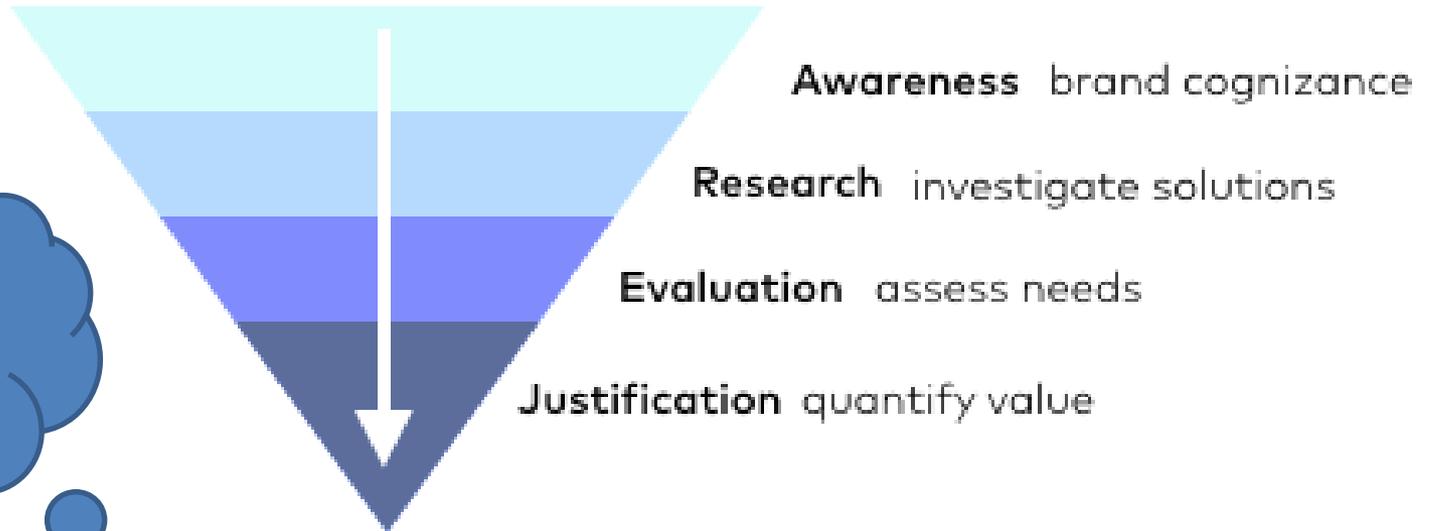
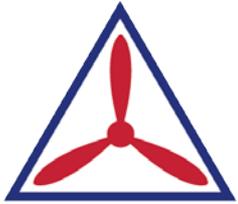
## THE MARKETING FUNNEL



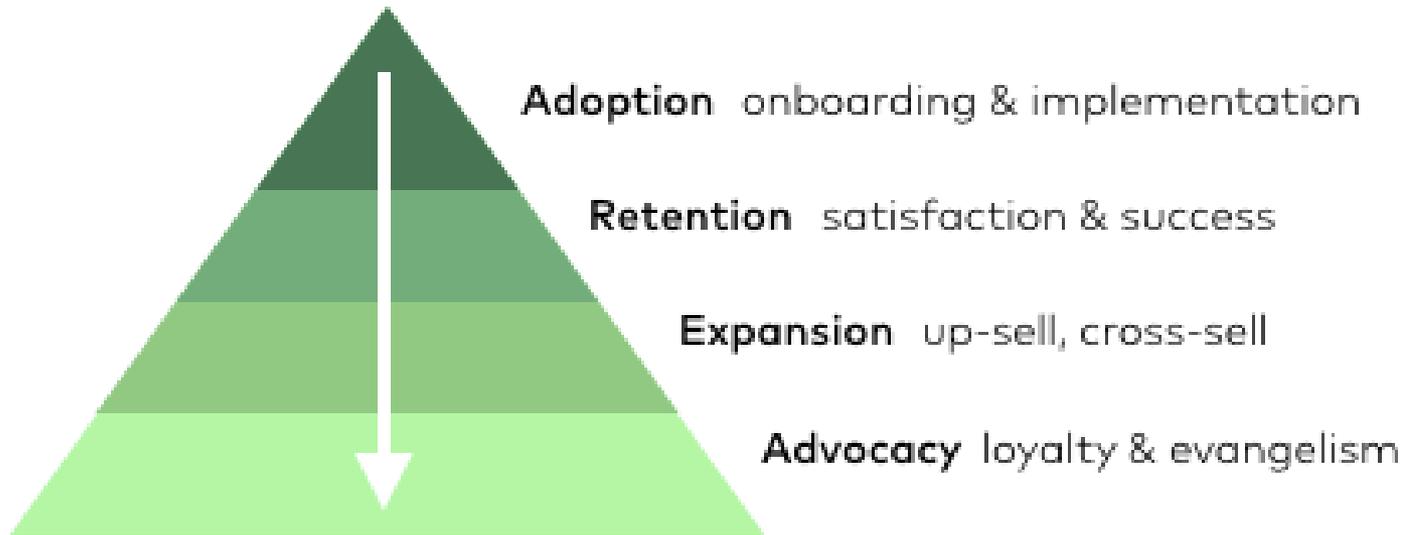
# Lean marketing funnel as applied to nonprofit donors

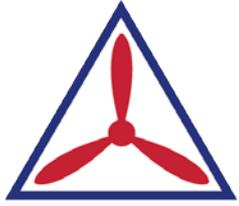


# New model of customer journey stages



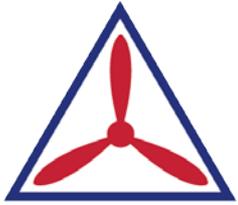
**Join / Volunteer**



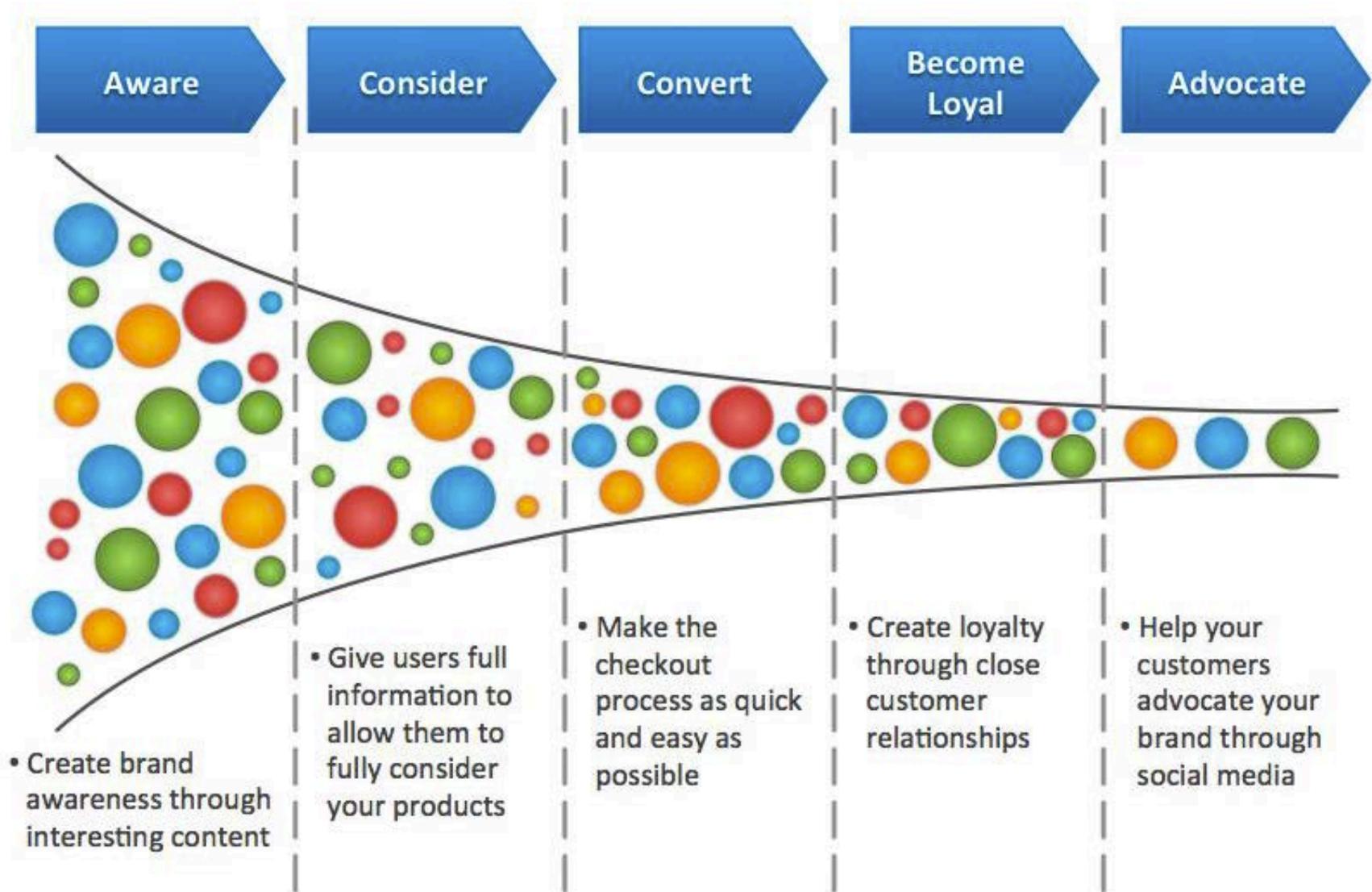


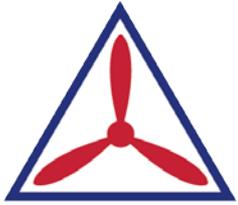
## **Social Media Branding**

**Understand How Your  
Ideal Recruit or Donor  
Moves From  
Awareness to  
Conversion**

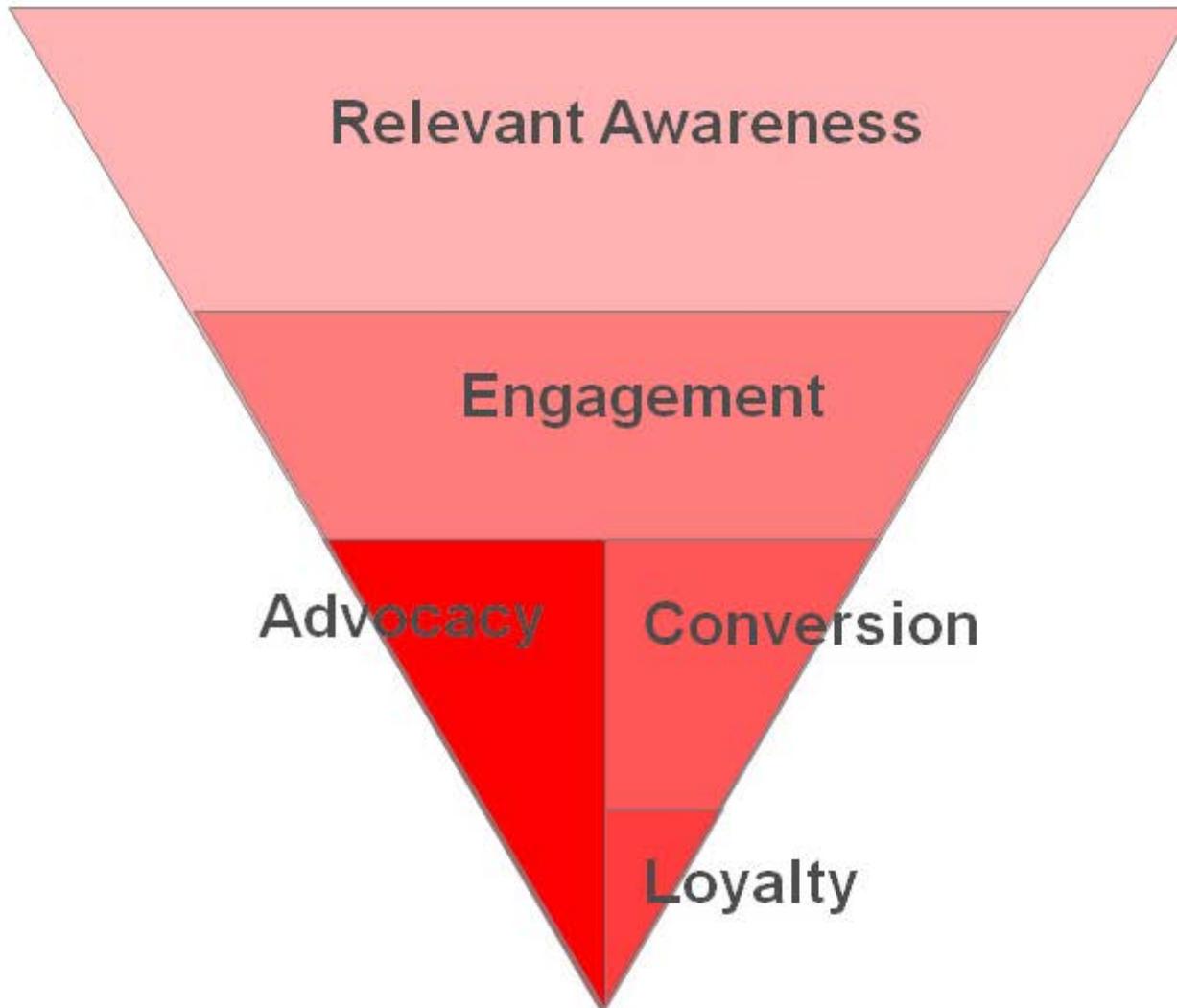


# Customer Conversion Funnel





# Social Media Funnel



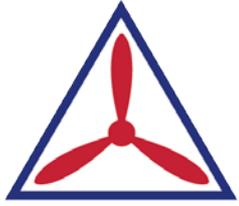
## Communication Goal

Make the right people aware of brand, product or issue and its relevance

Get people involved through spending time, interactions, conversations.

Motivate people to openly support you, contribute something, share WOM and/or purchase or join

Convert people to Promoters & loyal customers



# **Social Media Branding**

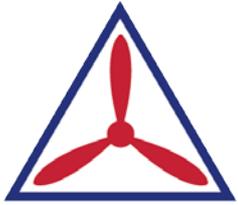
## Components to Effectively Brand Social Media Channels

1. Content
2. Design
3. Structure



ACTUALLY, I'M JUST  
LOOKING FOR THE  
BATHROOM.

TOM  
FISH  
BURNE



# Touchpoints of Our Brand

Good Afternoon, I would like to attend the Nat Cap Wing Civil Air Patrol to learn more about their wing tonight. But their website is not working and I cannot get them on the phone. I cannot join without attending a meeting.

19h

You can tweet directly to [@NatCapWing](#) or email [pa@natcapwg.cap.gov](mailto:pa@natcapwg.cap.gov). the website at [natcapwg.cap.gov](http://natcapwg.cap.gov) is working. --Paul

19h ✓



Thank you kindly!

19h

No problem.

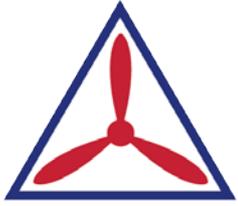
19h ✓



I was trying to access the Joint Andrews Base CAP because they have a meeting tonight. I didn't realise there are multiple NatCapWings. Do you have an email for the Andrews Composite Wing?

19h

- Social Media
- Websites
- Email/Chat
- Out and About
- Recognizing Logo
- Airshows
- School
- Driving/Flying
- Sporting Events



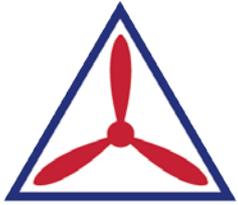
# Customer Journey Map

## Mapping

- Persona
- Scenario
- Touchpoints
- Actions
- Motivations
- Questions
- Obstacles

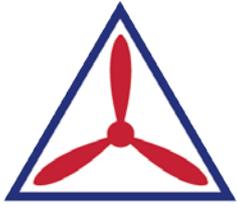
## Marketing Funnel

- Awareness
- Consideration
- Evaluation
- Commitment
- Onboarding
- Retention
- Advocacy



# Takeaways

- ✓ Always say and write “Civil Air Patrol” first and foremost.
- ✓ “Civil Air Patrol” takes precedent over Unit, Program, and Activity Names, and status as the U.S. Air Force Auxiliary.
- ✓ Use the CAP Logo or CAP Symbol.
- ✓ Understand the customer journey when creating social media content.



# Don't Throw Spaghetti!



Social Media use without a brand and a plan is just throwing spaghetti and seeing what sticks.



# Effective Social Media Content



# #1 2017 CAP Facebook Post

 **Civil Air Patrol**  
Published by Jan Crook White [?] · February 2 · 🌐

Ride along as Department of Homeland Security Black Hawk intercepts Civil Air Patrol during training exercise. #SuperBowl #SB51  
(Turn the sound up for this one 🎧)



**Homeland Security Black Hawk intercepts Civil Air Patrol**  
01:25

🍀 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

👤 262647 people reached [Boost Post](#)

👍❤️😂 969      39 Comments 875 Shares

👍 Like    💬 Comment    ➦ Share

## Performance for Your Post

262,647 People Reached

58,756 Video Views

4,040 Reactions, Comments & Shares

2,747 👍 Like	902 On Post	1,845 On Shares
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103 ❤️ Love	38 On Post	65 On Shares
----------------	---------------	-----------------

7 😂 Haha	3 On Post	4 On Shares
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63 😲 Wow	26 On Post	37 On Shares
-------------	---------------	-----------------

2 😞 Sad	0 On Post	2 On Shares
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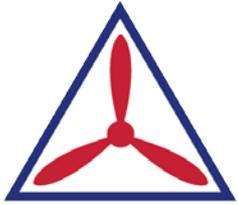
2 😡 Angry	0 On Post	2 On Shares
--------------	--------------	----------------

202 Comments	63 On Post	139 On Shares
-----------------	---------------	------------------

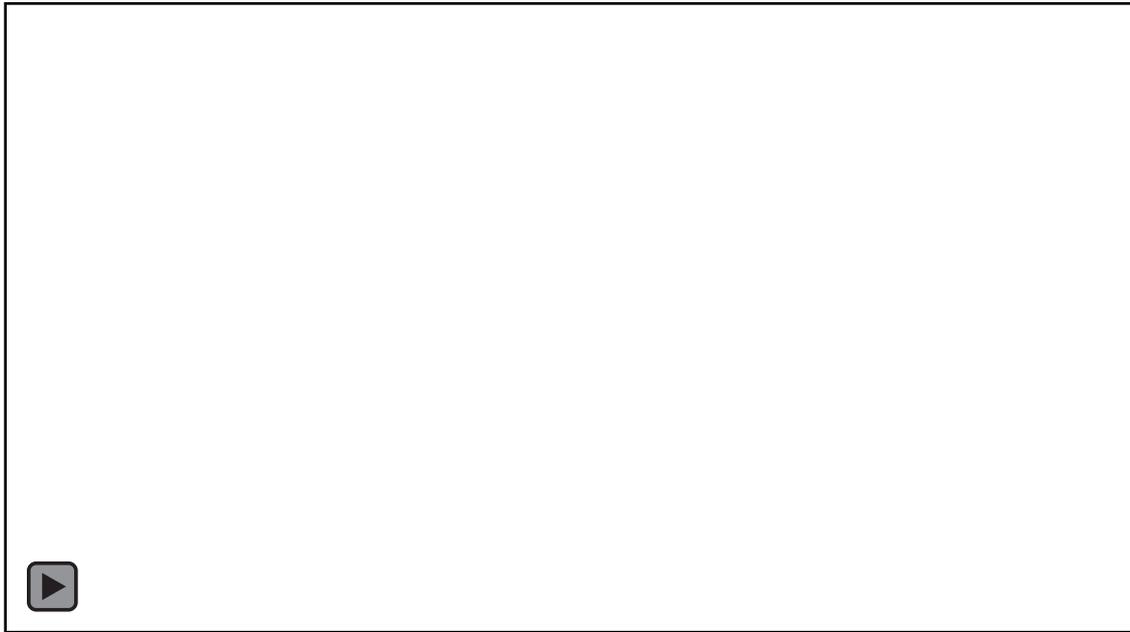
914 Shares	875 On Post	39 On Shares
---------------	----------------	-----------------

23,387 Post Clicks

Facebook Fans = 56,882 people

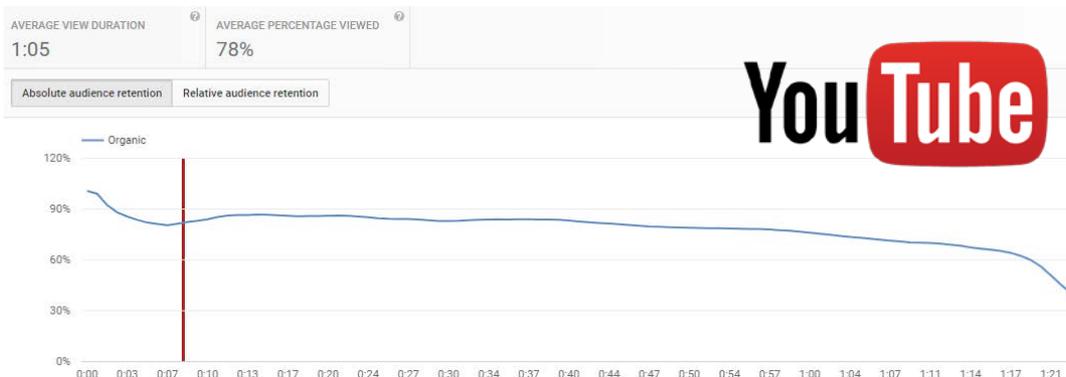


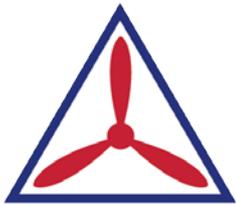
# #1 2017 CAP YouTube Video



This video  
watched  
**723,544 times**

YouTube = 2,528 subscribers





# #1 2017 CAP LinkedIn Post



Civil Air Patrol

7,426 followers

6mo

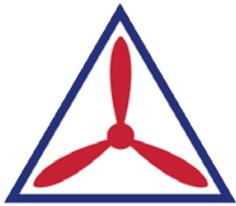


Col. Mark Smith, Civil Air Patrol's Southwest Region commander, will serve as the organization's top senior leader for the next three years. Col. Smith has 43 years of leadership experience in the United States Air Force industry, and other nonprofit volunteer organizations. He has a doctorate in education in ethical leadership from Olivet Nazarene University, a master's of aviation management from Embry-Riddle Aeronautical University and a bachelor's in international affairs from the U.S. US Air Force Academy (Official). He is a graduate of the Air Force's 23d Training Squadron - Officer Training School, Air Combat Command and Staff College and Air War College.

Post Reached  
17,151 people



167 Likes · 14 Comments



# #1 2017 CAP Tweets



The FAA @FAANews · Jul 19

Welcome to @FAANews 1st Twitter #ADSChat. We're here to answer your questions about equipping with #ADSB. Here we go!



9 replies 16 retweets 16 likes



Civil Air Patrol

@CivilAirPatrol

Follow

Replying to @FAANews

Civil Air Patrol has 116 aircraft equipped with #ADSB and 72 are currently being installed. #adsbchat

11:52 AM - 19 Jul 2017

15 Retweets 42 Likes



15,633 Impressions



Civil Air Patrol

@CivilAirPatrol

US Rep Will Hurd of #Texas visits #CivilAirPatrol's #Harvey incident command post today. @HurdOnTheHill @1stAF #HurricaneHarvy #TotalForce



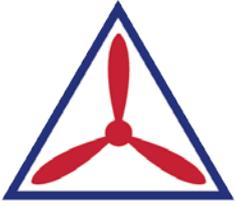
3:59 PM - 31 Aug 2017 from San Antonio, TX

32 Retweets 62 Likes

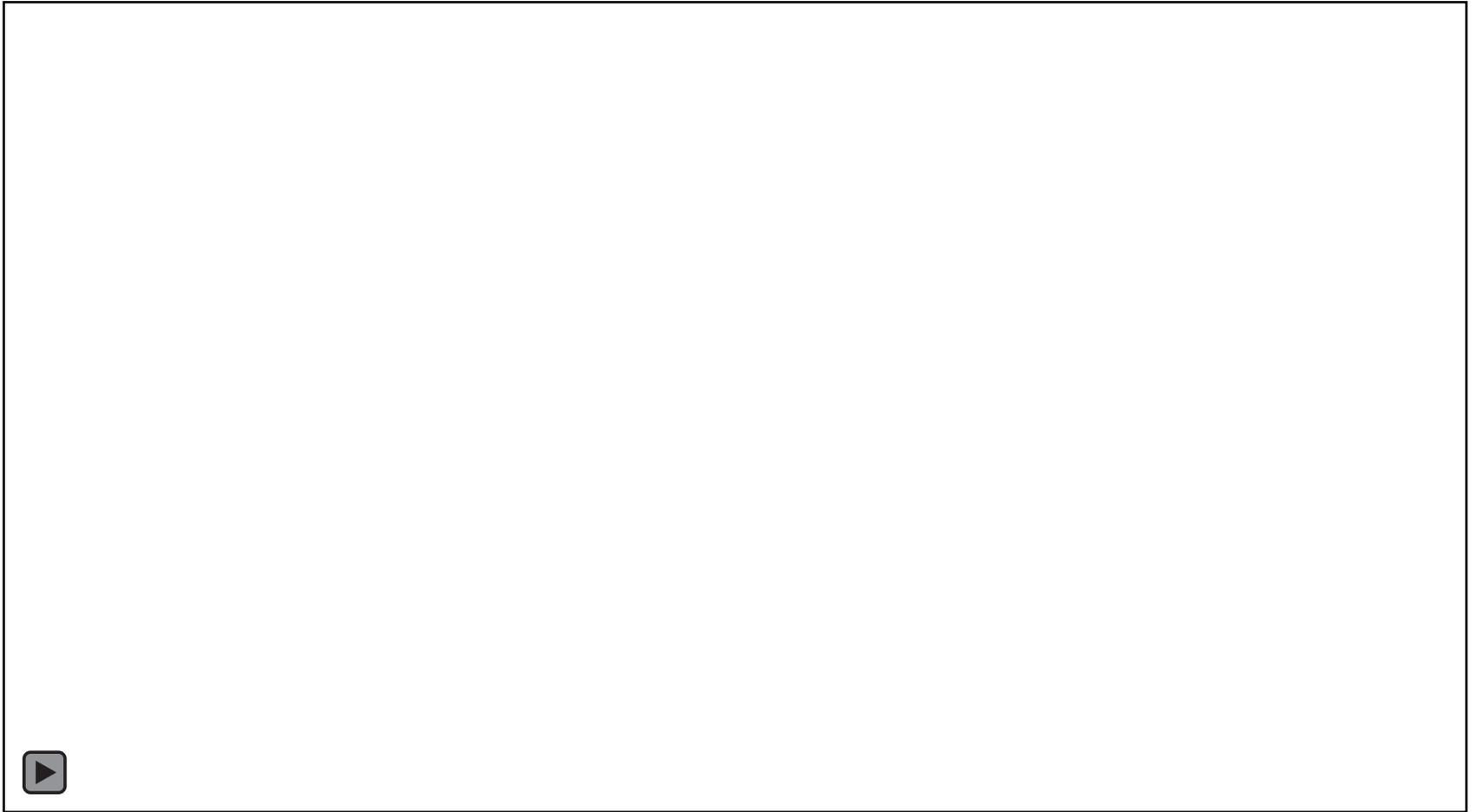


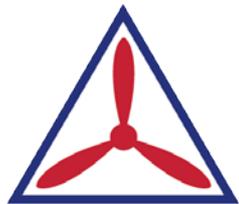
14,320 Impressions

Twitter = 8,886 followers

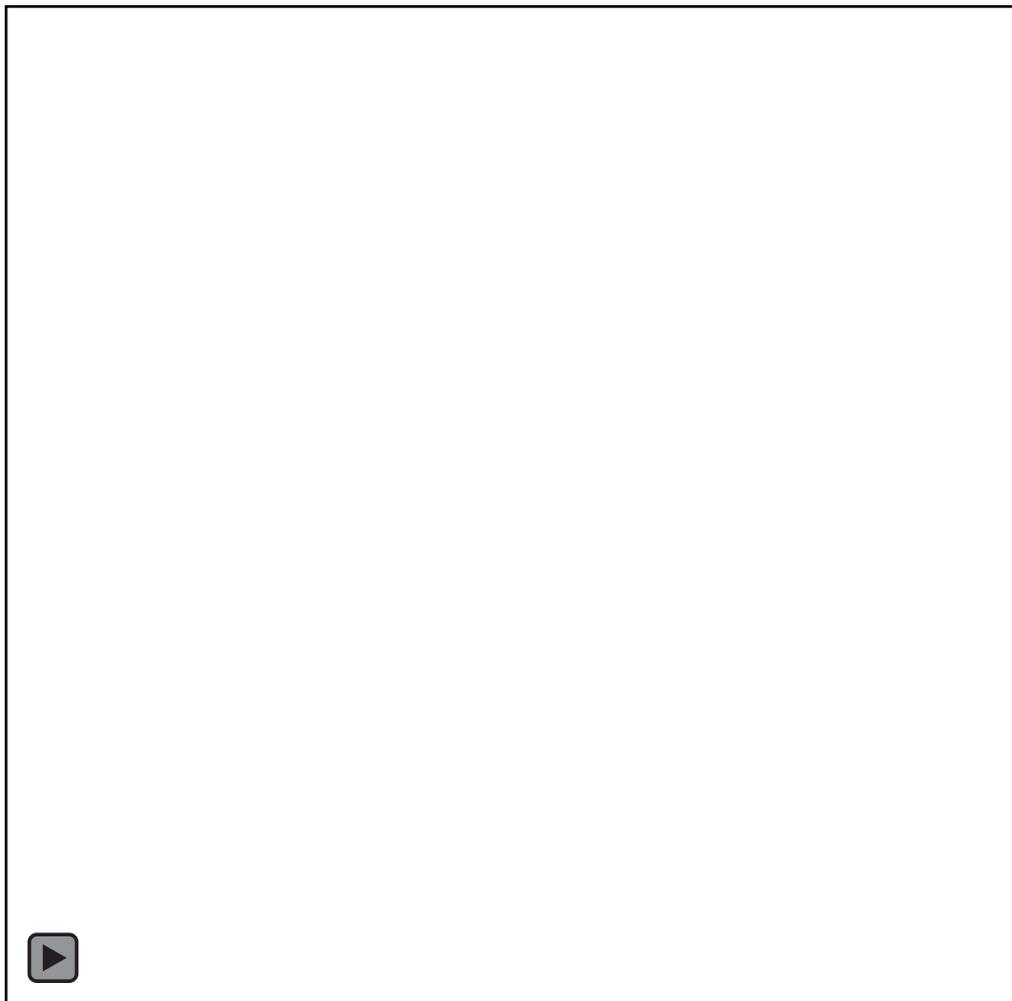


# #1 2017 CAP Tweets





# #1 2017 CAP Instagram Post



civil\_air\_patrol • Following



civil\_air\_patrol If you are a teacher that uses #STEM in the classroom, then you don't want to miss this!

Celebrate National #STEMDay with us and explore the science, technology, engineering, and math (STEM) kits available free to our educator members. Go to our website and click on Aerospace Education to see our available #STEM kits and Aerospace Education Membership for a one-time \$35 membership fee.

#GoFlyCAP #CivilAirPatrol #CAPCadet



1,239 views

NOVEMBER 8

Add a comment...



63,491 People Reached

23,926 Video Views

1,278 Reactions, Comments & Shares *i*





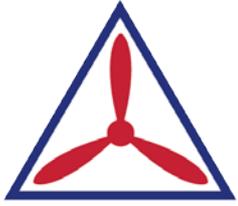
**Civil Air Patrol**

U.S. Air Force Auxiliary

**Public Affairs**

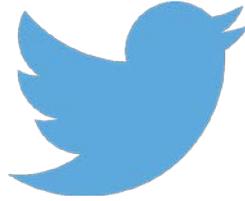
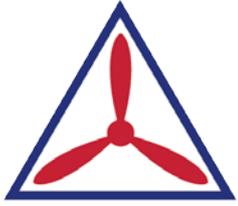
**Social Media Design**

***CAPP 152***



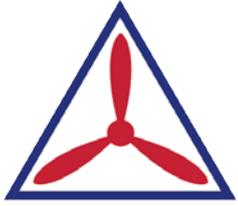
## Facebook Page

- CC Approved
- Name: Podunk Cadet Squadron, Civil Air Patrol
- Profile Image: Unit Emblem
- Header Graphic: Local Photo or Video Clip
- Mission: Use official CAP mission statement
- Page Type: Nonprofit Organization
- Contact Info: Website & CAP Email
- Content: Always spell out Civil Air Patrol; Always post as the page with public in mind



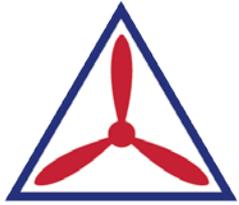
# Twitter Channel

- CC Approved
- Name: Podunk CAP / DC Civil Air Patrol
- Profile Image: Unit Emblem
- Header Graphic: Local Photo
- About:
  - New Mexico Wing of @CivilAirPatrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.
  - Mount Vernon Squadron of @NatCapWing, @CivilAirPatrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.
- Content: Always tag @CivilAirPatrol; Always post as the account with public in mind



# Instagram Channel

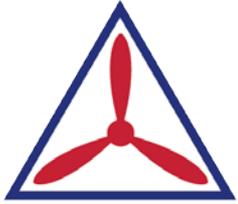
- ❑ CC Approved
- ❑ Name: Podunk CAP / DC Civil Air Patrol
- ❑ Profile Image: Unit Emblem
- ❑ Link: Unit Website
- ❑ About:
  - ❑ New Mexico Wing of #CivilAirPatrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.
  - ❑ Mount Vernon Squadron of #CivilAirPatrol's Maine Wing, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.
- ❑ Content: Always hashtag #CivilAirPatrol;  
Always post as with public in mind



## YouTube Channel

*Recommend only a wing-level official brand channel with user access granted to trained subordinate members. Use playlists.*

- CC Approved
- Name: Civil Air Patrol Hawaii Wing
- Channel Icon: Unit Emblem
- Channel Art: Local photo
- Description: Official CAP mission statement
- Links: Unit website & social media channels

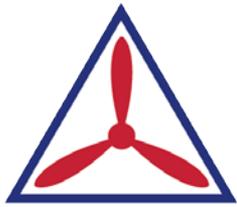


# CAP LinkedIn Page

## **DO NOT CREATE UNIT PAGES or GROUPS**

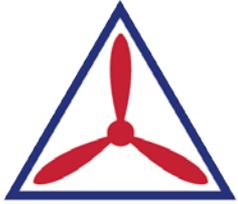
*By adding your personal work to LinkedIn in a uniform manner, you are adding to the credibility of all volunteer hours under Civil Air Patrol.*

- Company: Enter “Civil Air Patrol” and verify that it is linking to the official CAP company page.
- Title: Enter your duty position title preceded by the unit of responsibility the same way you enter your title in the email signature block guidance
- Location: Enter the area of responsibility of the unit or where your volunteer work was done.
- Time Period: Enter the inclusive dates of your volunteer duty position assignment.
- Description: Ensure that you say “volunteer” if a CAP member.



# Social Media Structure

Platform	Recommended Official CAP Use	Primary Purpose	Attributes	Marketing Use
	NHQ; Wing; Squadron as Locations; Program as Groups	Brand Loyalty & Reputation; Craigslist	Audience Segmentation; Dialogue; Stories; Live	Advertising; Storytelling
	NHQ; Region; Wing; Squadron; Activity; CC	Breaking News; Quick Info; Customer Service	Immediate Response to Questions; Media Use; Conversations; Live	Hashtags
	NHQ; Squadron; Activity	Mobile Photo/Video Sharing	Inspiring Content; Part of Facebook; Storytelling; Live	Influencers
	NHQ; Wing	Upload/Sharing of Video	Channels; Search Engine; Live	Teaching Opportunities
	Activity	Sharing Video/Pics that Disappear	Storytelling; Behind-the-Scenes & Exclusive Content; Live	Geofilters
	Program	Online Scrapbook; Showcase Products; Display Brand Essence	Lead Generation; Call-to-Action Responses; Micro-Target Search	Business Analytics
	NHQ	Business Networking with Professionals	Showcase Workplace, Job Opportunities	Groups



# Customer Journey Links

- <https://www.lucidchart.com/blog/how-to-build-customer-journey-maps>
- <https://www.surveymonkey.com/curiosity/map-customer-journey-keep-customers-happy/>