



PAO Academy

Branding and the CAP PAO

31 August 2017
San Antonio





Branding

Branding creates:

- ★ *Emotional Attachments &*
- ★ *Intellectual Associations*

- ★ Attachments & Associations are deliberately shaped to build greater brand value

- ★ Attachments & Associations must be delivered consistently both internally & externally



CAP.news

CAP's storytelling has no limitations:

- Self-publishing 24/7
- Share on social media platforms
- Share on personal channels
- Viewed on any device





CAP.news Marketing

SOCIAL MEDIA SHARING

Post CAP.news Story

NHQ Shares via Social Media Channels
Facebook | Twitter | YouTube | LinkedIn | Instagram

NHQ Identifies Audiences with Natural Interest
Follow Constituents on Social Media Channels

Tag Constituents & Wings on Social Media Post
Direct Message for Story Awareness & Sharing of Our Stories
Post Boost to Reach Larger/Specific Audiences

Comment | Like | Share | **Retweet** Constituents' Posts
Constituents Follow Us on Social Media
Constituents Share | Retweet | Like Our Stories



Follow Constituents

Who has a natural interest in our stories?

So far we have shared our stories with more than 100 organizations:



Military Women
@MilitaryWomen1



CITIZENS SERVING COMMUNITIES



Direct Message Them

Tag Constituents and Wings

Send Direct Message

Boost the Post



Air Force Magazine
@AirForceMag

Home

About

AIR FORCE
MAGAZINE

Air Force Magazine
(703) 247-5800

Like Follow **Send Message** ...

Call Now

CITIZENS SERVING COMMUNITIES



Share, Share, Share

CAP Comments, Likes, Shares, Retweets
Constituents' Posts

Goal: Constituents follow us on Social Media
& Share/Retweet/Like our Stories

The screenshot shows a Twitter interface. On the left is the profile for Civil Air Patrol (@CivilAirPatrol). The main content is a tweet from Blue Angels (@BlueAngels) dated May 16, which says: "We had the privilege of hosting the #AFThunderbirds for a flight exchange at NAS Pensacola last month! Check it out: bit.ly/2qo3nVX". Below the tweet are three interaction buttons: Reply (5), Retweet (33), and Like (114). A white box at the bottom of the screenshot contains the labels "Reply", "Retweet", and "Like" in a black border. Three black arrows point from these labels to the corresponding icons and counts on the tweet: one from "Reply" to the reply icon, one from "Retweet" to the retweet icon, and one from "Like" to the heart icon.



CAP.news Analytics

After 19 weeks:

104,000 total views for 67 stories

64,200 unique views

44 feature stories, 23 Wing News stories

an average of one article every other day

Most popular story: New National Commander

4,514 views (3,982 unique views)

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Join the Conversation

Wings Should Get in on the Action:

Send ideas for Wing News to
newsroom@capnhq.gov

Provide stories and ideas for CAP.news features
on the CAP.news template on eServices.

Share CAP.news content



Civil Air Patrol
U.S. Air Force Auxiliary

[Features](#) [News](#) [Media Resources](#) [Join CAP](#) [About](#)

Wing News



Tenn. Lawmaker Honored With Exceptional Service Award for Legislative Squadron Command

May 08, 2017

Tennessee State Rep. John Ragan, a former U.S. Air Force fighter pilot, was recently decorated by Civil Air Patrol for his service as commander of the Tennessee Wing's State Legislative Squadron. Ragan, a lieutenant colonel in the U.S. Air ...

[Read more ...](#)



Miss. Wing Aircrew Leads Coast Guard to Stranded Boaters

May 01, 2017

Volunteers from Civil Air Patrol's Mississippi Wing spotted and helped rescue four boaters whose vessel was stranded without power Saturday in the Mississippi. Lt. Col. David Rogers, the wing's vice commander, said Monday an aerial ...

[Read more ...](#)



Fla. Wing Assists Air Force In Public Outreach to Increase S. Florida Flight Restrictions Awareness

May 01, 2017

A media team from West Palm Beach, Florida, had a front row seat March 22 for a regularly scheduled North American Aerospace Defense Command (NORAD) air defense exercise. Reporter Charlie Keegan and camera operator Kaan Pala from NBC affiliate ...

[Read more ...](#)





CAP.news

In addition to national & wing news, the site also features:

- National news clippings
- Reports
- Photos
- Videos

The screenshot displays the CAP.news website interface. On the left, there is a navigation menu with categories such as 'All media', 'Aerospace Education', 'Aircraft', 'Cadets', 'Community Service', 'Historic Images', 'Missions', 'Technology', and 'CAP Annual Reports'. The main content area is titled 'Media Coverage' and features a grid of image and video thumbnails. Below the grid, there is a search filter with a date range from '01/01/2010' to '08/26/2017' and a 'Filter' button. A list of news clippings is shown below, each with a title, date, and source link.

Media Coverage
Civil Air Patrol Unit in Ga. Celebrates 50 Years of Snoopy Patch Aug 24, 2017 www.reporternewspapers.net
Fly In for Breakfast, Longstanding Tradition Brings Family Fun to Airport Aug 24, 2017 www.southernminn.com
CAP's New Mexico Wing Completes Operational Test Aug 24, 2017 www.dchiefain.com
Taking to the Skies with the Tallahassee Civil Air Patrol Aug 23, 2017 www.wctv.tv

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Social Media

- Facebook fans have grown by 12.5% in last year; total number of fans, 55,121
- Twitter followers have grown by 21% in last year; total followers, 8,208
- LinkedIn followers have grown by 12.8% in the last year; 6,971 followers
- Instagram followers have grown by 25.4% since January 2017; 2,824 followers
- YouTube subscribers have grown by 76% in the last year; 1,790 subscribers



Marketing Success Stories

CAP 75th Anniversary: 400 broadcast, print and online stories reaching over 65 million

Super Bowl LI: 634 broadcast/online/social media clips reaching 6.2 million

Hurricane Matthew: 187 broadcast/online/social media clips drawing an audience of 113 million

Congressional Gold Medal: 900+ print, broadcast stories reaching 15 million

Total Force: Facebook video, 197,598; Twitter, 7,064 engagements

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Hurricane Matthew

- SER & MER PIO Coordinators
- National/Local releases/social media posts
- Media Flights: 12; Media Interviews: 28
- Results: 187 stories; audience 113 million



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Importance of Video

- Videos are processed by the brain 60,000 times faster than text.
- Average internet user watches 205 videos a month.
- Video dominates 69% of all internet traffic.



The Impact of Video

- National Aviation Day video: Reached over 82,000
- Super Bowl Facebook Live: Reached nearly 26,000
- Black Hawk Intercept video: Reached 180,000; nearly 152,000 were not CAP Facebook fans



CITIZENS SERVING COMMUNITIES



Branding Resources

Strategic Plan initiatives

Branding Resource Guide: CAPR 900-2

Provide social media training

Encourage wings/PAOs to conduct media flights

Existing Resources

CAPP 152: Social Media Guidelines

Printed Products: *CAP Volunteer*, Annual Report to Congress, Legislative Day Handouts

CAP.news

PAO Toolkit