



Branding CAP

PAO Academy IX

By: Julie DeBardelaben



Branding CAP

Everything associated with CAP contributes to our brand identity:

- Airplanes
- Uniforms
- Vehicles
- Signs
- Emails
- Missions
- Websites
- Videos
- Social media posts
- Publications



ONE CIVIL AIR PATROL, EXCELLING IN SERVICE TO OUR NATION AND OUR MEMBERS!



Top Storytelling Techniques

- Two in three people get their news from social media.
- By 2020 video will account for three-fourths of mobile use.
- The human attention span is seven seconds.
- The fastest-growing demographic on Twitter is grandparents.
- Every second two people join LinkedIn.
- LinkedIn's age limit has been lowered to 13.





Platforms

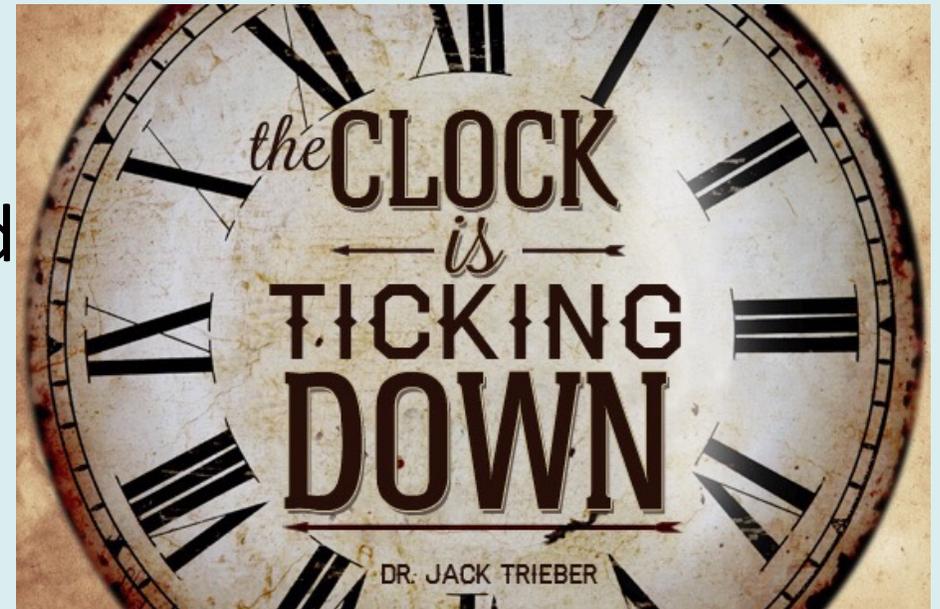
Every 60 seconds ...

30,000 minutes of YouTube videos are uploaded.

448,000 Tweets are posted.

3.3 million Facebook posts are made.

65,000 Instagram photos are uploaded





Platforms

Engagement...

4.2 million Facebook likes every minute.

29 percent of Tweets re-tweeted or replied to.

2.5 billion comments on Facebook business pages per month.

1.7 million Instagram likes every minute.





What Does This Mean?

By 2020 algorithms -- posts arranged according to how likely the user will interact with the content-- will positively alter the behavior of over 1 billion global workers.

By 2020 over 85 percent of all interactions will happen without having to engage a human.





What Does This Mean?

CAP, and everyone else, must stop throwing spaghetti on the wall in our storytelling.





Back to the Basics

Facebook



Twitter



LinkedIn



Instagram



YouTube





Back to the Basics: Facebook

Facebook is considered the most influential channel online.

BUT, 44 percent of journalists say they are spending less time on Facebook.

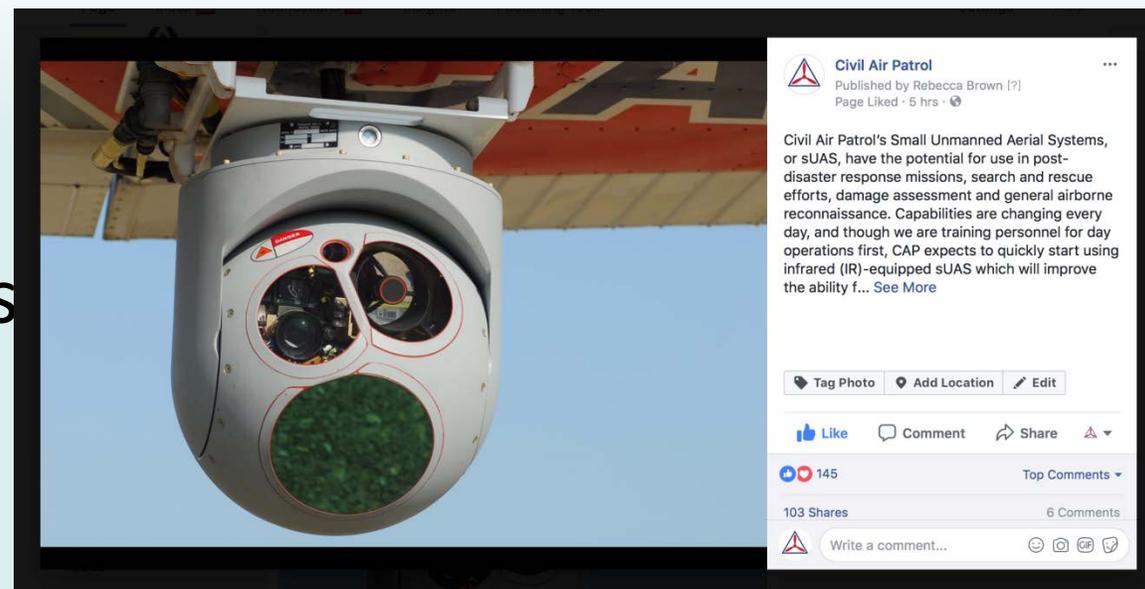


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Back to the Basics: Facebook

- Facebook should not be a dumping ground for everything going on in your unit or wing.
- Establish private Facebook groups for internal communications.
- Complement your posts and enhance interest with photos, video, and graphics.
- Include tags.



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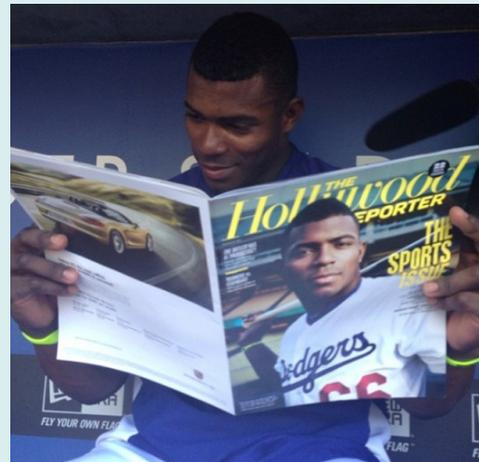


Back to the Basics: Twitter

Where do journalists go for their news?

55 percent read online newspapers or **magazines**.

27.5 percent use Twitter.





CAP.news

Civil Air Patrol
U.S. Air Force Auxiliary

Features News Media Resources Join CAP About Citizens Serving Communities

Newsroom

Search

Multimedia

Colo. Springs Cadets Again Finish Among Top CyberPatriot Teams; Place Third

April 18, 2018

The Colorado Springs Cadet Squadron Wollpack cadets followed up last year's championship in the Air Force Association's CyberPatriot National Youth Cyber Security Competition with a ... [Read more](#)

Feature Stories

CAP Names Chief of Philanthropy

April 09, 2018

Civil Air Patrol National Commander and CEO Maj. Gen. Mark Smith today announced the appointment of Kristina E. Jones, president, fundraising and organizational strategist for Stronger Organizations of Abilene, Texas, as CAP's chief of ...

Small Unmanned Aerial Systems: A Future Trend in Aerial Observation

April 06, 2018

The demand for miniature drones, or sUAS (small Unmanned Aerial Systems), continues to grow as everyone from the U.S. military to law enforcement and private

#406DAY18 Focuses on Emergency Beacons

April 06, 2018

#406DAY18 is an international social media effort to raise awareness of the life-saving 406 MHz technology used on emergency beacons, which are part of the international Search and Rescue Satellite Aided Tracking System, or COSPAS-SARSAT. In

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Volunteer Magazine

National Commander's Video Series

Introduction to Briefing Series

Social Media

YouTube LinkedIn

Civil Air Patrol
56,336 likes

Liked Learn More

Add a Donate Button

Is this post related to fundraising? Add a donate button for Civil Air Patrol so your followers can contribute directly through Facebook.

Tweets by @CIVILAirPatrol

Civil Air Patrol Retweeted

Rep. Grier Martin @GrierMartin

Thanks to the NC Wing of @CIVILAirPatrol for getting me in the air over my district. Thanks also for all you do to keep NC safe.

Embed View on Twitter

Instagram by @CIVILAirPatrol



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CAP.news



36112, May 30, 2017

A Rare Family of Leaders

3rd Member of N.J. Wing's Rogacki Family Earns Spaatz Award

By Alex Jacks
Contributing Writer

From [Civil Air Patrol Volunteer](#)

Civil Air Patrol takes pride in molding young minds and developing some of the nation's top leaders in the United States. Most young people who pursue CAP activities do so with flying colors. Others, like the Rogacki siblings, surpass all expectations.

CAP Cadet Col. John Rogacki, 18, the youngest of the three Rogacki siblings, received the Gen. Carl A. Spaatz Award — the highest honor a CAP cadet can earn — in November. He followed his older brother, U.S. Army 1st Lt. Stephen Rogacki, 26, and sister, Army 1st Lt. Sarah Rogacki, 24, as a member of the New Jersey Wing's Curtiss-Wright Composite Squadron. He too plans to



December 05, 2017

From Cadet Programs to Corporate Executive

Sheila Pursglove
Contributing Writer

As a boy in Puerto Rico, Henry Irizarry was intrigued with the military — and in middle school, when he saw Civil Air Patrol cadets in uniform at a school function, he immediately looked into it. "I went home and told my parents I wanted to join and was hooked to CAP from then on," he said.

It was the start of a long and distinguished career with CAP, as a cadet and as a senior officer. Serving as a cadet with the Puerto Rico Wing's Mayaguez Cadet Squadron from 1985 to 1991, Irizarry participated in numerous encampments, emergency services exercises



April 12, 2018

CAP Couple Makes Living Off Grid Look Easy

Vicky Travis
Contributing Writer

Oh, those traffic jams, pollution and people. We sigh and think about getting away to peaceful, pristine places. For most of us, a tranquil vacation is enough to satisfy our souls.

But for Civil Air Patrol Maj. Bryan Emerson and his wife, Laura, a 2002 honeymoon vacation in beautiful Alaska whetted an appetite for even more. After another visit in 2008 and years of preparation, the couple left Houston to make their own paradise about 45 miles from

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Back to the Basics: Twitter

- Follow influencers
- Don't forget hashtags:
#CivilAirPatrol #CAPMission
#CAPCadet #GoFlyCAP
#CAPExercise #TotalForce



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Back to the Basics: Instagram

The two social media networks journalists spend the most time on are **Twitter** and **Instagram**.

78 percent of social influencers say Instagram is their platform of choice for collaborating with brands.



Back to the Basics: Instagram

Why is Instagram so popular?
It features photos and videos!

Instastories are photos
and videos that disappear
after 24 hours.



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Back to the Basics: LinkedIn

Use LinkedIn to share information relevant to our brand and to connect with other companies and users to build your network.

 **Civil Air Patrol**
1d

Congratulations to the Wolfpack: The Colorado Springs Cadet Squadron for placing 3rd nationally tonight in the All Service Division of the Air Force Association's CyberPatriot high school cyber security competition. Colorado Springs Cadet Squadron teams have made the national finals eight straight years, finishing first overall in 2012 and last year and also coming in third in 2016.

<https://lnkd.in/ei9JuGk>



Colo. Springs Cadets Again Finish Among Top CyberPatriot Teams; Place ...
cap.news

56 Likes · 1 Comment

 Like  Comment  Share

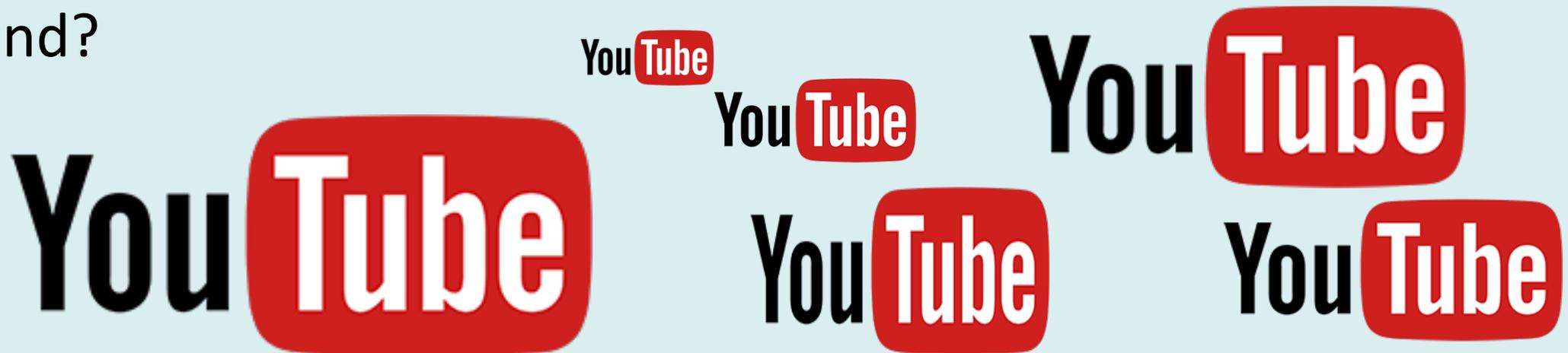
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Back to the Basics: YouTube

Did you know there are **139,000 CAP YouTube videos** currently posted?

How can anyone's video go viral with that much disruption to our brand?





CAP Social Media



Oct 2017: 54,897
Aug 2018: 80,813
Increase: 47.2%



Oct 2017: 8,816
Aug 2018: 9,476
Increase: 7.5%



Oct 2017: 3,980
Aug 2018: 6,494
Increase: 63.2%



Oct 2017: 7,326
Aug 2018: 8,519
Increase: 16.3%



Oct 2017: 2,329
Aug 2018: 3,735
Increase: 60.4%





Knowing Your Audience

Parents

Former members

Media

Military

Congress

Potential members

Emergency service providers

Textron and other corporations

CAP partners

Junior cadets

Donors

Potential donors

Ambassadors/Influencers





CAP's Leadership as Storytellers

- CAP's leaders can add visibility and credibility to CAP's brand.
- Who is in your unit or wing is a top expert in their field, but their brilliance is a well-kept secret?
- Nurturing their presence on social media links them to other influencers in their field.

Results: Published in industry publications, invited to be keynote speakers, included in top influencers lists!



Boosting Media Relations

Tip #1: 93 percent of journalists want to receive pitches over email.

Tip #2: Find the right journalists.

Look up their articles/tweets.

Search journorequest on Twitter.

Tip #3: Quickly react to crises.

Tip #4: Make announcements on solid platforms.
(Facebook/LinkedIn)





Boosting Media Relations



Home > News & Videos > Christmas miracle: CAP helps rescue downed NC pilot

CHRISTMAS MIRACLE: CAP HELPS RESCUE DOWNED PILOT

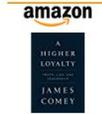
December 28, 2017 | By David Tulis

The Civil Air Patrol added another "save" to its 2017 tally after a Cessna 172 pilot who was reported missing in western North Carolina Dec. 24 was found safe Dec. 25 by CAP crews searching the hills near Asheville.



PERSPECTIVE: Why Gamification is Key to Mitigating Cyber Risk

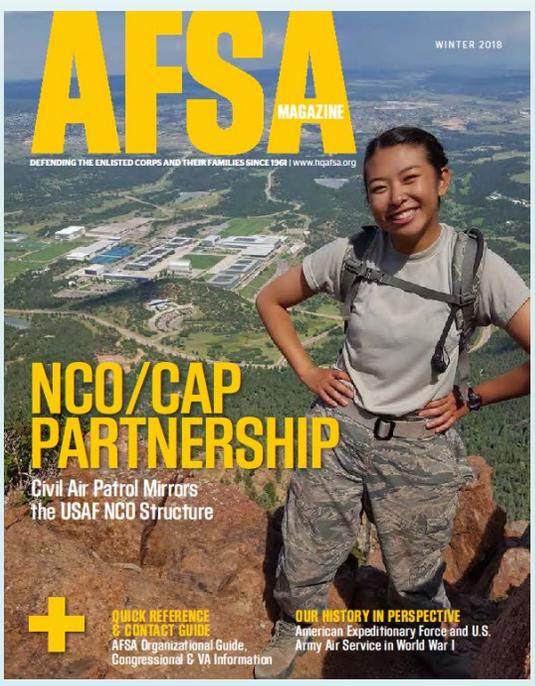
April 18, 2018 // by Ken Karlson — Those who grew up playing video games make stronger candidates for protecting vital networks.... [Keep Reading](#)



APRIL 18, 2018 // BY JOSEPH KOLB

PERSPECTIVE: Civil Air Patrol Provides Viable Asset to Bolstered Border Reconnaissance

Potential partner has performed various missions since its inception in support of homeland security. [Keep Reading](#)



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In Summary

- Be consistent in representing CAP's brand.
- Use social media effectively.
- Prioritize including photos/video/graphics.
- Pitch stories only to reporters who are covering our brand.
- Study analytics; follow/listen to influencers.
- Humanize our stories for best results.