

# Civil Air Patrol



## Learning Lab: Social Media Best Practices

**1 September 2017  
San Antonio, TX**



# Public Affairs: Social Media Best Practices

## "Driving the Social Media Vehicle"

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# Public Affairs: Social Media Best Practices

## Introductions

- **Who are you representing?**
  - Squadron?
  - Group?
  - Wing?
  - Region?
  - National?
- Who has posted to official social media channels?
- Are your social media helpers at least an Assistant PAO?
- Who has submitted to local press?
- Worked with the media?

What about?





# **Public Affairs: Social Media Best Practices**

## **Overview**

- **Driving the Social Media Vehicle**
- **CAPP 152, Social Media Official How-To Guide for CAP Units**
- **Facebook & Twitter tricks to get your content noticed**
- **Negative influencers, and how to handle them**
- **Questions**

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## Public Affairs: Social Media Best Practices

# Driving the Social Media Vehicle

- Identify the right driver.
- Not every PAO is “ready” for social media.
- Not everyone managing social media is a PAO. What now?



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# Public Affairs: Social Media Best Practices

## CAPP 152, Social Media How-to Guide



### Official How-To Guide for CAP Units

*CAP Pamphlet 152*

*Version 1.3  
4 January 2016*

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## Public Affairs: Social Media Best Practices

# CAPP 152, Social Media How-to Guide

- What is it?
  - Guidance for Public Affairs Officers re CAP Social Media...
  - ...built on the assumption that you already know a little.
- What isn't it?
  - A “100”-level walkthrough on using social media
  - Guidance for volunteers re personal use of social media
- Revisions...
  - One-page guide for volunteers with clearer Do's and Don'ts for using social media

Send suggestions to:

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## Facebook

- **Playing with the algorithm**
  - Tag...pages, not people
  - Check-in to locations
  - Hashtags. CAPP 152.  
Use other trending tags!
  - Co-Host Events
  - Be visual with your message!
  - Post in third person!
  - Facebook JOBS
- Check your messages...  
or enable auto-replies!







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## Facebook: Jobs



Seattle Composite Squadron, Civil Air Patrol posted a job.

Published by Jessica Jerwa [?] · 3 hrs · 🌐

**ADULT VOLUNTEERS WANTED - Civil Air Patrol, U.S. Air Force Auxiliary**



**Officer (Ages 18+)**

Citizens Serving Communities - For patriots ages 12 and up, Civil Air Patrol is a vital force that protects Americans in need by responding to disaster, preserves the values that make our country great by developing young leaders, and...

SEATTLE, WA · VOLUNTEER

[Apply Now](#)



Seattle Composite Squadron, Civil Air Patrol posted a job.

Published by Jessica Jerwa [?] · 3 hrs · 🌐

**YOUTH VOLUNTEERS WANTED - Civil Air Patrol, U.S. Air Force Auxiliary**



**Cadet (Ages 12-18)**

Citizens Serving Communities - For patriots ages 12 and up, Civil Air Patrol is a vital force that protects Americans in need by responding to disaster, preserves the values that make our country great by developing young leaders, and...

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[Apply Now](#)

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# Public Affairs: Social Media Best Practices

## Twitter

- It's where the media is!
- Partner with other orgs and let them know when you do it so they reciprocate!
- Follow local news anchors and reporters.
- When people follow you back, you can Direct Message them.
- Automate your feed with Facebook or RSS content.
- *Unrelated to Twitter...but check out the Grammarly browser extension and native app!*





# Public Affairs: Social Media Best Practices

## Twitter

**Top mention** earned 633 engagements



**U.S. Air Force**

@usairforce · Apr 5

LeMay @CivilAirPatrol squadron debuts new cyber/STEM classroom.  
[offutt.af.mil/News/tabid/603...](http://offutt.af.mil/News/tabid/603...)  
[pic.twitter.com/erz9ivES7E](http://pic.twitter.com/erz9ivES7E)



↻ 45    ❤ 125

**Top mention** earned 1,058 engagements



**U.S. Air Force**

@usairforce · Mar 27

Want to serve but can't continue the everyday or even monthly commitment? Check out the @CivilAirPatrol.  
[af.mil/News/ArticleDi...](http://af.mil/News/ArticleDi...)  
[pic.twitter.com/eReZpn99Yf](http://pic.twitter.com/eReZpn99Yf)



↻ 11    ↻ 83    ❤ 184

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## **Public Affairs: Social Media Best Practices**

# **Negative Influencers**

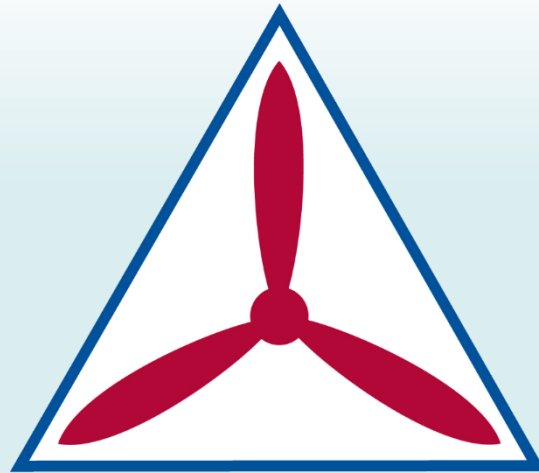
**Summarized from CAPP 152:**

- **Do not delete negative posts, which implies you might have something to hide. If appropriate, comment directly on the negative post immediately and suggest taking the conversation “offline.” Ask for preferred contact information so that someone can get back with them. Determine the correct person to deal with it and provide their contact information.**
- **This method allows you to deal with the issue directly while communicating to your watching public that, although there was a complaint, you were listening and responsive to the complaint. If a post or comment does not have anything to do with the content of the post, you should simply hide that comment or post.**

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# Questions?



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**[www.GoCivilAirPatrol.com](http://www.GoCivilAirPatrol.com)**

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