



**DEPARTMENT OF THE AIR FORCE
AIR EDUCATION AND TRAINING COMMAND**

11 March 2016

MEMORANDUM FOR ALL AETC/PA OFFICES

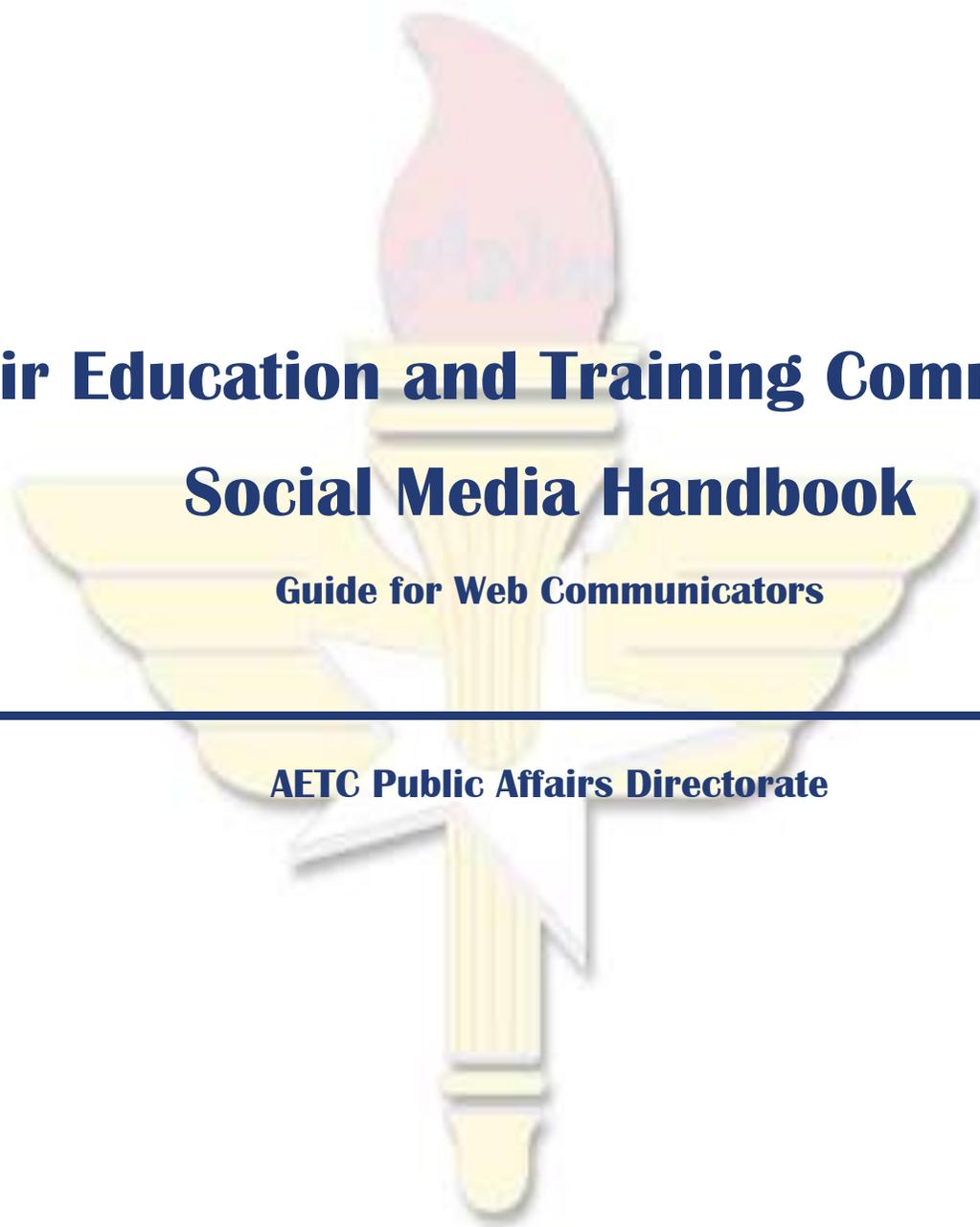
FROM: AETC/PA

SUBJECT: Management of Social Media Sites at AETC Installations

1. Installation/wing PA offices should be responsible for operating single wing “homepage” sites (Facebook, Twitter, etc.) on behalf of their installation/wing commander, much like they do with the single base public website.
2. No organization is required to establish a social media site – it is purely optional. However, any organizations other than base PA can set up and operate a site. If other units or commanders want to establish a social network site, they may set up and operate their own.
3. Installation/Wing PA offices are encouraged to offer advice and guidance on managing social networking sites, but will not manage sites other than their own installation/wing sites. For all social media communication, the guiding principle is “Security at the Source.” This is driven by the dynamic, fast-paced nature of these sites. It is not appropriate nor directed by AFI or DOD guidance/policy that Public Affairs be the owner/manager of all social media communication.
4. PA will not conduct security and policy review of the majority of content intended for social networking sites, either by organizations or individuals. As noted in AFI 35-113, Internal Information, “Airmen have the sole responsibility for what they post.” Again – *Security at the Source*. When posting documents to social networking sites, “unofficial” information, such as picnic photos or funny videos, should not be forwarded to PA for formal clearance. However, official documents, briefings, etc., must still go through the formal clearance process before being disseminated via any medium, i.e., social media, Web, speeches, articles, etc. All Air Force members who upload content to social media are required to take the following two NSA-sponsored OPSEC courses: [OPSE-1500: OPSEC and Public Release Decisions](#) and [OPSE-3500: OPSEC and Internet Based Capabilities Course](#).
6. General guidance about use of social media can be found in AFI 35-113, Section 15, Social Media, and in the Air Force Social Media Guide. HQ AETC POC is Ms. Marilyn Holliday, marilyn.holliday.1@us.af.mil, (210) 652-9334 or DSN 487-9334/4400.

//SIGNED/ssm/11 Mar 16//
SEAN S. MCKENNA, Colonel, USAF
Director of Public Affairs

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AETC Social Media Handbook



Air Education and Training Command Social Media Handbook

Guide for Web Communicators

AETC Public Affairs Directorate

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Social Media Strategy/Guidelines

As stated in the *Air Force Social Media Guide, 4th Edition*, “social media and social networking have evolved to become the primary communication methods used by today’s Airmen, families and leaders.” According to a [recent Pew Research Study](#), 76 percent of online adult users use social networking sites, as of July 2015.

Social media is an important tool in the public affairs toolkit. Using social media, we can engage directly with stakeholders in dynamic, two-way conversations. We can also use social media platforms to quickly share information with people on issues and events that may affect them.

In today’s social media environment, public affairs offices need an established reputation as a go-to source. This isn’t all that different from wanting to be the first person the reporter calls when a subject comes up about our base or mission. Our Airmen, family members and other stakeholders will go to social media for information about events, crises and other issues, and, we – as communicators – have to **already be** one of their trusted sources of information.

This means having a **presence** – even before there is some urgent issue about which we want to communicate. Interest in our particular activities may wax and wane on a weekly basis,

but with established social media tools we all will be prepared when the spotlight suddenly shifts our way.

The sheer number of social media platforms available today means Air Force communicators must prioritize where we apply our limited time and manpower to engage. Not every platform or site can provide the intended effect nor the same reach. And it’s not realistic to expect each individual unit within AETC to communicate using every available social media outlet.

Within AETC, social media platforms can be utilized in various ways to best meet the communication needs of particular locations and levels of command. HQ AETC/PA maintains an AETC Facebook page and YouTube account. At AETC installations/wings, PA offices manage official installation social media accounts/sites on behalf of the commander. (A listing of AETC social media sites is included beginning on page four of this handbook.)

Public affairs offices are encouraged to use social media to develop relationships with stakeholders in ways that will advance the communication goals of the Air Force, AETC and our installations/wings. The following sections of this handbook offer information and tips on managing social media sites, and references, resources and points of contact for additional information.

AETC-Related Social Media Accounts/Sites

The below listing of AETC-related social media accounts/sites is intended for situational awareness and to offer examples for PA offices across AETC. The listing is not all-inclusive; if you would like to have a social media account/platform added to this listing, please contact AETC PA at aetc.pao@us.af.mil.

Facebook:

- 12th Flying Training Wing: <https://www.facebook.com/12thFlyingTrainingWing/?fref=nf>
- 33rd Fighter Wing: <https://www.facebook.com/33FighterWing/>
- 37th Training Wing: <https://www.facebook.com/37thTrainingWing/?fref=nf>
- AETC: <https://www.facebook.com/AirEducationandTrainingCommand/?ref=hl>
- Altus AFB: <https://www.facebook.com/97AMW>
- Columbus AFB: <https://www.facebook.com/ColumbusAFB>
- Eglin AFB: <https://www.facebook.com/TeamEglin>
- Fairchild AFB: <https://www.facebook.com/FairchildAFB>
- Goodfellow AFB: <https://www.facebook.com/17thTrainingWing>
- Joint Base San Antonio (JBSA): <http://www.facebook.com/JointBaseSanAntonio>
- JBSA Fort Sam Houston: <https://www.facebook.com/pages/JBSA-Fort-Sam-Houston/138562272970111>
- JBSA Lackland: <https://www.facebook.com/pages/Lackland-JBSA/114646985221400?ref=sgm>
- JBSA Randolph: <https://www.facebook.com/pages/Randolph-Air-Force-Base/85453182841>
- Keesler AFB: <https://www.facebook.com/Keeslerafb>
- Laughlin AFB: <https://www.facebook.com/LaughlinAirForceBase>
- Little Rock AFB: <https://www.facebook.com/pages/Little-Rock-Air-Force-Base-Ark/125952157439973?v=info>
- Luke AFB: <https://www.facebook.com/Luke56thFW>
- Maxwell AFB: <https://www.facebook.com/MaxwellAFB>
- Sheppard AFB: <https://www.facebook.com/SheppardAirForceBase>
- Vance AFB: <https://www.facebook.com/Vance-Air-Force-Base-148285983361/>

Twitter:

- Altus AFB: <https://twitter.com/97AMW>
- Columbus AFB: https://twitter.com/Columbus_AFB
- Eglin AFB: <https://twitter.com/teameglin>
- Fairchild AFB: <https://twitter.com/TeamFairchild>
- Goodfellow AFB: https://twitter.com/17TRW_GAFB
- Joint Base San Antonio (JBSA): https://twitter.com/JBSA_Official
- JBSA Fort Sam Houston: <https://twitter.com/JBSAFSH>
- JBSA Lackland: <https://twitter.com/JBSALackland>
- JBSA Randolph: <https://twitter.com/JBSARandolph>
- Keesler AFB: <https://twitter.com/81trwKeeslerAFB>
- Laughlin AFB: <https://twitter.com/LaughlinAFB>
- Little Rock AFB: <https://twitter.com/LRAFB>
- Luke AFB: <https://twitter.com/lukeafb>
- Maxwell AFB: <https://twitter.com/MaxwellAFB>
- Sheppard AFB: <https://twitter.com/SheppardAFB>
- Vance AFB: <https://twitter.com/71FTW>

YouTube:

- AETC: <https://www.youtube.com/user/AETCFirstCommand>
- Altus AFB: <https://www.youtube.com/user/97AMW>
- Fairchild AFB: <https://www.youtube.com/user/TheFairchildFlyer>
- Joint Base San Antonio (JBSA): <https://www.youtube.com/user/JointBaseSanAntonio>
- Keesler AFB: <https://www.youtube.com/user/81TRW>
- Little Rock AFB: <https://www.youtube.com/user/LittleRockAFB1>
- Luke AFB: <https://www.youtube.com/channel/UCGwcLoU80St9uJQD24qgzcg>
- Maxwell AFB: <https://www.youtube.com/user/MaxwellGunterAFB>
- Sheppard AFB: <https://www.youtube.com//user/sheppardPA>
- Vance AFB: <https://www.youtube.com/user/71stFTW>

Flickr:

- Altus AFB: <https://www.flickr.com/photos/97amw>
- Joint Base San Antonio (JBSA): https://www.flickr.com/photos/jbsa_fsh
- Little Rock AFB: <https://www.flickr.com/photos/59070755@N02/>
- Sheppard AFB: <https://www.flickr.com/photos/sheppardafb1>

Instagram:

- Fairchild AFB: <http://www.instagram.com/teamfairchild>
- Keesler AFB: http://instagram.com/keesler_afb
- Little Rock AFB: <http://www.instagram.com/LittleRockAFB>
- Sheppard AFB: <https://www.instagram.com/sheppardairforcebase/>
- Vance AFB: <http://instagram.com/vanceafb>

How to Address Non-PA Social Media Accounts/Sites

The below tips are recommendations for addressing non-PA social media accounts/sites:

- Installation/wing PA offices should be responsible for operating official accounts/sites (Facebook, Twitter, etc.) on behalf of their installation/wing. They are not expected to set up and operate accounts of subordinate units or commanders.
- Installation/wing PA offices are encouraged to offer advice and guidance on managing social media accounts/sites of other units, commanders or groups related to the installation/wing.
- Training/guidance is available to share with commanders, spouses and Airmen at all levels. Such resources include the [*Air Force Social Media Guide, 4th Edition*](#) and the [*Military Community and Family Policy Social Media Guide*](#). These resources, and more, are listed in the “References/Resources” section of this handbook. Installation/wing PA offices may use these resources or refer to them to develop training tools, such as PowerPoint presentations, tailored to their particular audience(s).
- Non-PA groups setting up social media accounts/sites are encouraged to create closed or private accounts. As stated in the *Air Force Social Media Guide, 4th Edition*, closed groups are suitable for “smaller, more specific organizations such as the base’s Company Grade Officers’ Council.” In this way, non-PA groups can monitor access to their sites/accounts and have greater control over who receives their communication.

Dos and Don'ts for All Social Media Accounts/Sites

Social media is a quick way to communicate to your people, your stakeholders, the media, families, the local community and the American public with information on events and issues that affect them. Using social media, we can help bridge the gap for people who aren't in close proximity to an installation or know very little about the military. Social media is incredibly dynamic and engages people in a way that feels informal, real and transparent. It affords leaders the opportunity to connect with others on a personal level. By its very nature, social media allows everyone to have a role in shaping conversations.

Social media is only one of the tools in the public affairs communication toolbox, which also includes the traditional public website, newspaper, emails and commander's calls, among others. Each tool provides unique, complementary information to support commander priorities. Regardless of which social media platforms are used to help communicate to key audiences, they should be supplemented by other tools to meet overall communication goals.

The communication strategy and corresponding communication tools used by PA offices at AETC installations/wings will likely be different at each location depending on specific desired outcomes.

REGARDLESS OF LOCATION, SOCIAL MEDIA OUTREACH SHOULD:

- Drive more traffic to the installation/wing PA website
- Expand the reach of leadership content
- Include a measure of the value of social media outreach
- Better identify, understand and engage the audience
- Improve customer service and satisfaction

In keeping with the spirit of why social media exists, we recommend social media engagements be informal, conversational, transparent and fun. Get to know your audience. Social media is about sharing interesting and useful information with your followers and cultivating a community. Conduct online research and monitoring to more effectively develop audience-centered content.

Find creative ways to engage followers. Social media sites shouldn't simply use base website information. Post unique content to your social media properties to generate interest. Don't focus solely on driving traffic to your website – you should also share products from external sources about your units and people.

BEFORE ENGAGING IN SOCIAL MEDIA, Consider the following:

- Have you (or the individuals posting) completed required OPSEC training?
 - All Air Force personnel who upload content to internet-based capabilities such as official social media sites are required to take the following two NSA-sponsored OPSEC courses: [OPSE-1500: OPSEC and Public Release Decisions](#) and [OPSE-3500: OPSEC and Internet Based Capabilities Course](#).
- Do you have required Imagery Release paperwork for those in your photos/videos?
 - Make sure to use [DD Form 2830](#), General Talent release form, when photographing children per AFI 35-109: "3.3.2.1. When documenting children, a parent or legal guardian signs a DD Form 2830, General Talent Release, or DD Form 2831, General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the

Participant, allowing use of the minor's image. No exemption exists for documentation of 17-year-old military members, Reserve Officer Training Corps (ROTC) or Junior ROTC cadets.” These forms must be kept on-file by name at each location.

- Will this post imply endorsement for a civilian business?
 - Any advertisement by or for any private individual, firm, or corporation shall not be inserted or allowed on public DoD Internet services prepared or produced with either appropriated or non-appropriated funds. DoD endorsement shall not be implied in any manner for any specific non-USG service, facility, event, or product. This information is taken from DoDI 8550.01, DoD Internet Services and Internet-Based Capabilities.
- Do you know how to shorten URLs?
 - When including links in your social media posts, PA offices will shorten .mil URLs using Go.USA.gov (<https://go.usa.gov/>). The URL shortener can only be used to shorten government domains such as .gov, .mil, .si.edu, .fed.us, etc. Registration for a Go.USA.gov account is required. Shortening URLs can make posts more visually appealing, allowing users to access the link without needing the full text of a long URL. Using Go.USA.gov also makes the links viewable on most government networks.
- Are you familiar with social media management/scheduling tools?
 - Twitter/Facebook posts can be scheduled in an organized, coordinated way using a social media management dashboard. Examples include Hootsuite (<https://hootsuite.com/>) and Sprout Social (<http://sproutsocial.com/>).

SOCIAL MEDIA POSTING CHECKLIST - Consider the following items before posting:

- Does it fulfill a priority of our senior leaders?
- Will the audiences care? Is it value-added info? Think attention-interest-desired reaction.
- If the information doesn't show the military in a positive light, is it fairly reported? If posting an external piece, is it accurate? If it's relevant, ties into Air Force leaders' goals/messages or shows transparency, it's acceptable to consider posting.
- Does it imply an endorsement of a certain political affiliation, religious ideology or commercial enterprise? If so, do not use.
- What angle are you taking with this story? Are you focusing on the right message and the relevant and crucial information?
- Have you created a shortened URL? Does it work?
- Check for proper spelling, grammar and format (e.g., spacing, names).
- Check for proper OPSEC. If in doubt, get higher review and approval before posting.
- Remember security, accuracy, policy and propriety.
- Have you chosen an appropriate thumbnail (for Flickr, YouTube and Facebook)?
- Have you chosen the appropriate text to show alongside the thumbnail in Facebook (especially for Flickr)?
- Are the service members being featured within appropriate instructions and guidelines (e.g., using proper protective equipment, in the correct uniforms, etc.)?
- Is there anyone you should tag or mention? Have you used proper hashtags?
- Get a second pair of eyes to review before posting. You can't catch everything.
- If you're not sure you should post it, don't. Send it up for HQ AETC PA review!

- Watch the post for at least 15 minutes after publishing (to catch any errors and interact with people commenting/sharing your content).
- If you've made a mistake, apologize and make a correction promptly after publishing a post.

POTENTIAL CONTENT SOURCES:

- Fact sheets
- Highlight a little known fact
- Quiz followers
- Historical information and trivia
- Photos and videos on military websites
- Pose general questions to the audience
- User-generated content
- Special events
- Post specific content requested by followers
- Spotlights on people
- A day in the life...
- Guest blog posts from military family members
- Blogs from senior leaders and team members
- Find an military tie to an event in the news
- Caption, video or photo contest
- Highlight new technology
- Helpful tips
- Have a guest contributor answer questions on a specific topic
- Share posts from other social media sites

SOCIAL MEDIA DURING A CRISIS:

- The traditional rules of crisis communication apply.
- Earn the trust of your followers by posting both good and bad news. When you have a major crisis the audience is more likely to trust your information and appreciate your openness.
- Share accurate and approved information as quickly as possible. Don't wait for an article or press release to be available ... but the information must be accurate.
- Actively monitor conversations and questions on your social media properties. Answer questions and direct them to credible, approved information ... avoid arguments.
- Establish a monitoring schedule and assign roles to team members. Be prepared to monitor outside of regular duty hours.
- Monitor other social media and websites to help you decide what to post to your properties. You may address inaccurate information or rumors.

QUESTIONS & ANSWERS:

1. What follower comments may I delete? Can I remove followers?

In general, you shouldn't stifle conversations or feedback. Let people express themselves even if their comments are negative as long as they don't violate your comment policy. You'll use your policy to determine whether or not to delete comments or posts from your followers. We recommend taking screenshots of content before deletion. You can also remind followers to adhere to your comment policy if you see a conversation heading toward the wrong direction. If someone posts a good comment, but only a small portion of the comment violates your comment policy, you can tell him or her to edit and repost it. Banning followers should be a last resort. Give people opportunities to correct their mistakes, and if they continue to violate the comment policy, you might consider removing them.

2. A group wants to use social media. What do I tell them?

Air Force organizations below wing-level should not have official properties and will not be registered with the Social Media Directory. Unofficial presences should be closed or private in order to limit exposure just to an internal audience. Unit commanders will be ultimately responsible for all content posted to their social media properties.

3. What do I do if someone creates a false official social media presence?

Organizations do not have the right to remove unofficial presences unless they falsely portray themselves as an official presence. If there is a false account, you may report it to the social media platform's help section, or you can contact SAF/PA for help at usaf.pentagon.saf-pa.mbx.air-force-social-media@mail.mil.

Facebook Dos and Don'ts

Managing your installation/wing Facebook account:

- Installation/wing PA offices should have at least one post each weekday. Each post should strive to have an accompanying photo/link and use appropriate hashtags.
- Messages in the in-box and questions on posts and walls should be responded to as soon as possible. Posts that violate the policies stated in the disclosure statement should be deleted as soon as possible.
- All social media accounts/sites related to an installation/wing (even those not run by PA) should include a disclaimer statement. Below is a sample disclaimer statement posted under “General Information” of the AETC Facebook page:

“While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts in good taste. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. If you don't comply, your message will be removed.

We will not allow:

- *Comments or submissions that contain vulgar, profane, hateful or abusive language or images; personal attacks of any kind; or offensive terms that discriminate against specific ethnic, national or racial groups.*
- *Comments that are spam, are clearly “off topic,” or that promote services or products. Comments should be limited to those relating to the U.S. Air Force. Comments that make unsupported accusations will not be permitted.*
- *Posts specifically about political parties or individuals. This is not a political page – political rhetoric is not permitted.*
- *Comments that promote or advertise a business or commercial transaction. This includes promotion or endorsement of any financial, commercial or non-governmental agency.*
- *Comments that suggest or encourage illegal activity.*
- *For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information to be posted on this page.*

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

Finally, the appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Air Force or Department of Defense.

For more information on joining the U.S. Air Force, please visit the recruiting website at <http://www.airforce.com/> and Facebook page <https://www.facebook.com/USAirForceRecruiting>.

Emergency information: If you or someone you know in the Air Force is experiencing an emergency or suicide situation, please contact 911 and request assistance. This page is not monitored 24/7.

Thank you for your participation and feel free to send us comments or suggestions on what you'd like to see or read about.

This page is administered by the Air Education and Training Command Public Affairs office."

- Installation/wing PA offices that receive requests for posting advertisements or information about charitable activities may direct individuals to post that type of content on the left-hand column of their Facebook pages under "Visitor Posts." For example, below is an example from the "Visitor Posts" section of the Vance AFB Facebook page:

*"Vance Spouses' Club: Vance Air Force Base is celebrating its 75th Anniversary in 2016! The Vance Spouses' Club is contributing to this excitement by hosting a community-wide 1940s vintage celebration and charity auction. This event celebrates Vance's long prestigious history and partnership with the city of Enid, while raising money for local and national causes. Please join us on April 16th as we step back in time to the 1940s when Vance was established ... The Vance Spouses' Club is an all-volunteer registered 501c (3) non-profit organization. All event proceeds go directly to charitable causes such as the YWCA, 4RKids, Hope Outreach, Camp Tomahawk, the Fisher House, and the Military Child Coalition. Additionally, this annual event raises thousands of dollars for scholarships given each year to deserving Northwest Oklahoma-area students who are connected to Vance Air Force Base. Questions? Contact Meg Hewes at vancespousesauction@gmail.com or call/text (253)229-6528 *The VSC is a private nonprofit organization. It is not a part of the Department of Defense or any of its components and it has no governmental status."*

- Installation/wing PA offices should create a two-way conversation on Facebook by asking questions periodically in posts and encouraging people to like and comment.
- Facebook banner photos should be changed at least once a month to keep the page fresh.
- You must keep a file copy of [DD Form 2830](#), General Talent release form, when posting photos of minors, 17 or younger, on Facebook, your website or other social media sites.
- Additional Facebook tips are available in [Building your presence with Facebook pages: A guide for military organizations](#).

Twitter Dos and Don'ts

Managing your installation/wing Twitter account:

- Installation/wing PA offices should strive for multiple posts each weekday.
- Hashtags should be used, if appropriate and relevant. The use of hashtags will allow those interested in the topic to easily find related Tweets, potentially increasing the reach of your content to a greater audience of Twitter users. It is not necessary to tag every tweet; they are most useful when tied to particular issues or events.
- When including links in your Twitter content, the URLs will most likely need to be shortened to meet Twitter's character restrictions. PA offices can shorten .mil URLs using Go.USA.gov (<https://go.usa.gov/>). The URL shortener can only be used to shorten government domains such as .gov, .mil, .si.edu, .fed.us, etc. Registration for a Go.USA.gov account is required. Using Go.USA.gov also makes the links viewable on most government networks.
- Tweets can be pre-loaded to help mitigate manpower/workload issues. However, Twitter pages cannot be linked or auto-populated from Facebook. (Due to Twitter's character restrictions, if posts are shared directly from Facebook they can appear cut-off.)
- Twitter header photos should be changed at least once a month to keep the page fresh.
- Installation/wing PA offices are encouraged to develop themes to guide their editorial content on Twitter. For example, JBSA San Antonio encourages posting content on Twitter covering the following categories: jointness, national asset, members and families, history and innovation.
- Additional Twitter tips are available in a DoD PowerPoint presentation titled [*How to Tweet*](#).

Other Channels

Installations/wing PA offices are welcome to communicate via other social media platforms, as long as they are managed and maintained. Social media platforms that have gone more than two weeks without use should be removed to preserve the professional image of AETC and the U.S. military.

Additional social media platforms that may be used include, but are not limited to, the following:

- YouTube
 - Tips on using YouTube can be found in DoD PowerPoint presentations titled [*Getting Started with YouTube*](#) and [*YouTube Uses in the Field*](#).
- Flickr
 - Tips on using Flickr can be found in a DoD PowerPoint presentation titled [*Getting Started with Flickr*](#).
- Blogs
 - Tips on using blogs can be found in a DoD PowerPoint presentation titled [*Getting Started with Blogs*](#).
- Instagram
 - As an example, the U.S. Air Force Instagram can be accessed at <http://instagram.com/officialusairforce>
- LinkedIn
 - As an example, the Air Force Office of Small Business Programs account can be accessed at <https://www.linkedin.com/airforcesmallbiz>
- Tumbler
 - As an example, the Vance AFB account can be accessed at <http://71ftw.tumblr.com/>.
- Vine
 - As an example, the U.S. Air Force Vine account can be accessed at <https://vine.co/usairforce>

Social Media Terms

- * **Administrator** – A person with login, publishing and account management rights for a social media property. Commonly called an admin.
- * **Aggregator** – A site, such as Bloglines or Google Reader, that displays information related to user-specified keywords. The information is gathered and remixed from multiple Web sites via RSS (Really Simple Syndication) feeds.
- * **Avatars** – Graphical images representing people within the social media arena. You can build a visual character with the body, clothes, behaviors, gender and name of your choice. This may or may not be an authentic representation of you.
- * **Back channel communication** – Private emails or other messages sent by the facilitator or between individuals during public conferencing. They can have a significant effect on public conversations.
- * **Bandwidth** – The capacity of an electronic line, such as a communications network or computer channel, to transmit bits per second (bps).
- * **Blog** – Refers to an *entire Web log site* (often confused with “post” or “entry”).
- * **Blogosphere** – A term used to describe the totality of blogs on the Internet and the conversations taking place within that sphere.
- * **Blogroll** – List of links to other blogs in your sidebar. Also see blogrolling.com.
- * **BlogThis** – A function to allow a blogger to post the entry they are reading on another site.
- * **Bookmarking** – Saving the address of a website or item of content, either in your browser, or on a social bookmarking site.
- * **Categories** – A collection of topic specific posts.
- * **Comments** – Enabling readers to leave their remarks.
- * **Consumer-Generated Media (CGM)** – *First-person commentary* posted or shared across a host of expression venues, including message boards, forums, rating and review sites, groups, social networking sites, blogs, video-sharing sites, etc.
- * **Content management system** – Software suites offering the ability to create static Web pages, document stores, blogs, wikis and other tools.
- * **Creative Commons License** – A copyright license that spells out how proprietary online content can be shared, reused or altered.
- * **Crowdsourcing** – Refers to harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content and solving problems.
- * **Dashboard** – The first screen after logging into a blog, with all controls, tools and functions.
- * **Digg.com** – Allows registered users to recommend content to others. Number of positive/negative votes allows links to rise and fall in popularity.

- * **DM (Direct Message)** – Refers to sending a private message to a specified user via Twitter.
- * **Flog** – A “fake” blog, frequently created by an organization to *look* as if it were created by consumers. This is considered deceptive marketing and usually damages the organization’s standing when discovered.
- * **Footer** – The bottom of the blog page.
- * **Forums** – Discussion areas on websites, where people can post messages or comment on existing messages asynchronously—that is, independently of time or place.
- * **Geotagging** – Providing geographical location information to photos, videos and other files. Information appears as a file’s metadata. People may also geotag their whereabouts.
- * **Hashtag** – Words or phrases prefixed with a # symbol. Used in Twitter to track similar tweets and conversations.
- * **Header** – The topmost part of the blog usually listing the blog title.
- * **HTML (Hypertext Markup Language)** – Original programming code forming the backbone of the World Wide Web. Web browsers interpret this code to produce the on-screen layout of web pages.
- * **Index page** - The front page of the blog.
- * **Jump** – The continuation of a story on another page to preserve space on index page.
- * **Listening** – The art of skimming feeds in the blogosphere to see what topics are creating buzz, including establishing alerts (ex: Google News Alerts) with various aggregators which will automatically monitor when certain topics or terms are mentioned.
- * **Live-tweet** – Posting comments about an event on Twitter while the event is taking place.
- * **Lurkers** – People who read but don’t contribute or add comments to forums. The one percent rule-of-thumb suggests that one percent of people contribute new content to an online community, another nine percent comment, and the rest lurk.
- * **Metadata** – Data that provides information about one or more aspects of content.
- * **Microblog** – Social media site, such as Twitter, that allows users to share small elements of information such as short sentences, individual images, video and website links.
- * **Mobile application or APP** – Program designed to run on a mobile device, like a smartphone. Designed to quickly access information, games, tools and other helpful programs.
- * **Mobile website** – A website version designed & formatted specifically for use by mobile devices.
- * **Netroots** – A term coined to describe political activism organized through blogs and other online media including wikis, podcasts and various social networking sites. Derived from “grassroots.”
- * **Open-Source Software** – Software often developed in a public, collaborative manner whose license permits users to study, change, improve and share the software, in a modified or unmodified form.
- * **Permalink** – A direct, enduring link to a specific post on a blog.

- * **Photosharing** – The social networking practice of uploading digital images to a Web site such as Flickr or Facebook, where tags can be added, so others can comment or even reuse the images under certain stated copyright license conditions.
- * **Podcast** – Audio or video content that can be downloaded automatically through a subscription to a website so you can view or listen offline.
- * **Post (or Entry)** – Individual articles that make up a blog.
- * **Quick response (QR) code** – A type of barcode that can be read by mobile phones by using a QR code reading application. QR codes contain a URL and are used to direct users to an online destination.
- * **RSS (Really Simple Syndication)** – The XML format that allows you to subscribe to content on blogs, podcasts and other social networking, and have it delivered to you through a feed.
- * **RT (Retweet)** – Sharing what someone else has shared via Twitter.
- * **Sidebar** – One or more columns along one or both sides of most blogs’ main page.
- * **Social networking** – The term used to describe the tools and platforms people use to publish, converse and share content online. These include blogs, wikis, podcasts, and the sites dedicated to share information, stories, photos, audio and video files, and bookmarks.
- * **Streaming media** – Video or audio that is intended to be listened to online but not stored permanently.
- * **Tags (or Labels)** – Attaching keywords to collect posts on similar topics.
- * **Template** – The blog layout/presentation design.
- * **Trackback** – A system by which a ping is sent to another blog to notify that their article has been mentioned by you.
- * **Troll** – An antagonistic commenter who posts deliberately inflammatory remarks.
- * **Tweet** – A message (140 characters or less) posted on Twitter.
- * **Tweet up** – Event where Twitter followers agree to meet. Like a meet-up, but Twitter is used to set up the meeting, normally using hashtags like #tweetup.
- * **URL** – Uniform Resource Locator is the technical term for a Web address like <http://www.af.mil>.
- * **URL shortener** – Site that generates a shortened form of a URL link. Best used in microblogs, such as Twitter, to save space. May also provide click statistics. PA offices can shorten .mil URLs using Go.USA.gov (<https://go.usa.gov/>).
- * **Viral** – Intriguing content forwarded by users via various platforms (e-mail, blogging, Twitter, Facebook/MySpace) to their particular network of associates can find its audience suddenly growing exponentially. Marketers seek such a development, but “going viral” is often unexpected or unintended by the content creator(s).
- * **Virtual worlds** – Online places like Second Life, where you can create a representation of yourself (an avatar) and socialize with other residents.

* **Widgets** – Stand-alone applications that can be embedded in other applications, like a website or a desktop.

* **Wiki** – An online, collaborative work space for multiple users of a Web page or set of pages that can be edited collaboratively. The best known example is wikipedia, an encyclopedia created by thousands of contributors across the world. Once people have appropriate permissions set by the wiki owner, they can create pages and/or add to and alter existing pages.

* **XML (Extensible Markup Language)** – Is a set of rules for encoding documents electronically. The design goals for this language emphasize simplicity, generality, and usability over the Internet.

References/Resources

(If hyperlinks are unavailable, copy and paste URL into your web browser.)

AETC/PA Handbook Public Affairs Guidance/Social Media (for spouses)

[File Attached to PDF] 

AETC/PA Social Media 101 PowerPoint Presentation (for spouses)

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AFI 35-101, Public Affairs Responsibilities and Management.

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Building your presence with Facebook pages: A guide for military organizations.

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OPSE-1500: OPSEC and Public Release Decisions.

<https://www.iad.gov/ioss/department/opsec-and-public-release-decisions-opse1500-10046.cfm>

OPSE-3500: OPSEC and Internet Based Capabilities Course.

<https://www.iad.gov/ioss/department/web-risk-assessment-course-opse3500-10049.cfm>

YouTube Uses in the Field.

<http://www.slideshare.net/DepartmentofDefense/youtube-uses-in-the-field>

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<http://www.slideshare.net/DepartmentofDefense/how-to-tweet-4746961/>

Military Community and Family Policy Social Media Guide.

http://download.militaryonesource.mil/12038/MOS/ResourceGuides/Social_Media_Guide.pdf

Social Media Education and Training.

<http://dodcio.defense.gov/SocialMedia/SocialMediaEducationandTraining.aspx>

Points of Contact

- Ms. Marilyn Holliday
Chief, Public Affairs Operations Division
HQ Air Education and Training Command
marilyn.holliday.1@us.af.mil
Comm: (210) 652-9334/4400 DSN 487-9334/4400
- Capt Jose Davis
Media OIC, Public Affairs Operations Division
HQ Air Education and Training Command
jose.davis.3@us.af.mil
Comm: (210) 652-9330 DSN 487-9330
- MSgt Joshua Strang
NCOIC, Internal Information, Public Affairs Operations Division
HQ Air Education and Training Command
joshua.strang@us.af.mil
Comm: (210) 652-9323 DSN 487-9323
- TSgt Elizabeth Anschutz
Acting NCOIC (through April 2016), Internal Information, Public Affairs Operations Division
HQ Air Education and Training Command
elizabeth.anschutz@us.af.mil
Comm: (210) 652-9333 DSN 487-9333