

SOCIAL MEDIA AND PUBLIC AFFAIRS



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . COAST GUARD AUXILIARY
Fifth District Northern Region



Introductions

- DSO-PA: Bob Babezki
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Why Be Involved With Social Media?

“We don’t have a choice on whether we do Social Media, the question is how well we do it.”

*- Eric Qualman, Author
Socialnomics, 2009*

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Value of Social Media

“Social media sparks a revelation that we, the people, have a voice, and through the democratization of content and ideas we can once again unite around common passions, inspire movements, and ignite change.”

Brian Solis, *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*

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Why We Should Use Social Media

- Communicating with social media is a system to leverage your ability to be in touch with your audience.
- If you can't be found, you are not engaging with an audience. You are ignoring a target market for recruiting opportunities.
- If you are not communicating (listening first, initiating second) then how do you expect to create a relationship with people that may want to be a part of the value that the Auxiliary offers?

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2014 Social Media Statistics

- 4.2 Billion Social Media Users Worldwide
 - ▣ World population, as of July 2013, is estimated to be **7.149 billion** by the United States Census Bureau (USCB).
- YouTube is the second largest search engine on the web
- 2.5 billion photos are uploaded to Facebook each month
- Twitter is adding 300,000 users a day
- Facebook has 1.01 billion monthly mobile users
- Pinterest has 70 million users
- Flickr has 92 million users

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AUX Social Media Rules of Engagement

USE a Spell Checker

Refer Events to Specific Dates, not relative time references.

February 28th, 2015 – NOT yesterday.

Entries may be re-reposted at later dates and relative time references will not make sense.

Use the Auxiliary Stylebook when writing entries.

www.auxpa.org/downloads/Stylebook.pdf

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AUX Social Media Rules of Engagement

D5NR Social Media Sites MUST be managed by a Member who has passed AUX-20. As a Moderated site, the responsible member must review the content and postings for appropriateness.

D5NR Social Media Site MUST be managed by a Member who has taken the AUX Social Media Training offered at D-Train.

Do NOT randomly change the site's Profile Picture. Establish an identity for your site and stick with it.

D5NR Social Media Sites are NOT Coast Guard Sites. Do not use Coast Guard imagery and logos that will give the impression of being a Coast Guard site.

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AUX Social Media Ground Rules

From the FL 16-05 Facebook Page – What's wrong with this Profile Picture?



Using Social Media

Now that you understand it,
how does it fit into the Auxiliary?

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How Do We Use Social Media?

The keys to social media success are:

- engagement
- listening
- interaction
- connection

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Through Engagement We...

- Stimulate conversations
- Share information & ideas
- Listen to other voices
- Instill partnerships
- Give a personality (friendly, funny, informative)

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We also Know...

- Our communications are two-way conversations
- Our information can deliver “instant gratification”
- Our reputation is reinforced by others

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5NR Social Media Platforms

The Pinterest logo, featuring the word "Pinterest" in a red, cursive font.

<https://pinterest.com/USCGAux5DNR>

The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.

<https://www.facebook.com/USCGAux5DNR>

The Twitter logo, featuring the word "twitter" in a light blue, lowercase font.

<https://twitter.com/USCGAux5DNR>

The Flickr logo, featuring the word "flickr" in a blue, lowercase font with a registered trademark symbol.

<http://www.flickr.com/USCGAUX5DNR>

The YouTube logo, featuring the word "YouTube" in white lowercase letters on a red rounded rectangle.

<http://www.Youtube.com/USCGAUX5DNR>

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Status of D5NR Social Media Pages

- ❑ **Facebook:** 690 Page likes (as of 22 Feb, 2015)
- ❑ **Youtube:** 18 subscribers, 1,132 video views
- ❑ **Twitter:** Tweets 2,521 & 662 followers
- ❑ **Flickr:** 128 Photos



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We can share photos and articles of past events, both internal and external



Operations



Public Education



Vessel Exams



Member Training



Awards/Recognition




Fellowship

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Publicity for Future Events

 U.S.C.G. Auxiliary 5th Dist... **Events** [+ Create Event](#)

Upcoming Events - Past Events

	AC Boat Show – Booth 924 Wednesday, February 6, 2013 at 11:00am Jessica Zenquis Davidson and Angela Davison Chernitsky	Atlantic City Convention Center Philadelphia, Pennsylvania	Join - Share
	How To Read A Nautical Chart Wednesday, February 6, 2013 at 7:00pm	USCG Sector Delaware Bay Philadelphia, Pennsylvania	Join - Share
	Boating Safety & Seamanship Wednesday, February 6, 2013 at 7:00pm 1 guest	WISSINOMING YACHT CLUB 6103 DELAWARE AVE PHILADELPHIA, PA. 19135	Join - Share
	Sailing Skills and Seamanship Monday, February 11, 2013 at 7:00pm	USCG Sector Delaware Bay Philadelphia, Pennsylvania	Join - Share
	Marine Corp 17.75k Run Saturday, March 23, 2013 2 guests	Prince William Forest Park near Marine Corps Base Quantico.	Join - Share

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Things to Keep in Mind When Starting Up

- Follow “Rules of Engagement”
- Plan activity (editorial calendar)
- Monitor conversations
- Analyze performance

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Public Affairs Role in Social Media

- ❑ Post Content to all D5NR Auxiliary Social Media Platforms
- ❑ Monitor Content of Discussions
- ❑ Moderate Discussions to remove Offensive or Inappropriate Comments
- ❑ Ensure Compliance with Appropriate Auxiliary Policies

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Public Affairs Role in Social Media

- ▣ What is Content?
 - Articles, Photos, Event Updates
 - Should be added in a timely manner, before they become “yesterday’s news”
 - Members at every level are doing great things. We want to show them off
 - Content gives people something to talk about
 - Sites lacking in content will not attract attention
 - “Brand Recognition”

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Public Affairs Role

- Educate Auxiliary members regarding the collection and submission of material for social media content
- Encourage all Auxiliary units in D5NR to create and update Social Media sites
- Provide Social Media Training upon Request

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D5NR-PA Role

- Post Content to all D5NR Auxiliary Social Media Platforms
 - Content = Articles, Photos, Event Updates
 - Should be added in a timely manner, before they become “yesterday’s news”
 - Members at every level are doing great things. We want to show them off
 - Content gives people something to talk about
 - Sites lacking in content will not attract attention
 - Need to Establish “Brand Recognition”

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Our Role

- ❑ Educate Auxiliary members regarding the collection and submission of material for social media content
- ❑ Prepare and deliver a 2 hour MT Session at each Auxiliary D-Train event on Social Media
- ❑ Encourage all Auxiliary units in D5NR to submit timely content to Social Media sites

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Our Role

- Post Content to all D5NR Auxiliary Social Media Platforms
 - Content can include:
 - District Events
 - D-Train, Atlantic City Boat Show
 - Things that cross Division lines
 - District Programs
 - Color Guard, AUXCHEF etc.
 - Flotilla/Division Programs and Events
 - Not all local units have social media pages
 - Things related to Coast Guard missions, local waterways, and boating in general



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Our Role

- Moderate all D5NR Auxiliary Social Media Platforms
 - ▣ People expect responses to their comments and questions
 - You wouldn't hang up in the middle of a phone call, would you?
 - ▣ Checking for appropriateness



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Twitter and Facebook



USCG AUX 5DNR @USCGAux5DNR
@USCG & @USCGAux Service Wreaths @ Flight 93 Memorial Nat'l Park, Shanksville, PA on 5/5. Contact wrturner@embarqmail.com 4 more info.

13 Mar



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Greetings from the Atlantic City Boat Show in New Jersey! This is the afternoon crew, from l to r: Bob Babezki, FL-81; Toni Renner, FL-32; Alan Moose, FL85; Fred Ruddick, FL-81 and Ernie Phillips, FL-84. Photo by Joe Gianntasio, PA-3. Make sure you stop by booth #854 to say hi! <http://www.acboatshow.com/>



5 people like this.

Celia Bailey Crowley Hi, Bob!!!!
February 3 at 3:26pm · Like

Write a comment...

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USCG AUX 5DNR @USCGAux5DNR
RT @USCGAux Public outreach program + @USCG + boat show + Auxiliary = A successful 2012 Atlantic City Indoor Boat Show.
ow.ly/9gUl1

24 Feb



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Hey powder hounds! The DIRAUX staff plans to head up to the Pocono Mountains on February 24th for a day of fun in the snow. And you're invited! All District members are welcome to join DIRAUX staff at Blue Mountain Ski Area in Palmerton for some fellowship. And who knows, maybe you'll even catch a little air.

PLEASE FORWARD this to anyone in your membership who may be interested in attending this event. http://www.5nr.org/news.php?op=d&news_id=1594&refer=%2Fwhatsnew.php



Twitter and Facebook

1. Advise Aux members of upcoming classes
2. Call for participation during future outdoor/boating shows
3. Share preparedness links
4. Give updates from National
5. State Liaison programs
6. Public education events

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Youtube

1. How to correctly wear a PFD
2. Paddlesport safety
3. Safe boating tips
4. Vessel Safety Check

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Youtube

A screenshot of a YouTube video player. The video title is "Am I Legal? Episdoe 3: Sound Producing Devices" by the channel "CircleSixFilms". The video shows a man in a dark blue uniform standing on a dock by a body of water. The video player interface includes a search bar, a "Browse" button, and a "Movies" button. The video progress bar shows 0:36 / 1:11.

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A screenshot of a YouTube video player. The video title is "U.S Coast Guard Auxiliary much more than boating safety" by the channel "auxman1204". The video shows three people in orange survival suits on a red inflatable boat in icy water. The video player interface includes a search bar, a "Browse" button, and a "Movies" button. The video progress bar shows 1:46 / 2:08.

Craigslist

1. Promote upcoming Public Education (PE) classes
2. Advertise future Vessel Safety Examinations (VSEs)
3. Recruitment

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Flickr

1. Conferences
2. Outdoor/boating shows
3. Patrols (water or air)
4. Fellowship

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Pinterest

1. Tell the story of the Auxiliary
2. Share good boating practices through re-pinning others photos
3. Reach a target audience to help diversify the Auxiliary
4. Create boards for different topics

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Pinterest

Search



Add + About ▾ USCGAUX5D ▾

Pinners you follow · Everything ▾ · Videos · Popular · Gifts ▾

Invite Friends

Facebook Timeline

Add your pins to your Facebook Timeline. [Learn more!](#)

Recent activity

Melissa Aurandt repinned your pin.
58 minutes ago

USCGAUX5D NR repinned your pin.
1 hour ago



What if I don't pass the Vessel Safety Check? If your boat does not pass, no citation is issued at that time. Instead, you are provided a written report in how to correct any discrepancies.

USCGAUX5D NR onto Vessel Safety Checks



All boats must be able to display navigation lights between sunset & sunrise & in conditions of reduced visibility.

USCGAUX5D NR via Jon Bryant onto Vessel Safety Checks



enzo ferrari museum, modena, italy
16 likes 2 comments 16 repins

Philip Nixon via Lindsay Evans onto Garage Heaven

David Reduzzi Wwml



Safe boating shoes are always a good idea.

USCGAUX5D NR via Eddie Gamarra onto Boating Safety Education



The Coast Guard Auxiliary is looking for civilian volunteers who want to make a difference.

USCGAUX5D NR via USCGAUX5D NR onto Recruiting



Boating signals sign

USCGAUX5D NR via K C onto Recruiting



Vessels passing safety checks are awarded a US Coast Guard Auxiliary Decal that informs: Coast Guard / Auxiliary, Harbor Patrol, Sheriff & Police, plus other boating law enforcement & safety agencies that your boat was in full compliance with all Federal & State laws during a safety check that year. Best of all - every Vessel Safety Check is 100% FREE of charge!

1 repin

USCGAUX5D NR onto Vessel



The Coast Guard Auxiliary Performs Free vessel checks at various Marinas to be sure all proper safety equipment is on board. Such as, display of registration numbers, life jackets (pfd), visual distress signals, fire extinguishers, ventilation, backfire flame control, sound producing devices, navigation lights, pollution placards, marine sanitation devices (MSD's), State requirements, and overall vessel condition.

Boating Safety Education

6 pins



Edit

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How You Can Help

- Help us produce useful, factual content
 - ▣ Quality should not be sacrificed for quantity
- Write articles about things happening in your Flotillas/Divisions, and send them to us for publication. Encourage other members to do the same.
- Like/Follow/Subscribe to the District's Social Media pages. Encourage other members to do the same.
- Submit content via eMail to 5nrsocialmedia@gmail.com

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Purpose

- During the past several years a best practices strategy has emerged.
- This presentation is aimed at sharing a strategy that will allow the Coast Guard Auxiliary to deploy its Social Media to the membership.

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Why Facebook

- *Facebook* has emerged as the dominant social media-networking site.
- It affords the Auxiliary the opportunity to communicate our message in words, pictures and video to target audiences we might not otherwise reach through traditional media outlets.
- As our stories progress from the unit to national level, we will incorporate the rest of our social media toolkit both to maximize our exposure

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Our Social Media Toolkit:

- All Coast Guard Auxiliary units will have the opportunity to establish and maintain a *Facebook* page and/or *Twitter* site.
- A *Facebook* presence will allow the unit to establish a direct link to the local community, our membership and any local Coast Guard units.
- **We are asking D5NR units to start their Social Media programs by participating with the District's existing Social Media programs.**

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Unit Level Social Media Strategy

Auxiliary Unit Commanders and Public Affairs Officers will also engage directly with District level Public Affairs staff to ensure appropriate adaptation of Unit level stories, images and video for use on District and National level Social Media sites and outreach to District and National level media outlets.

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District Level Social Media Strategy

- District Public Affairs Social Media team will create social media content related to local activities and regional initiatives.
- In collaboration with local units, the District Social Media team will manage a robust set of social media tools: LIVE blog, *Facebook*, *Twitter*, *Flickr*, *Pinterest*, *YouTube*, *LinkedIn* and others.

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Conclusion

Following the principles of *Right Tool... Right Level... Right Audience*, the Coast Guard Auxiliary will de-centralize our focus and use of social media tools to complement our media relations program and maximize our impact with unique audiences.

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Social Media and the U.S. Coast Guard Auxiliary

Q&A

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Conclusion



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