

# Meet Your Army

Comstock Communications



# SWOT Analysis

## Strengths:

- Well-known and respected component of the U.S. military
- Strong group of leaders
- Numerous resources such as money and networks
- “Soldiers are Soldiers for life”

## Weaknesses:

- Growing military-civilian divide
- Americans unaware of soldiers’ duties beyond combat
- Less than 1% of Americans serve in the Army
- High concentration of active duty forces in only five states

# SWOT Analysis

## Opportunities:

- Engage target audiences through Army presence at local events
- Veterans as brand ambassadors
- Build upon social media presence

## Threats:

- Anti-War groups
- Those who believe that the U.S. does not need a large army
- Decreasing number of people joining the Army
- Declining sense of patriotism among U.S. civilians

# The Challenge

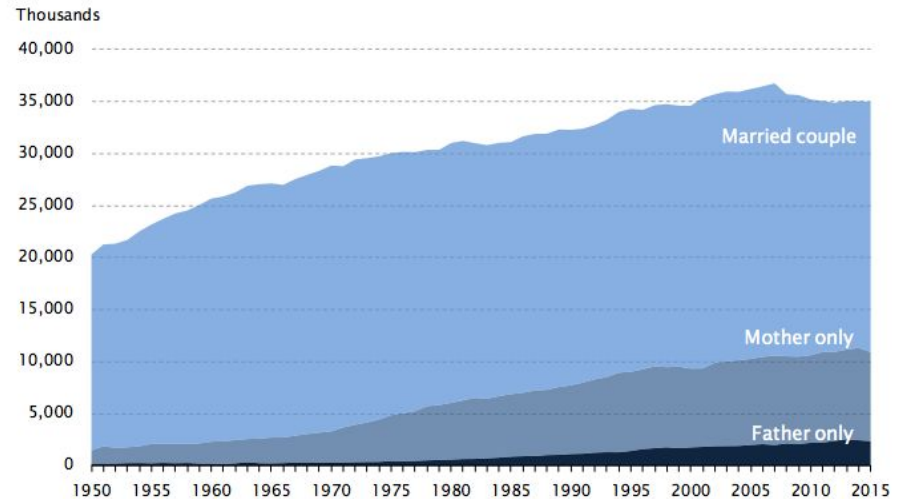
- Growing divide between Americans and their Army
- Those close to Army bases feel a sense of separation from the Army
- Americans are not aware of all the services the Army provides and do not personally know Army members
- The Army wants to build and maintain a sense of trust with Americans



# Target Public: Parents of Children Under 18

- Influential in children's decision-making processes
- Turn to websites, message boards, and social media for parenting tips and advice
- Adults under 50 are less likely to have familial ties to the Army than those in past generations

**Figure FM-1.**  
**Families with children under 18**

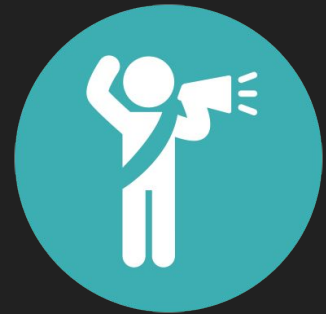


# Goals & Objectives

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# Awareness Goal:

Increase awareness about how the United States Army interacts with local communities and showcase its programs and opportunities beyond combat



# Awareness Objective

**Objective** - Coordinate local Army communities around the nation for easier communication and streamlined Meet Your Army messaging

**Strategy** - Appoint five public relations professionals to manage key market communications

**Strategy** - Implement a revitalized Veteran Ambassador Program to help create “base” communities beyond the key markets already targeted

**Strategy** - Utilize Facebook to either create or rebrand existing local Army groups throughout the platform



Structure  
Feedback  
Event Recaps



**PR Professionals**

**Media**

Organizing  
Messaging  
Event Ideas

**Local Veteran  
Ambassador Leaders**

# Awareness Objective

**Objective** - Help parents discover the Meet Your Army messages and the Army's relation to local communities through localized media placements

**Strategy** - Pitch stories regarding recent events hosted by the local Meet Your Army groups



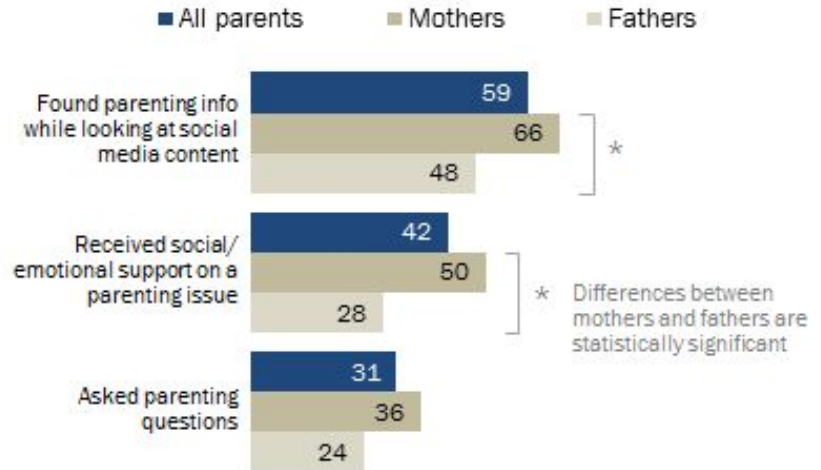
# Awareness Objective

**Objective** - Improve presence on social media

**Strategy** - Utilize Facebook's "Boost" feature to get more exposure for local pages

## Social Media is One of Many Sources for Parenting Advice and Information

*Among all parent social media users, the % who have done the following on social media over the previous month...*



Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=241 parent social media users ages 18+. The margin of error for all parent social media users is +/- 7.4 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

Suggested Page



**Meet Your Army Syracuse**

Sponsored

Learn leadership skills by connecting with Army veterans in Syracuse.



**Meet Your Army Syracuse**

Community

0 people like this.

 Like Page

Suggested Page



**Meet Your Army Syracuse**

Sponsored

Learn leadership skills by connecting with Army veterans in Syracuse.



**Meet Your Army Syracuse**

Community

0 people like this.



# Acceptance Goal:

Increase acceptance of the United States  
Army as a leadership institution for America's  
youth



# Acceptance Objective

**Objective** - Achieve placements in parenting blogs and magazines

**Strategy** - Pitch stories about veteran success and leadership values to leading parent blogs and magazines

1. LaDonna Dennis – Mom Blog Society
2. Liz Gumbinner – Cool Mom Picks
3. Scarlet Paolicchi – Family Focus Blog
4. Jacinda Boneau & Jaime Morrison Curtis – Pretty Prudent
5. Jenn Worden – Jenn’s Blah Blah Blog
6. Lenore Skenazy – Free Range Kids
7. Lisa Leake – 100 Days of Real Food
8. Janel C – A Mom’s Take
9. Leah Segedie – Mamavation
10. Kristen Howerton – Rage Against the Minivan

*Pulled from Cision’s list of top 50 U.S. Mom Bloggers*

# Acceptance Objective

**Objective-** Increase amount of open and positive parent-to-child conversations about the Army

**Strategy** - Add to Army website to provide informative videos and digital booklets/brochures for children and parents

**Strategy-** Distribute parent-friendly Army deliverables to schools and in communities at local events



## MEET YOUR ARMY

SYRACUSE, NY

342 Northern Lights Plaza  
North Syracuse, New York 13212

*Teaching leadership for over 200 years*

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### VETERAN SPOTLIGHT

George H. Conley often finds himself reminiscing of his career in the U.S. Army, one of his proudest accomplishments. A retired domestic Engineer Officer of the Army, Conley still appreciates the opportunities and unique education a career in the service provides. He notes that amidst a challenging election year, the lessons he's learned have been particularly of service.

"There's a sense of purpose and loyalty that I was lucky enough to discover after joining the Army. This often gets overlooked and I think more people are looking for a way to find this. The Army can be their answer and I want to spread that message."

Conley's experience in the Army continues to provide him a sense of community and support, something that he claims has become increasingly difficult to come by. At 67 years old, Eastman still visits with old friends every Sunday morning over coffee and donuts at a local coffee shop. The conversation runs from sports scores to politics to updates on the group's children.

According to Conley, the values he learned and grew to respect during his service helped shape the future of his personal and career pursuits. After departing the Army, he pursued a degree in mechanical engineering. He spent an additional 20 years working at Lockheed Martin where he managed multiple technical projects before his retirement.

Conley married and now boasts proudly of each of his three children, particularly his oldest daughter, Emily. Previously a member of the ROTC program at Utica College, she's currently stationed at Fort Drum. "I'm honored my daughter has chosen to follow in my footsteps. She's passionate about pursuing a career in cyber security and she's found a wonderful path to do so", claims Eastman. "I'm confident she's becoming an excellent leader and will continue to make me proud."

The impressive Army veteran continues to look for ways to support the country and share his experiences by participating in varying events and Army programs. Most recently, he marched in the Veterans Day Parade in Tompkins County. He also enjoys spending a few hours a week volunteering at the Syracuse VA medical center.

As a representative of the Army, Eastman hopes that sharing his experiences will encourage others to understand, respect and consider the opportunities provided by the department.





## EDUCATE YOUR CHILD ABOUT THE ARMY



Open parent-to-child conversations help a child to understand at a young age how the Army benefits every American.

### 1. Bring your child to an Army-sponsored event

*Army-sponsored events are fun and interactive, and can help a child to understand the numerous opportunities that the Army provides beyond combat.*

### 2. Read them personal stories from local veterans

*Personal stories (see George Conley's story under "Veteran Spotlight") help to show any child the pride and friendships formed through supporting the Army. These stories also demonstrate how a child can interact with the Army in the Syracuse community.*

### 3. Make sure that he or she is learning about the Army in school

*Schools are a key influencer for a child's learning, understanding, and decision-making process. They are responsible for helping a child to understand how he or she can interact with the Army in the community, as well as showcase the Army as a career choice beyond combat.*

## ARMY EVENTS NEAR YOU:



Syracuse Army Recruiting Company began its partnership with the Official Syracuse Crunch Fan Page and talked to local youth in attendance about opportunities to become Army Strong.



Students at Auburn Cayuga BOCES's Mechanics class got an up close look at the Army's Extreme Truck.



**Visit our website and learn about more local Army events and activities: [www.goarmy.com/meetyourarmy](http://www.goarmy.com/meetyourarmy)**



**We have taught  
leadership for more than  
200 years**



# Action Goal:

Increase parent/child attendance at  
Army-sponsored community events



# Action Objective

**Objective** - Increase veteran participation at local community events

**Strategy** - Use local Army Facebook groups to market events and monitor veteran attendance and participation

**Strategy** - Encourage local veterans to interact with parents and children



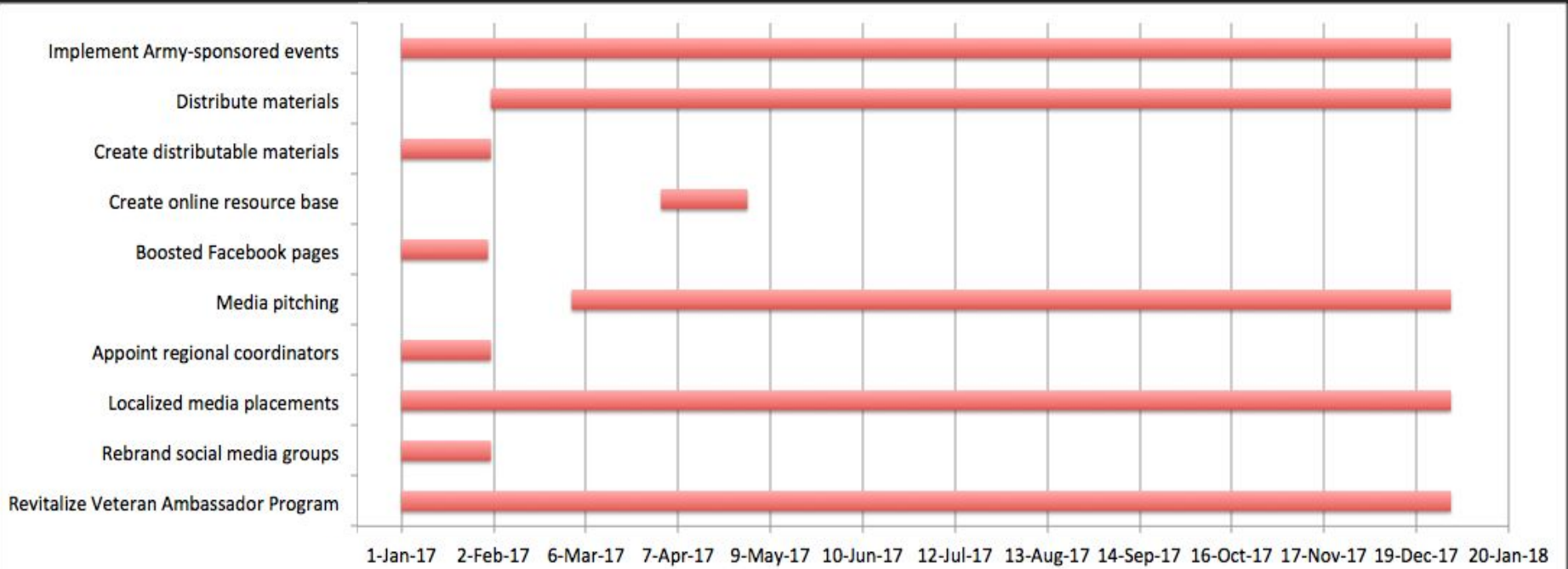
# Action Objective

**Objective** - Implement Army-sponsored events geared toward parents in key regions

**Strategy** - Plan stand-alone events and partner with local events and organizations in communities across the country

**Strategy** - Utilize proposed social media pages and local media outlets to promote community events

# Gantt Chart

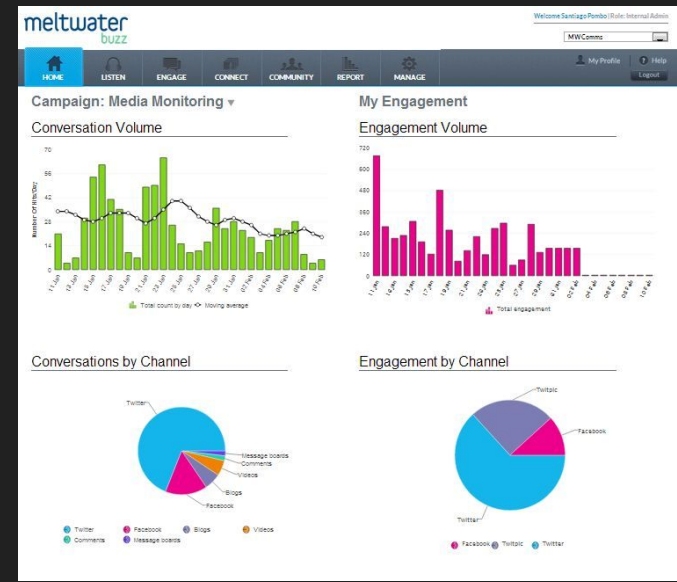


# Budget

Salary for PR professionals	Based on Army salary
Facebook's "Boost" feature	\$2,250
Brochure printing	\$100,000
Event implementation	Based on Army budget and donations
<b>Total:</b>	\$102,250

# Evaluation

- Online surveys
- Ticket sales/check-in booth
- Media audits/placements
- Social media metrics and analytics



The screenshot shows the Google Alerts "Manage your Alerts" page. It includes a "Create a Google Alert" section with the following details:

- Search terms:** "Google Guide"
- Type:** Groups
- How often:** as-it-happens

Below this, a table lists existing alerts:

Search terms	Type	How often	edit   delete
"bird flu" site:whyfiles.org	Web	once a week	<a href="#">edit</a>   <a href="#">delete</a>
"Google Guide"	News & Web	as-it-happens	<a href="#">edit</a>   <a href="#">delete</a>
Uzbekistan	News	once a day	<a href="#">edit</a>   <a href="#">delete</a>



# Key Points

## *Awareness - Acceptance - Action*

Target Public: Carries on to the next generation, most influential

Messaging: New communications strategies, in control

Budget: Capability to reach further, tighten communications for less

**Questions?**

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