

Headquarters U.S. Air Force

Integrity - Service - Excellence



Social Media & the Air Force

**Mr. Larry Clavette, Director
Air Force Public Affairs Agency**

U.S. AIR FORCE



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Air Force Public Web & Social Media

[HTTP://WWW.AF.MIL](http://www.af.mil)

- 171 social bookmarking & share options
- Links to official blog
- Video gallery of latest news
- Highlights podcast capabilities
- RSS feed capabilities
- Official social media sites:

<http://www.af.mil/socialmedia.asp>

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U.S. AIR FORCE

Twitter—Correcting the Record

updated 1 minute ago

Witnesses report crash of Air Force C-17

1:35 PM

Next Article in U.S. »

updated 11 minutes ago

Search called off after plane crash deemed false

2:31 PM

Next Article in U.S. »

False Crash Report, Mar 23

Air Force Blogs: Mainstream media reports were false on alleged aircraft crash -AF <http://ow.ly/1juK>

4:47 PM Mar 23rd from HootSuite

Thank you to everyone who helped us clear the record. No airplane crash. Thank you!

11:38 AM Mar 23rd from web

@BreakingNewsOn We have no reports of a US Air Force airplane down in TX. Pls spread the word. not US Air Force. We're looking into it.

9:53 AM Mar 23rd from web in reply to BreakingNews



True Crash Report, Mar 25

All, we're trying 2 be 100% accurate w/releasble facts on crash. We owe time, thoughts and prayers to friends, family too.Pls understand.

5:44 PM Mar 25th from web

-AF Official statements about the F-22 crash on AirForceLive. Our thoughts and prayers with the family and all affected.

<http://ow.ly/1rse>

6:18 PM Mar 25th from HootSuite

RT @jchesed: @AFPAA deepest condolences to pilots family, friends and colleagues. My heart goes out to you all, we owe you our lives. -AF

11:13 AM Mar 26th from HootSuite

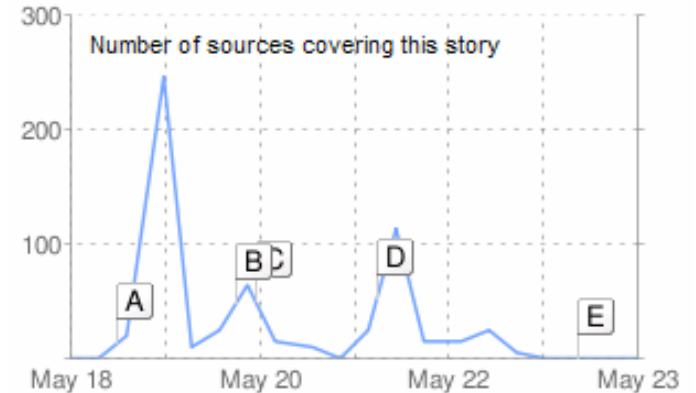


U.S. AIR FORCE

Twitter GPS Interview

- **May 7—GAO Releases Report**
- **May 19—Mainstream Media Highlight**
 - Didn't adequately provide AF counter to report
- **May 20—AF hosts live 1-hr. Twitter interview w/GPS SMEs**
 - 18 participants; 8700 bloggers wrote abt event
 - Interview medium created mainstream bounce
 - 622 traditional stories in mainstream media/tech journals

Timeline of articles



- A** [GPS System Could Begin To Fail Within a Year](#)
PC World - May 19, 2009
- B** [Tax GPS to Save GPS?](#)
Wired News - May 20, 2009
- C** [GPS Firms: The Sky Isn't Falling](#)
PC Magazine - May 20, 2009
- D** [Air Force waves off warnings about GPS accuracy](#)
The Associated Press - May 21, 2009
- E** [Air Force Concerns Highlight Popularity of GPS](#)
eWeek - May 23, 2009



U.S. AIR FORCE

AF Marathon Social Media Updates

■ Updates to Facebook, Twitter, AF Live Blog

- Posted video/images/text
- Created fitness conversation
- Blog post also ran as a story on Defense Link
- Marathoner now recognized as fitness leader

RunnerGirl26_2 RT @AFPAA: Today's runners representing all US armed forces... about 14 hours ago from web

salmanj10 #ollow saturday @kristent @360sxsx @720perth @AFPAA @AF... 4:36 PM Sep 19th from TweetDeck

tericee @AFPAA Thanks again for the... was just medically retired made the list... cloud! 3:52 PM Sep 19th from Power Twitter in reply to...

seoulfood12 @AFPAA u guys are... 1:08 PM Sep 19th from Echofon in reply to AFPAA...

ginthegin RT @AFPAA AF Chief of Staff... here at the USAF Marathon congratulating... the finish line!! #fb #afmrthn 11:47 AM Sep 19th from web

ginthegin RT @AFPAA AF 2Lt Kate... finish the Full Marathon this year with... http://pic.gd/135b16 11:10 AM Sep 19th from web

379AEW RT @AFPAA: Army Capt Iva... returns to AF Marathon, talks w/Kory... #afmrthn http://pic.gd/1a85e1 10:53 AM Sep 19th from HootSuite

United States Air Force @fatsergea Marathon Pace Team http://www.youtube.com/watch?v=jAe... **CLIP0030** Source: www.yo...
Fri at 8:02pm

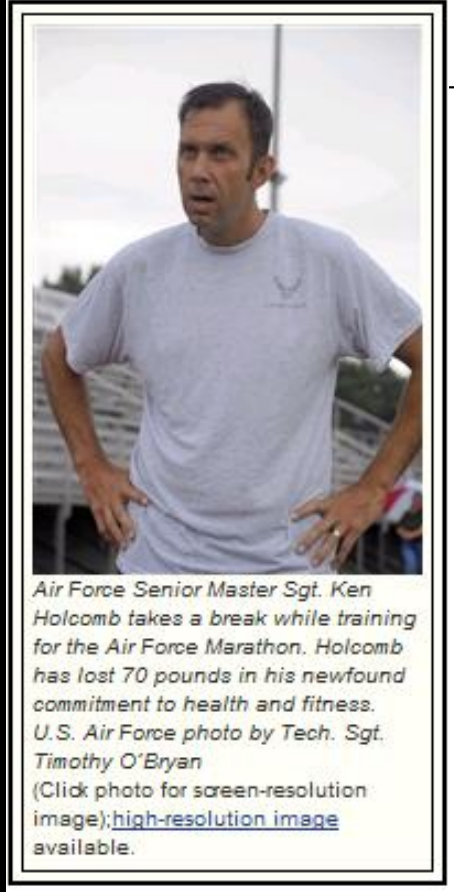
United States Air Force Tomorrow is... Full-Marathon ... stay tuned to @AFPAA...
Fri at 5:06pm
Marcelo, John and 2 others like this.

United States Air Force Nesquik Ral... reality fast time for a rabbit! http://pic...
Fri at 4:09pm via Selective Twitter Status
Duane likes this.

Matthew yeah i saw the guy it was...
Fri at 5:23pm

Luis Emanuel Cortijo happy b-day AIR FORCE... AIR POWERRRR...
Fri at 3:59pm · Report
Nicholas and Patricia like this.

United States Air Force First Male finisher of the 13th Annual USAF Marathon 5K... race http://pic.gd/a8f0a8
Fri at 3:22pm via Selective Twitter Status



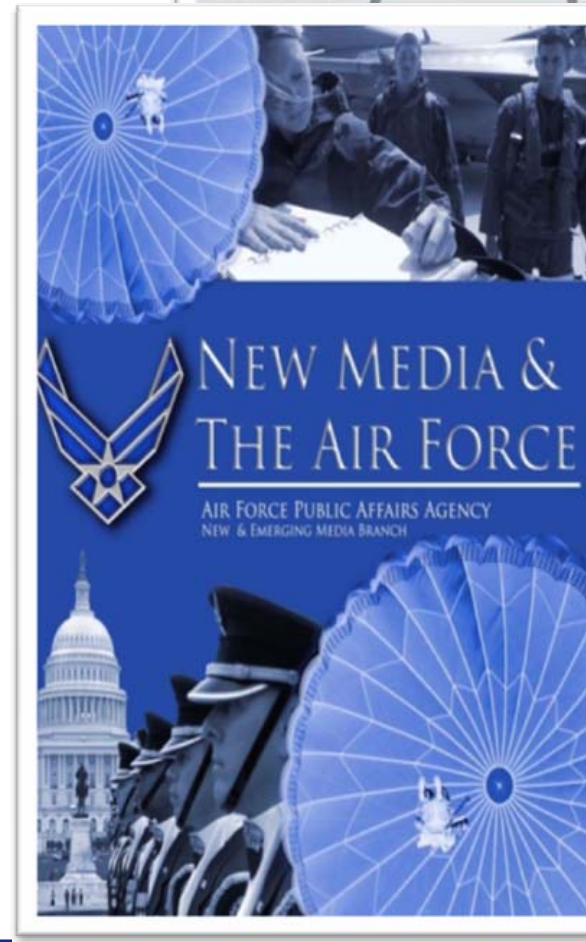
Air Force Senior Master Sgt. Ken Holcomb takes a break while training for the Air Force Marathon. Holcomb has lost 70 pounds in his newfound commitment to health and fitness. U.S. Air Force photo by Tech. Sgt. Timothy O'Bryan (Click photo for screen-resolution image); [high-resolution image available.](#)



Guides & Guidebooks

U.S. AIR FORCE

- **AF Blog Assessment Chart**
 - Praised/used by multiple outlets
- **AF Social Media Guide**
 - Required reading at Univ. of Maryland
 - Featured in Univ. of Washington's Twitter Book





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More Info

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- <http://www.youtube.com/afbluetube>
- <http://www.facebook.com/usairforce>
- <http://www.flickr.com/photos/usairforce>
- <http://airforcelive.dodlive.mil>
- Twitter: @afpaa, @airforce, @usafband, @US_Air_Force, @airforcenews, @USAFThunderbird, @airforcelive, @usairforce



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<http://airforcelive.dodlive.mil>