NAVY MEDICINE
World Class Care…Anytime, Anywhere

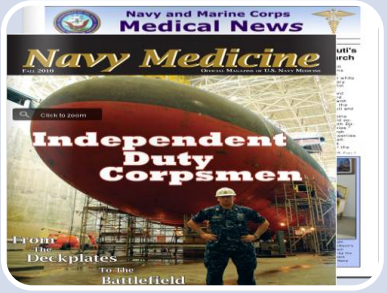
Engaging Audiences via Social Media

CAPT Cappy Surette
Navy Medicine Public Affairs

Information Consumption Has Changed

Understanding Social Media

NAVY MEDICINE COMMUNICATIONS

Media	Internal	Social Media	Outreach
			
Mainstream and trade media engagement	Corporate Communication	Social & New Media engagement	Face-to-Face engagement locally and nationally

One message…Many channels

Tools we use

- Blog
- Facebook
- Twitter
- YouTube
- Flickr
- Issuu
- Yammer
- Hootsuite
- More coming …

Crisis Events:
Where do you want to be?

San Diego Blackout Response

Social media was key element of local emergency planning during early hours of crisis event

Social Media & Public Health Communication

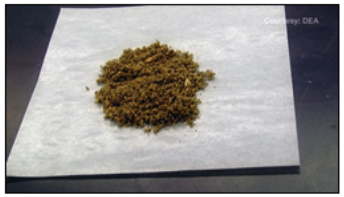
Shaping the Information Space

Blogs pushed via Twitter, Facebook, clip packages, internal newsletter than back to Social Networking sites

Breadcrumbs

Dozens of sailors being discharged for using illegal drug

October 21, 2011 at 3:16 AM by AHN · Leave a Comment



Kris Alingod – AHN News Contributor
San Diego, CA, United States (AHN) – Sixty-four sailors, including dozens from the aircraft carrier that buried Osama bin Laden at sea, are being discharged for using and distributing an illegal drug similar to marijuana, the U.S. Navy announced on Thursday.

Three sailors from the floating dry dock Arco and 11 from the USS San Francisco have been separated from the service and meted non-judicial sanctions for using Spice, a mixture of herb and spices combined with a synthetic compound that mimics the effects of marijuana.

Of the 14 sailors, six also admitted to cocaine use and one was found to have used methamphetamines. One additional sailor from USS San Francisco remains under investigation for allegedly distributing the drug.

On the USS Carl Vinson, where military personnel this year administered Muslim rites on the body of bin Laden before burying it in the Arabian Sea, 49 sailors were found to be part of a drug ring that used, sold and distributed Spice. Three of the sailors have been discharged for non-misconduct related reasons, while two sailors believed to be distributors and one suspected middle man are being investigated for possible criminal charges.

"The Navy's policy on drug abuse is simple and clear — zero tolerance," Vice Adm. Gerald Beaman, commander of the San Diego-based 3rd Fleet under which the two carriers and the Arco operate, said in a statement. "Drug abuse puts lives and missions at risk and undercuts unit readiness and morale."

The Navy has been working to reduce the number of incidents related to the use of Spice, which the U.S. Drug Enforcement Agency declared illegal last year. There was an increase in the use of the drug and other similar substances among sailors in the last quarter of 2010. In response, officials designated 10 businesses in Virginia off-limits to service members.

Spice, also know by the names K2 and Bliss, can be easily bought online and in tobacco shops and various retailers. It induces paranoia, panic attacks, and giddiness, psychological effects that also result from using marijuana.

Serious side effects include tremors, delirium, impaired coordination, seizures and psychotic symptoms that can last for months, according to a message the Navy surgeon general, Vice Adm. Adam Robinson, Jr., issued in August.

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Navy video shows the danger of Spice

A synthetic drug can ruin careers and end lives. See how the Navy tells the story.

By | Posted: November 1, 2011

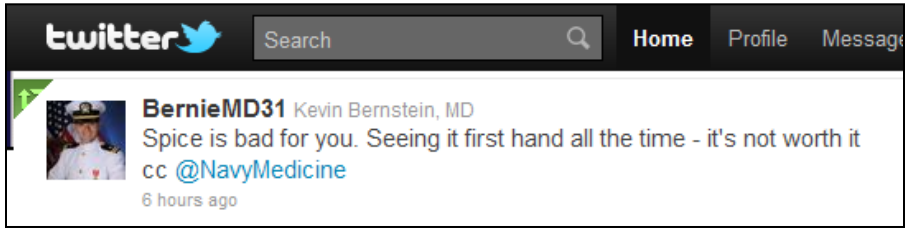
Print E-mail 0 tweets tweet 0 Like Share 0 +1

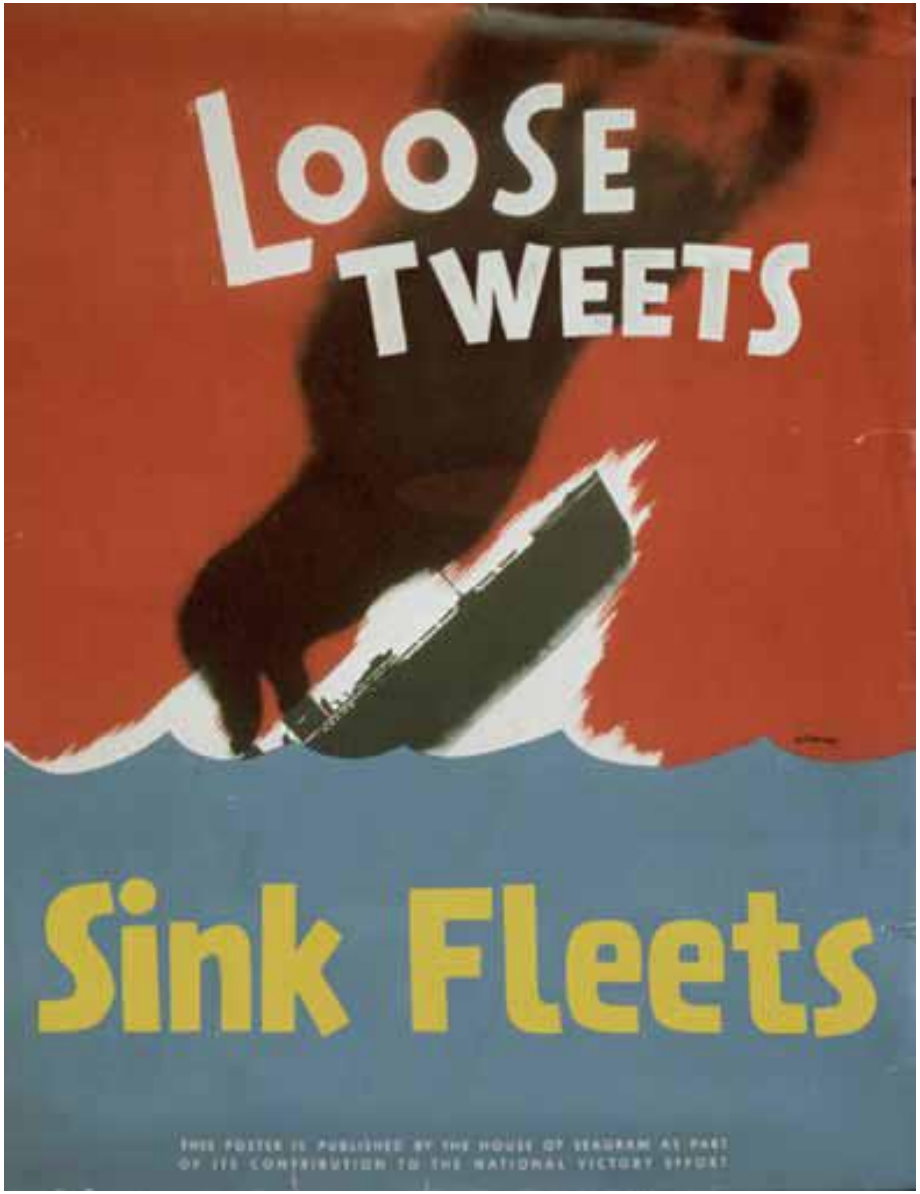
One of our favorite home movies when my cousins and I were growing up was one in which our uncle played the film in reverse so that my cousins were sliding up a long curving playground slide backwards.

The Navy puts the film in reverse at the beginning of this video, but it won't have you laughing. It takes a serious look at what can happen when sailors—on anyone else, for that matter—uses Spice, a synthetic drug which mirrors marijuana.

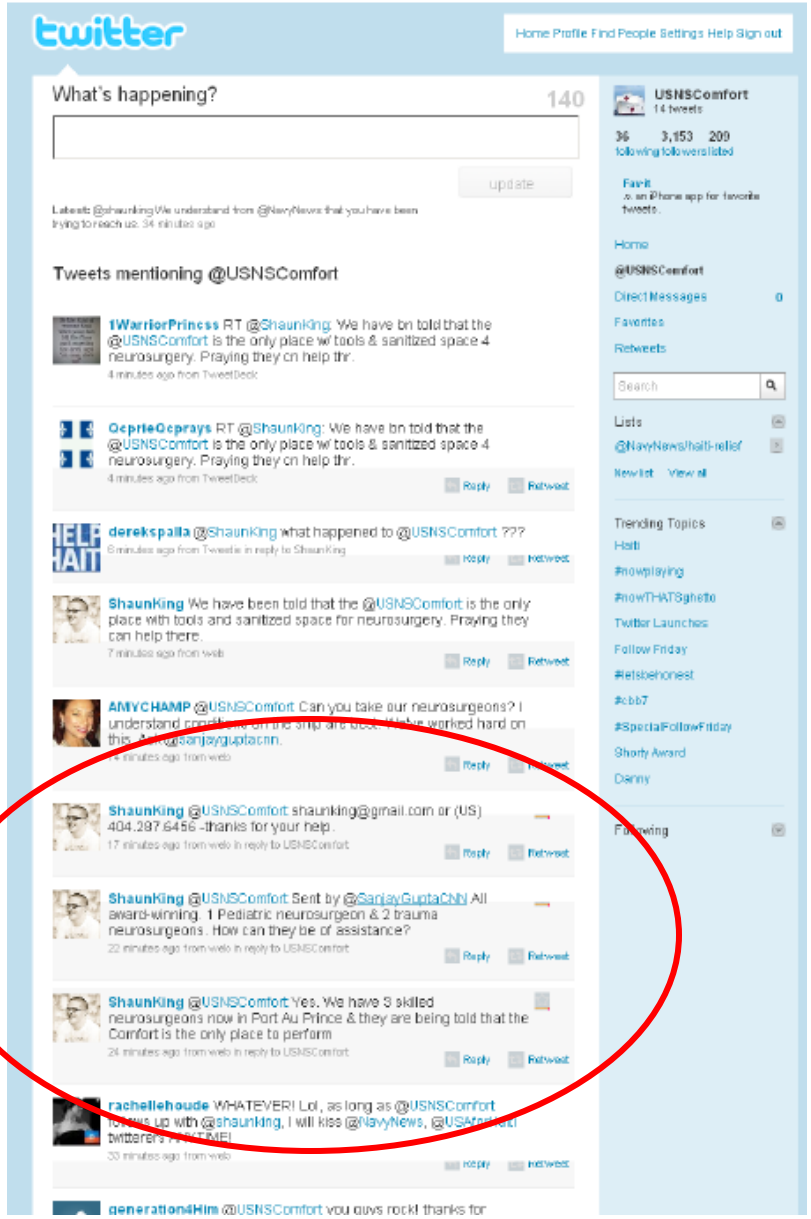
Social Media Enabled Participation

- Established Navy as leading voice on Spice
- Tips, support and feedback
- Requests to help share the word




LOOSE TWEETS
Sink Fleets
THIS POSTER IS PUBLISHED BY THE HOUSE OF SEAGRAM AS PART OF ITS CONTRIBUTION TO THE NATIONAL VICTORY EFFORT

Issue Management via Twitter



33 minutes ago from UberTwitter

Inefficiency reigns right now because of the lack of those 3 things I just mentioned.
38 minutes ago from UberTwitter

Haiti is seriously lacking the following: Visionary leaders, skilled macro administrators, communication systems experts.
40 minutes ago from UberTwitter

Many lessons that I have learned the past 10 days are too painful to share right now. Highs are very high. Lows even lower.
about 1 hour ago from UberTwitter

@SpyDrMedia email it to me. shaunking@courageous.tv
about 2 hours ago from UberTwitter in reply to SpyDrMedia

Talked with the great crew aborad the USNS Comfort. They are working hard to help us & others. Root & pray for their success.
about 2 hours ago from UberTwitter

Anyone have a # for Fred Gerber @ Project Hope in Haiti?
about 2 hours ago from UberTwitter

@raluhood I do not. Not sure we are the guys to give that list to you.
about 3 hours ago from web in reply to raluhood

@keyinfluencer thanks James - just wrote you back my man
about 3 hours ago from web in reply to keyinfluencer

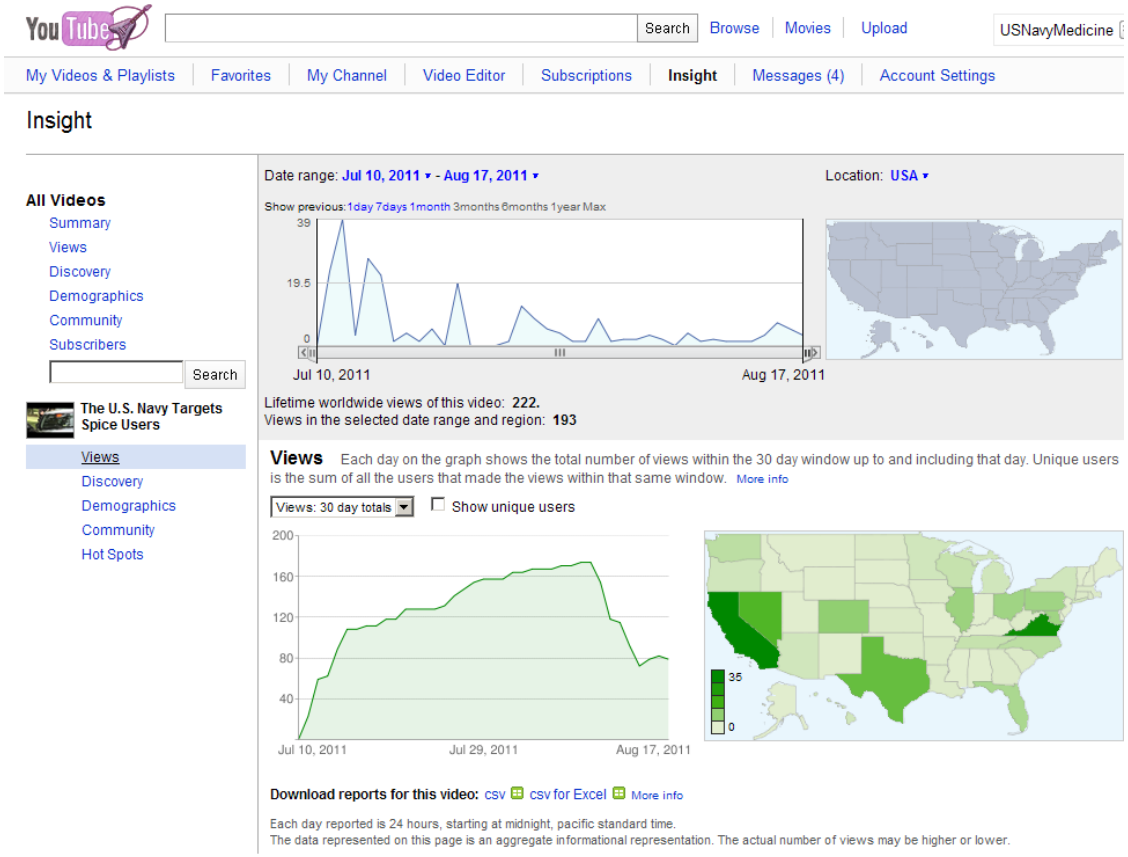
@SCMcDonnell please reach out to neurosurgeons already there if you have not already. they are ready to roll.
about 4 hours ago from web in reply to SCMcDonnell

Petty differences disappear during disaster relief. Conservative? Liberal? Color? Nationality? Who cares! I want results!

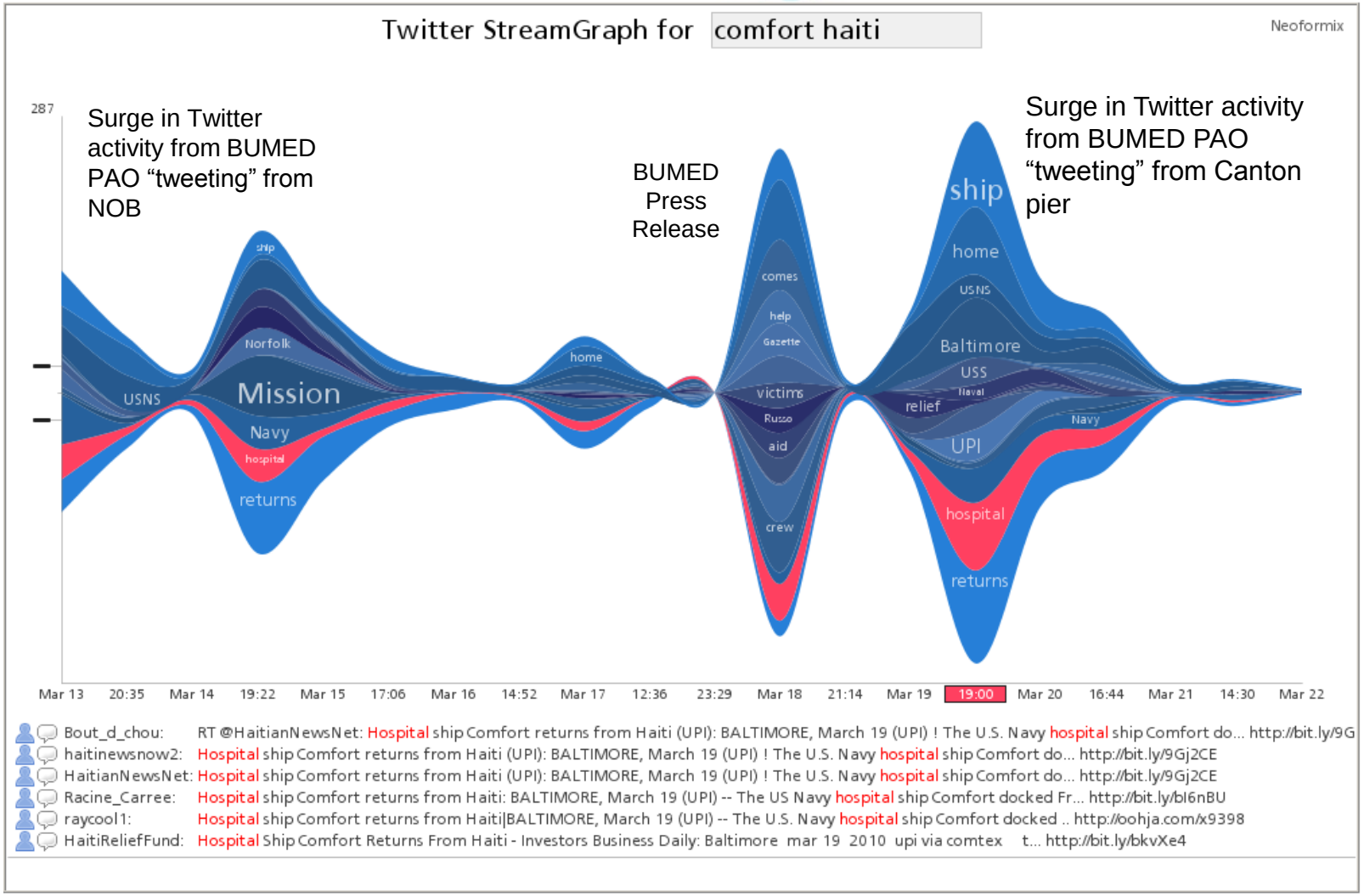
Crisis averted by monitoring social media and reaching out to those who were anxious to help to link them up with the right point of contact to avoid negative discussions online based on misperceptions

Metrics

- Social media provides opportunity for immediate feedback & ROI



Twitter StreamGraphs



A StreamGraph is shown for the latest 1000 tweets which contain the search word. The default search query is 'data visualization' but a new one can be typed into the text box at the top of the application. You can also enter a Twitter ID preceded by the '@' symbol to see the latest tweets from that user. A parameter to the URL can be used to specify the initial search word. For example, use http://www.neoformix.com/Projects/TwitterStreamGraphs/view.php?q=coffee to see the latest tweets about coffee.

Lessons Learned

- Social media is valuable when part of overall communications
- You can't control the sea of public opinion, but you can at least navigate it
- Takes time to build audience – Start now so you have the capability when you need it
- Listening can help mitigate and avoid some crisis events
- Authentic, credible, responsive voices legitimately humanize bureaucracies
- Social media enables real time feedback
- Social media empowers employees to participate
- Content is KING. Keep it coming.
- It's never too late to start your social media program

THE ULTIMATE CARE PACKAGE
NAVY MEDICINE
World Class Care...Anytime, Anywhere