

Maryland National Guard UPAR Program

Using Social Media to Tell Our Story





Purpose

Explain how we can improve the unit public affairs representative (UPAR) program with the use of social media to improve communication and to enhance retention at the unit level.



Agenda

- **Background**
- **Proposed UPAR Program**
 - **Risks vs Benefits**
 - **How will it work**
 - **Roles and Responsibilities**
 - **Equipment and Resources**
 - **Training and Implementation**
- **Questions**



Background

Current Training Developed in 2001

- **Has not Changed**
- **Limited Success**
- **Becoming Irrelevant**
- **Cumbersome**
- **Complicated**
- **Afterthought**
- **Extra Duty**



Risks vs Benefits

Slight Risk

- Organizational Embarrassment
- Release 'Privacy Act' Info

Units and families are already creating an online presence

Large Benefit

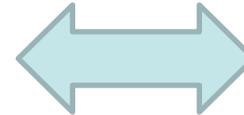
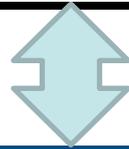
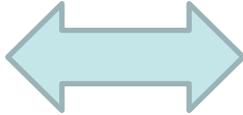
- Multilevel Command visibility down to unit level
- Increased coordination awareness and interaction
- Provide a direct link back to MD PAO and can regulated
- Quick and easy reachback during an emergency
- Connect unit members, families, friends
- Good value / inexpensive
- Supports Strategic Communication



How Will It Work



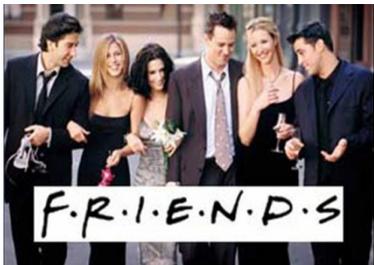
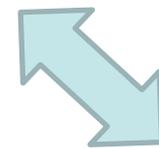
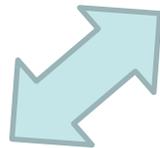
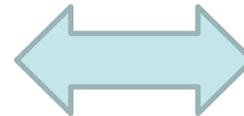
MD PAO



UPAR



CMDR



Friends



Families



Soldiers



Public



Roles and Responsibilities

- **MD PAO registers and oversees all MD Guard official unit sites**
- **Unit commander and NCOIC / 1Sgt supervise and manage**
- **UPAR controls content, uploads photos, writes posts**
- **Families / Unit Members / Friends / Community contribute**



Equipment and Resources

- 1. Units have digital cameras assigned**
- 2. Replacement cameras can be requested through DOIM help desk**
- 3. Regulations: *DTM-09-026*, Responsible and Effective Use of Internet-based Capabilities**



Training and Implementation

- 1. MD Guard PAO creates each page to ensure consistent organizational branding and messaging**
- 2. Unit level commanders / NCOIC and 1st SGT**
- 3. UPAR given detailed training by MD PAO**
 - How to / Best Practices**
 - Policy and Regulations**
 - OPSEC**
 - Privacy Information**
 - When to correct errors**
 - Political Activities**



Questions

