

# Welcome to 101st Airborne Division Social Media



*Public Affairs Office*  
2574 23rd Street  
Fort Campbell, KY 42223  
(270) 798-3025  
*Social Media POC: SGT Scott Davis*  
(270) 798-7187  
[scott.a.davis4@us.army.mil](mailto:scott.a.davis4@us.army.mil)



# URL's to Reference

facebook

## 101st Airborne Division (Air Assault)

Government Organization · [Edit Info](#)



Wall 101st Airborne Division (... · Everyone (Most Recent) ▾

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

---

 **101st Airborne Division (Air Assault)**  
History 101: A busy day in history for the Screaming Eagles and the Soldiers of Fort Campbell! Be sure to make 18 JAN 2012 just as memorable. Have a great day!

18 JAN 1944: The 20th Armored Division begins departing Camp Campbell, Kentucky for overseas movement to the European Theater of Operations.

...  
[See More](#)  
[Like](#) · [Comment](#) · [Share](#) · 22 minutes ago

 29 people like this.

 2 shares

 **Rick Edwards** ...and its my birthday! Thee most important of days! :)  
20 minutes ago · [Like](#)

 **Larry Pylant** It was great serving with the Screaming eagles in 'Nam. Thanks for the memories.....  
9 minutes ago · [Like](#)

 **101st Airborne Division (Air Assault)** Happy Birthday Rick! Larry-Thanks for your service. Air Assault, Gentlemen! (ES)  
2 seconds ago · [Like](#)

---

 **101st Airborne Division (Air Assault)**  
All you need to know about the TRICARE changes and who will be affected can be found in The Fort Campbell Courier! (ES)

**TRICARE changes regions, contractor**  
fortcampbellcourier.com  
Fort Campbell's medical system is currently undergoing significant changes. Beneficiaries within a 40-mile radius of Fort Campbell are now part of...



- Wall
- Hidden Posts
- Info
- Friend Activity (1+)
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**About** [Edit](#)  
Welcome! This is the official 101st Airborne Division (Air Assault) page, m...  
[More](#)

**95,395**  
like this

**2,731**  
talking about this

- Likes [See All](#)
-  **EAGLE ATTACK**  
3-101 Aviation Regiment
  -  **GOARMY.COM**
  -  **Soldiers**  
Soldiers magazine
  -  **Fort Campbell**

facebook



### Eagle 6

Government Official · Fort Campbell, Kentucky · [Edit Info](#)



Wall

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**Wall**

Hidden Posts

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EDIT

About [Edit](#)

The official Facebook page for the 101st Airborne Division (Air Assault) co...

More

**376**  
like this

**227**  
talking about this

Likes [See All](#)

-  **Fort Campbell, Kentucky**
-  **101st Airborne Division (Air Assault)**
-  **159th Combat Aviation Brigade**
-  **101st CAB, Wings of Destiny**

**Eagle 6**

In honor of Martin Luther King Day, I thought the following story was appropriate to post. 1st Airborne Battle Group, 327th Infantry, currently our @1st Brigade, was deployed to Arkansas in September, 1957 by a Presidential Executive Proclamation. They facilitated the integration of nine African-American students (known as "The Little Rock Nine") into the student body of the previously all-white Little Rock Central High School. Check out the link below for a recount from former 101st Soldier and Screaming Eagle, Hezekiah Brown.



**Interview with Hezekiah Brown, 101st Airborne**  
[www.youtube.com](http://www.youtube.com)

Army.mil - Hezekiah Brown, Army Specialist, 101st Airborne, reflects on his experiences while deployed to Little Rock, Arkansas for the integration of Little...

[Like](#) · [Comment](#) · [Share](#) · Monday at 5:50pm

9 people like this.

1 share

**Eagle 6**

Today, we welcomed home 205 Soldiers from the 159th Combat Aviation Brigade after completing their 12 month deployment to Afghanistan. Your mission was extremely difficult and I'm sure at times felt impossible but you leaned forward and pushed through. I'm proud of what you accomplished and you should be too. Air Assault!



# www.twitter.com/#!/101stAASLTDIV



## 101st Airborne Div.

@101stAASLTDIV

The official Twitter page for the 101st Airborne Division, Screaming Eagles, stationed @FortCampbell. Appearance here does not mean DoD endorsement.

Fort Campbell, KY · <http://www.campbell.army.mil/Pages/CampHome.aspx>

Edit your profile

480 TWEETS

71 FOLLOWING

472 FOLLOWERS

### Tweets

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### Similar to you

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-  Fort Bliss Garrison @FBGarrisonPAO Follow
-  ArmyCIOGS @ArmyCIOGS Follow

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101st Airborne Div. @101stAASLTDIV

@USAWC Grad awards #Currahees for valor in 2011 AFG firefight: [ow.ly/lqzpq](http://ow.ly/lqzpq) #AirAssault @USArmy

10:40 AM - 24 Jan 12 via HootSuite - Details

Reply Delete Favorite



101st Airborne Div. @101stAASLTDIV

#Rakkasans and #ScreamingEagles never give up! Check out a great story - #WoundedWarrior aims for #Paralympics: [goo.gl/Z2e63](http://goo.gl/Z2e63) #SOT

9:30 AM - 24 Jan 12 via HootSuite - Details

Reply Delete Favorite



101st Airborne Div. @101stAASLTDIV 21h

We are so proud of our @CampbellCourier staff! Taking home top spots in the @KY\_Press Awards! Results: [goo.gl/kdnqE](http://goo.gl/kdnqE) @USArmy



101st Airborne Div. @101stAASLTDIV

All you need to know about #TRICARE changes, in the @CampbellCourier: [goo.gl/Ma56C](http://goo.gl/Ma56C)

7:00 AM - 17 Jan 12 via HootSuite - Details

Reply Delete Favorite



101st Airborne Div. @101stAASLTDIV

History 101: 15 JAN 1950: Camp Campbell is officially re-designated as Fort Campbell, KY, a permanent U.S. Army Installation. (ES)

# Background

- ◉ The 101st Airborne Division Public Affairs Office leverages several popular social media channels to communicate strategic messages and overarching themes received from FORSCOM and U.S. Army Headquarters. These outlets are also used to communicate important news and information to internal and external audiences. Social media within the 101<sup>st</sup> Airborne Division has become a town square of sorts; a resource for community members to ask questions, share stories and check in on their loved ones.
  - Through the use of Facebook and Twitter, the 101<sup>st</sup> Airborne Division Public Affairs shares content generated both internally and externally to support messaging efforts.
  - Social media outlets highlight external media coverage from local, regional and national outlets, as well as internal command information channels such as the Fort Campbell Courier , Army CORE and DVIDS. Internal content, also appropriate for external release, can be further shared via CNN's iReport function.
  - Using social media to publicize community engagement events on-post also draws interactions from community members and maintains relationships outside the gates of Fort Campbell. Currently, the 101st Social Media Team within the Public Affairs Office is executing a social media strategy which will ensure the 101st messages are shared and received, and will also share the story of U.S. Army Soldiers, Families and Civilians through the synchronization and cross-promotion of all of the above-mentioned social media platforms, and organizations across post which use them.

# Objectives

- ◎ **Short-Term Objectives:** Educate 101<sup>st</sup> brigade-level Facebook page administrators on the proper and authorized uses of social media, and assist them in establishing their own pages to later work in tandem with the 101st page. This has been a slow process, yet has shown promise as 101<sup>st</sup> brigade-level units increase their participation on the 101st Airborne Division (Air Assault) Facebook page, offering additional important information and news from their organizations to our community members.
- ◎ **Long-Term Objective:** Streamline 101<sup>st</sup> brigade-level Facebook pages by encouraging administrators to share their news and content on the 101st Airborne Division (Air Assault) Facebook page, thus informing the internal audience as well as the external of important news and updates within the 101st community. Localize Army and FORSCOM top line messaging and themes, furthering the Army and FORSCOM's strategic communication efforts.

# Target Audiences

- **Target audiences:** Soldiers, Families, Army Civilians, veterans, and community members all play a pivotal role in making the 101st Airborne Division such an outstanding community both physically and within the social media realm. These audiences are reached by featuring news stories, photos, videos and notes tailored to each audience.
  - **Internal audiences:** Each 101st brigade-level unit is encouraged to have an approved Facebook page. Approved Facebook pages are set up with the consultation of the Public Affairs Office and the Social Media Team. Each organization is also encouraged to use that page to not only share interesting news and stories from their respective departments, but to share that relevant content on the walls of the two main Fort Campbell Facebook pages: “101st Airborne Division (Air Assault)” and “Fort Campbell, Kentucky.” Additionally, other tenant units located at Fort Campbell, such as Blanchfield Army Community Hospital, share content on the 101st page via their Facebook accounts.
  - **External audiences:** Photos, videos and news from around the 101st Airborne Division are shared via the Facebook page and a Twitter account to stimulate media and public interest in life within these organizations. Facebook remains the main vehicle for cross-promotion of these other outlets.

*For examples of Facebook content tailored to our targeted audiences, please see the following slides.*

# Audience: Soldiers, Families, Veterans, Civilians



## 101st Airborne Division (Air Assault)

History 101: 25 DEC 1944: The Defense of Bastogne, Belgium continues. The 502nd PIR and the units of the 705th Tank Destroyer Battalion contain a German armored penetration of their sector near Champs, Belgium. German Air Force bombers continue to attack Bastogne destroying much of the city.

Please take a moment to remember all of our Troops overseas who are spending the holidays away from their Families.



### HootSuite Photos

3,599 People Reached · 260 People Talking About This

Like · Comment · Share · December 25, 2011 at 7:30am via HootSuite

230 people like this.

View all 16 comments

44 shares



**Ricardo S. Rippert** Don't worry, always, i will remember that some us troops spent their time in Europe, far from their home, and some of them passed away on the battlefield, unfortunately :( happy new year, my friends!

January 11 at 3:52pm · Like · 1



## 101st Airborne Division (Air Assault)

Happy Holidays and Happy New Year to all our Fort Campbell, Kentucky and 101st Airborne Division (Air Assault) Soldiers and Families! We are sending holiday cheer and love downrange to our Soldiers in the 159th Combat Aviation Brigade. Stay safe, stay focused and we will see you when you get home!



Dec 30, 2011 9:28am

Length: 0:22

1,597 People Reached · 47 People Talking About This

Like · Comment · Share · December 30, 2011 at 9:28am

42 people like this.



## Eagle 6

On behalf of the leadership of the 101st Airborne Division (Air Assault) at Fort Campbell, Kentucky. I would like to wish everyone a happy holiday season and a healthy New Year. Please keep our deployed Screaming Eagles in the 159th Combat Aviation Brigade in your thoughts and prayers. We look forward to their return. Stay safe and return ready to train for what ever our Nation may ask of us.

## Eagle 6



Dec 21, 2011 11:50am

Length: 1:18

View Post · December 21, 2011 at 11:58am

# Audience: Internal & External

 **101st Airborne Division (Air Assault)**

Quick, Baton Rouge! Look up and spot our Screaming Eagles from the 101st Airborne Division Parachute Demonstration Team, jumping into the U.S. Army Red Stick Bowl today!



**HootSuite Photos**

9,919 People Reached · 150 People Talking About This

 Like ·  Comment ·  Share · December 17, 2011 at 12:30pm via HootSuite

 140 people like this.

 View all 7 comments  13 shares

 **Ellen Guidry Stutes** My son is also a Louisiana native and stationed at Ft. Campbell  
December 17, 2011 at 3:31pm · Like

 **101st Airborne Division (Air Assault)**

Leaders from the 1st Brigade, 101st Airborne Division, Bastogne recently presented an award for Valor to Augusta Chiwy, a 93-year-old Belgian, who "braved enemy fire to search the battlefields for the wounded" during the Battle of the Bulge in 1944.  
Air Assault!



**US army honours Belgian nurse, 93**  
[www.bbc.co.uk](http://www.bbc.co.uk)

The US army presents an award for valour to 93-year-old Belgian Augusta Chiwy for her bravery as a nurse during WWII.

14,983 People Reached · 394 People Talking About This

 Like ·  Comment ·  Share · December 12, 2011 at 3:24pm

 350 people like this.

 View all 23 comments  65 shares

 **Karel Declercq** Really a great lady. I think that not many people in Belgium know what she did. I even do not know if she is honored by the Belgian Government.  
December 13, 2011 at 3:17pm · Like

 **Eagle 6**

Today is a noteworthy day in the history of the 101st Airborne Division (Air Assault) and Fort Campbell. We welcome back, our last combat troops from Iraq from the 101st Sustainment Brigade -Lifeliners. Congratulations, a job well done. AIR ASSAULT!



**101 Sustainment Brigade welcome home**

Today is a noteworthy day in the history of the 101st Airborne Division and Fort Campbell. We welcome back, our last combat troops from Iraq from the 101st Sustainment Brigade. Congratulations, a job well done. AIR ASSAULT!

By: Eagle 6  
Photos: 37

 View Post · December 22, 2011 at 5:50pm

# Audience: Internal



**101st Airborne Division (Air Assault)** added 31 new photos to the album NCO/Soldier of the Quarter Competition, Dec. 6-7, 2011.



12,615 People Reached · 146 People Talking About This

Like · Comment · Share · December 9, 2011 at 10:33am

127 people like this.

View all 5 comments

13 shares



**101st Airborne Division (Air Assault)**

Screaming Eagles enjoy a Thanksgiving meal served by their senior leaders! Air Assault!



**Thanksgiving Eve with Screaming Eagles, November 23, 2011**

By: Eagle 6

Photos: 7

8,358 People Reached · 354 People Talking About This

Like · Comment · Share · November 23, 2011 at 3:37pm

321 people like this.

View all 21 comments

32 shares



**101st Airborne Division (Air Assault)**

We are most thankful for our Soldiers and Families. To all of our Soldiers and Families, wherever you are this year, Happy Thanksgiving.



HootSuite Photos

8,172 People Reached · 553 People Talking About This

Like · Comment · Share · November 24, 2011 at 8:10am via HootSuite

486 people like this.

View all 52 comments

65 shares

# Audience: External



## 101st Airborne Division (Air Assault)

Update from the field: All the hard work is paying off. Check out coverage from a recent video teleconference with leadership from the 159 Combat Aviation Brigade. "The amount of traffic on the streets is dramatically increased. The amount of individuals working in bazaars is dramatically increased," he said. "The situation tends to be improving."



### 159th CAB wrapping up Afghanistan deployment

[www.theleafchronicle.com](http://www.theleafchronicle.com)

After 10 months in Afghanistan tackling missions ranging from 4,000 medical evacuations to the destruction of 6,500 pounds of contraband...

9,772 People Reached · 136 People Talking About This

Like · Comment · Share · December 28, 2011 at 12:00pm via HootSuite

133 people like this.

View all 7 comments



**Teresa Pettit** Wooohoooo!!! So looking forward to being in his arms again :) can't come soon enough! Stay safe!!!

December 28, 2011 at 6:54pm · Like · 1



**Larry Witte** My Company in Nam C co. 159th Till I was hit on Ripcord pulling them off the hill. Lets hear for it . 159th getting the job done.

December 28, 2011 at 7:49pm · Like · 1



## 101st Airborne Division (Air Assault)

Who are the men and women of the 101st? People like Spc. Jesse Snow, who was killed in combat protecting fellow Soldiers. Maj. General James McConville, Commanding General of the 101st Airborne Division (Air Assault), presented the Silver Star to the Snow family Oct. 28 at the National Museum of the U.S. Air Force.



### Local fallen hero Snow honored with Silver Star

[www.daytondailynews.com](http://www.daytondailynews.com)

A crowd of 1,000 people watched Friday as a Silver Star was given to the family of Jesse Snow, a Fairborn man who gave his life to save the lives...

5,668 People Reached · 112 People Talking About This

Like · Comment · Share · October 31, 2011 at 7:10am via HootSuite

111 people like this.



**Sam Josephs** respect.

October 31, 2011 at 7:20am · Like · 7



**Robinson Vargas** ULL BE MISSED SNOW ...HOPE U WOULD OF CAME HOME WITH US ITS NOT GOING TO BE THE SAME WITHOUT U ENTERTAINING ME ALLWAYS LAUGHING THAT'S



## 101st Airborne Division (Air Assault)

Don't forget! The 101st Parachute Demonstration Team will be jumping into the Titans v. Colts game in Nashville this afternoon. Not going to the game? You can watch on CBS, game starts at Noon (central time). You'll be there? Share your pics of the Screaming Eagles jump on their Facebook page: <https://www.facebook.com/101stPDT>



### 101st Airborne Division Parachute Demonstration Team - Screaming Eagles

[www.facebook.com](http://www.facebook.com)

101st Airborne Division Parachute Demonstration Team For further information or to request the team, please contact us at 270-412-6566 or...

4,728 People Reached · 79 People Talking About This

Like · Comment · Share · October 30, 2011 at 9:30am via HootSuite

77 people like this.

# Supporting other public affairs activities

- Through the use of social media, the 101st Airborne Division Public Affairs Office can highlight the achievements of *media relations* and *community relations* efforts.
- **The *media relations*** section of the 101st Airborne Division Public Affairs Office generates press releases and interacts with media on a daily basis in order to tell the story of the 101st Soldiers and Fort Campbell. In order to highlight the work the office does, as well as tell the Army story, the Social Media Team features the resulting media coverage on Facebook and Twitter, encouraging audience members to share their thoughts on the coverage.
  - The following slide offers screenshots to illustrate how the Social Media Team supports the work of media relations. Projects illustrated include: BBC coverage of leaders from the 1<sup>st</sup> Brigade, 101<sup>st</sup> Airborne Division presenting an award for Valor to Augusta Chiwy, a 93-year-old Belgian, who "braved enemy fire to search the battlefields for the wounded" during the Battle of the Bulge in 1944; resulting media coverage from the Commanding General of the 101st Airborne Division (Air Assault) Maj. Gen. James C. McConville's media day; promotional material from Great American Country's "Day Jobs" special featuring former Screaming Eagle and Country musician Craig Morgan as he returned to the Air Assault School; and the Country Music Association's "Country Christmas" special which aired on ABC and highlighted Fort Campbell.

# Supporting Media Relations



## 101st Airborne Division (Air Assault)

If you are a celebrity and you want a real workout, check out Fort Campbell's Sabalauski Air Assault School. As country star Craig Morgan found out, it doesn't matter who you are, you're getting the full treatment courtesy of those famous black-hatted instructors!



### Day Jobs: Craig Morgan

[www.youtube.com](http://www.youtube.com)

Craig Morgan shows us what it means to be a soldier on the next episode of Day Jobs. Airtimes: <http://www.gactv.com/dayjobs>

9,702 People Reached · 176 People Talking About This

Like · Comment · Share · October 27, 2011 at 7:00am via HootSuite



## 101st Airborne Division (Air Assault)

During these uncertain times the 101st will continue to train and remain ready to deploy in support of operations overseas. Alongside our garrison partners at Fort Campbell, Kentucky, we will continue to support our Soldiers and their Families with the help of our strong community members and our Army Civilian Corps. Army Strong, Air Assault!

### AP Interview: 101st leader sees changes for troops

[www.boston.com](http://www.boston.com)

At military installations like Fort Campbell, Ky., the period after a combat deployment is often a transitional time for both leadership and the troops they command. This year, the military is facing severe budget cuts as thousands of soldiers return to Fort Campbell after a rough year of fighting i...

View Post · October 27, 2011 at 4:22pm



## 101st Airborne Division (Air Assault)

Leaders from the 1st Brigade, 101st Airborne Division, Bastogne recently presented an award for Valor to Augusta Chiwy, a 93-year-old Belgian, who "braved enemy fire to search the battlefields for the wounded" during the Battle of the Bulge in 1944. Air Assault!



### US army honours Belgian nurse, 93

[www.bbc.co.uk](http://www.bbc.co.uk)

The US army presents an award for valour to 93-year-old Belgian Augusta Chiwy for her bravery as a nurse during WWII.

14,983 People Reached · 394 People Talking About This

Like · Comment · Share · December 12, 2011 at 3:24pm



101st Airborne Div. @101stAASLT Reply Delete Favorite · Open

How about that shoutout! Thanks to #CMACountryChristmas for the support. #AirAssault! [pic.twitter.com/MAHyP82q](http://pic.twitter.com/MAHyP82q)

View photo



101st Airborne Div. @101stAASLT DIV

1 Dec

Tune in to ABC right now & watch #CMAChristmas special! Look out for the shoutout to #FortCampbell! @USArmy [pic.twitter.com/tKZd0SaL](http://pic.twitter.com/tKZd0SaL)

View photo



101st Airborne Div. @101stAASLT DIV

1 Dec

@countrymusic Thanks for inviting #ScreamingEagles and their #Families to the CMA Country Christmas Special! We'll be watching @ABC tonight!



101st Airborne Div. @101stAASLT DIV

30 Nov

Don't miss ABC's CMA Country Christmas airing Dec. 1 [ow.ly/7vxXe](http://ow.ly/7vxXe) via @abcnewsradio. #ScreamingEagles #FortCampbell in the crowd!

# Supporting other public affairs activities

- ◎ The work of *community relations* is evident in the amount of tours and request for support the 101st Airborne Division Public Affairs Office receives. In order to highlight these efforts, the Social Media Team creates Facebook posts featuring the events.
  - The following slide offers screenshots to illustrate how the Social Media Team supports the work of community relations. Projects illustrated include: Outreach efforts to an influential community member and volunteer; coverage of Middle Tennessee Leadership Conference members rappelling at the Air Assault School during a visit; coverage of Tennessee Gov. Bill Haslam touring the brand new Warrior Transition Battalion Barracks; and video from a helmet cam from the 101st Airborne Division Parachute Demonstration Team's jump into the Army/Vanderbilt University football game.

# Supporting Community Relations



**101st Airborne Division (Air Assault)** added 13 new photos to the album Tennessee Titans' Salute to Service, Honors 101st. — in Nashville, TN.



19,365 People Reached · 270 People Talking About This

Unlike · Comment · Share · November 8, 2011 at 4:15pm

You and 229 others like this.

View all 7 comments

32 shares



**Richard Burr** Doesn't the 101st have a football team?

November 8, 2011 at 7:05pm · Like



**Vaughn W. Craver** This is Great stuff.. Congrats to all of you

November 9, 2011 at 5:03am · Like



**101st Airborne Division (Air Assault)**

Tennessee Gov. Bill Haslam recently received an inside look at the new Warrior Transition Center here at Fort Campbell. Gov. Haslam was able to see the major efforts undertaken by 101st and Fort Campbell leadership, as well as the staff at Blanchfield Army Community Hospital, to provide top care to our Soldiers.



**Gov. Bill Haslam visits Fort Campbell | Video Library | The Leaf Chronicle Clarksville, Tenn., and.**  
[www.theleafchronicle.com](http://www.theleafchronicle.com)

Gov. Bill Haslam visits Fort Campbell leaders and Warrior Transition Soldiers and leaders. Contributed/U.S. Army

17,083 People Reached · 107 People Talking About This

Like · Comment · Share · October 24, 2011 at 12:28pm



**101st Airborne Division (Air Assault)** added 31 new photos to the album Middle Tennessee Leadership visit.



12,192 People Reached · 191 People Talking About This

Like · Comment · Share · November 17, 2011 at 11:26am

159 people like this.

View all 24 comments

18 shares



**101st Airborne Division (Air Assault)**

If you have sat in the stands of special events with the 101st Airborne Division Parachute Demonstration Team - Screaming Eagles jumping in, you know what a spectacular sight it is to see a 101st Soldier flying in under a canopy with Old Abe soaring high above. But have you ever seen how they step out of the aircraft without any hesitation and create those in-air formations? Check out this video from last Saturday's Army v. Vandy game and see how Staff Sgt. Jerad Gough and Sgt. Matt Thode link up in mid-air then glide down to the field to present the game ball. You can see what fans saw from the ground last Saturday here: <http://ow.ly/7a2me>



Oct 26, 2011 4:15pm

Length: 5:59

8,919 People Reached · 157 People Talking About This

Like · Comment · Share · October 26, 2011 at 4:15pm

# Examples of information and content offered on the 101st Airborne Division Facebook page:

- “History 101” is a regular posting on the 101<sup>st</sup> page which highlights the history of the 101st. “History 101” provides audience members a chance to learn something about the journey of Fort Campbell as a military installation and an opportunity to relive some of the greatest dates of the 101st Airborne Division’s ‘Rendezvous with Destiny.’ This series is very popular with audience members, engaging both young and older Veterans and enticing potential recruits to join in the conversation as well. This is also a way to remember fallen Screaming Eagles and Fort Campbell Soldiers, a chance for the online community to see the sacrifices Families make to this Nation. (Please see screenshots offered in the following slide.)

# “History 101” series



## 101st Airborne Division (Air Assault)

Today was a busy day for the 101st throughout the years. Take a look at some of our more notable moments throughout our Rendezvous With Destiny.



### Wall Photos

History 101:

19 December 1944: The Defense of Bastogne, Belgium begins. The 3rd ...

[See More](#)

By: Fort Campbell, Kentucky

12,726 People Reached · 529 People Talking About This

Like · Comment · Share · December 19, 2011 at 9:56am

Alex Toia and 453 others like this.

View all 27 comments

109 shares



**Edna Mello** Amazing picture.

December 19, 2011 at 8:37pm · Like



**Vincent Perna** Above the Rest... 1-327 Bastogne

December 27, 2011 at 11:54pm · Like



## 101st Airborne Division (Air Assault)

History 101: 30 DEC 2005: The 101st Airborne Division (Air Assault)'s Area of Responsibility in Iraq is expanded to include the Mosul area. The Division's Area of responsibility is re-designated as Multinational Division-North.



### HootSuite Photos

9,556 People Reached · 204 People Talking About This

Like · Comment · Share · December 30, 2011 at 8:00am via HootSuite



## 101st Airborne Division (Air Assault)

History 101: 12 DEC 1944: The 463d Parachute Field Artillery Battalion is attached to the 101st Airborne Division.

12 DEC 1985: 248 Soldiers of Task Force 3-502nd Infantry are killed when their chartered commercial airplane crashes on take-off near Gander, Newfoundland.

10,980 People Reached · 129 People Talking About This

Like · Comment · Share · December 12, 2011 at 7:30am via HootSuite

Mignon Baker and 102 others like this.

View all 20 comments

14 shares

# Examples of information and content offered on the 101st Airborne Division and 101<sup>st</sup> CG Facebook pages:

- ◉ In support of the 101st Airborne Division Media Relations efforts, the 101st page features resulting coverage and photos of media engagements in action. This is best seen during *Welcome Home Ceremonies*. When subsequent media products are published, such as documentaries or other content that was approved through Public Affairs, that too is posted to Facebook. (Please see screenshots offered in the following slide.)

# Featuring Media Relations



## 101st Airborne Division (Air Assault)

Be sure to catch coverage from 4th Brigade Combat Team, 101 ABN DIV, Currahees, time spent downrange in Afghanistan this Sunday on ABC's "This Week with Christiane Amanpour." Watch it online: <http://abcnews.go.com/ThisWeek/christiane-amanpour-biography-anchor-week-christiane-amanpour/story?id=11208824>



### Meet Christiane Amanpour

[abcnews.go.com](http://abcnews.go.com)

Christiane Amanpour is the anchor of ABC's Sunday morning political affairs program, "This Week with Christiane Amanpour," which premieres on...

3,745 People Reached · 36 People Talking About This



## 101st Airborne Division (Air Assault)

When Troops come home, they aren't simply thrown back into garrison life. Reintegration training aims to smooth out the transition from the battlefield to the homefront.



### U.S. Troops Return Home, Reintegrate Into Society - Fox News Video - Fox...

[video.foxnews.com](http://video.foxnews.com)

Military leadership takes on challenges facing troops and their families

10,754 People Reached · 119 People Talking About This

[Like](#) · [Comment](#) · [Share](#) · November 12, 2011 at 12:00pm via HootSuite

[102 people like this.](#)

[View all 21 comments](#)



**Mike Magee** Suggestions! OK as Brian said give soldiers some chill time, when most of us return all we want to do is have some family time and get away from the people we just spent a year with. Get with the ACS and figure something out for the single ...

[See More](#)

November 14, 2011 at 8:42pm · [Like](#) · [1](#)



**101st Airborne Division (Air Assault)** Guys-I meant it when I said your feedback is critical, let Fort Campbell ACS know: (270) 798-9322. Or tell them via their Facebook wall:

<https://www.facebook.com/FortCampbellACS> We appreciate our Veterans and former Soldiers keeping in touch with us and letting us know these kinds of things.



**101st Airborne Div.** @101stAASLTDIV

1 Dec

Tune in to ABC right now & watch #CMAChristmas special! Look out for the shoutout to #FortCampbell! @USArmy [pic.twitter.com/tkZd0SaL](http://pic.twitter.com/tkZd0SaL)  
[View photo](#)



**101st Airborne Div.** @101stAASLTDIV

1 Dec

@countrymusic Thanks for inviting #ScreamingEagles and their #Families to the CMA Country Christmas Special! We'll be watching @ABC tonight!



**101st Airborne Div.** @101stAASLTDIV

30 Nov

Don't miss ABC's CMA Country Christmas airing Dec. 1 [ow.ly/7vxXe](http://ow.ly/7vxXe) via @abcnewsradio. #ScreamingEagles #FortCampbell in the crowd!

# Examples of information and content offered on the 101st Airborne Division Facebook page:

- Supporting Fort Campbell Community Relations projects and outreach is also featured on the 101st Airborne Division Facebook page. Two examples would be the resulting Facebook posts from post tours for the Middle Tennessee Leadership Conference and Leadership Kentucky. Both groups were on post in 2011 as part of community relations outreach efforts. (Please see screenshots offered in the following slide.)

# Featuring Community Relations



Members of the Middle Tennessee Leadership Conference visit Fort Campbell, KY on 16 Nov. to see some of the Air Assault Division's training facilities such as the Sabalauski Air Assault School and an Engagement Skills Training facility

 **101st Airborne Div.** @101stAASLTDIV 30 Dec  
 In #Nashville? Catch our #101PDT #ScreamingEagles at the #MusicCityBowl today! Let em hear you say #AirAssault as they land in the stadium!

 **101st Airborne Div.** @101stAASLT  Reply  Delete  Favorite · Open  
 Eyes on the sky #Nashvegas! The #101PDT #ScreamingEagles make their way into the #MusicCityBowl Dec. 30! Give a big #AirAssault on landing!

 **101st Airborne Division (Air Assault)**

If you have sat in the stands of special events with the 101st Airborne Division Parachute Demonstration Team - Screaming Eagles jumping in, you know what a spectacular sight it is to see a 101st Soldier flying in under a canopy with Old Abe soaring high above. But have you ever seen how they step out of the aircraft without any hesitation and create those in-air formations? Check out this video from last Saturday's Army v. Vandy game and see how Staff Sgt. Jerad Gough and Sgt. Matt Thode link up in mid-air then glide down to the field to present the game ball. You can see what fans saw from the ground last Saturday here: <http://ow.ly/7a2me>

 **Oct 26, 2011 4:15pm**  
 Length: 5:59

8,919 People Reached · 157 People Talking About This

 Like ·  Comment ·  Share · October 26, 2011 at 4:15pm

 **101st Airborne Division (Air Assault)**

Tennessee Gov. Bill Haslam recently received an inside look at the new Warrior Transition Center here at Fort Campbell. Gov. Haslam was able to see the major efforts undertaken by 101st and Fort Campbell leadership, as well as the staff at Blanchfield Army Community Hospital, to provide top care to our Soldiers.

 **Gov. Bill Haslam visits Fort Campbell | Video Library | The Leaf Chronicle Clarksville, Tenn., and.** [www.theleafchronicle.com](http://www.theleafchronicle.com)

Gov. Bill Haslam visits Fort Campbell leaders and Warrior in Transition Soldiers and leaders. Contributed/U.S. Army

17,083 People Reached · 107 People Talking About This

 Like ·  Comment ·  Share · October 24, 2011 at 12:28pm

# Measuring success and Social Media Analytics:

- Through social media outreach efforts, the Social Media Team has seen an increase in 101st presence on other Army-related Facebook pages such as: The U.S. Army, Real Warriors and AFN Afghanistan to name a few. While the Social Media Team has seen the pages grow, the team also looks at individual posts on the pages to discern how “far” the messages were carried. Through Facebook’s “People Are Talking About This” feature, social media managers can see how many people on Facebook shared a particular message.
  - Facebook page growth: Since January 2011, the 101st page grew from 52,041 followers to 94,363 at the end of December 2011 (January 1, 2011 – December 31, 2011). The 101st page saw a 118 percent increase in post views, bringing the page to 43,189,662 users computers at one point or another during the year. (Please see screenshots offered in the following slide.)
  - Popular Facebook wall posts: By far the most commented, shared and “liked” posts are the “History 101.” (Please see screenshots offered in the “History 101” slide. The December 19, 1944 entry was shared 109 times, 454 people “liked” it and 27 people commented on it.). This Facebook “series” touches many different audience members and those audiences are more likely to engage the Facebook pages when they see those posts regularly, as per the data provided from Facebook.

# Analytics

Insights > 101st Airborne Division (Air Assault) > Overview

+ Create an Ad

Week Month 01/01/2011 - 12/31/2011

↓ Export

Users [See Details](#)

New Likes?

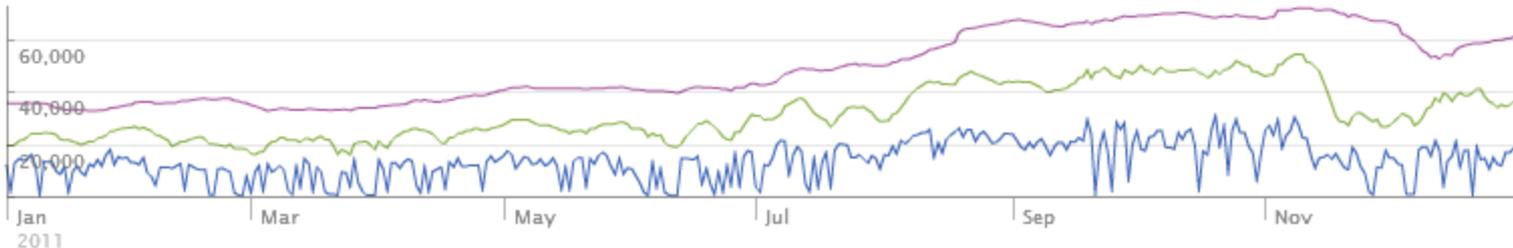
21,331

Lifetime Likes?

94,363

Active Users?

Daily Active Users  Weekly Active Users  Monthly Active Users



Interactions [See Details](#)

Post Views?

43,189,662 ↑ 118%

Post Feedback?

187,897 ↑ 185%

# Supporting local command initiatives and Army communications:

- All messaging efforts received from the top down are localized and featured via the 101st Airborne Division Facebook page. (Please see the screenshots offered in the following slides.)
  - The Senior Fort Campbell Installation and 101<sup>st</sup> Airborne Division Commander, Maj. Gen. James C. McConville, wanted a presence on Facebook, but did not want to cultivate a following that would detract from the 101st Airborne Division Facebook page. The Social Media Team created a Facebook page for him entitled “Eagle 6,” the call-sign for the commanding general of the 101st Airborne Division (Air Assault), ensuring **continuity** and that account would remain specific to the 101st throughout the years. This account shares stories that resonate with the CG on the walls of the 101st Facebook page. Everything shared is from his perspective. The Social Media Team creates posts for the CG to approve on a monthly basis and largely runs his page, but Maj. Gen. McConville is also involved in the creation of the content. Through a “**reverse mentoring**” of sorts, the Social Media Team has educated the Commanding General on the uses of Facebook and its practical applications. The CG even has a personal Facebook profile and is an administrator to his Eagle 6 page.

# Supporting Local Command Initiatives



## Eagle 6

Changes of Commands are always bittersweet; we are sad to see such great Screaming Eagles leave our ranks, but we know they will go on to great things. At the same time, we welcome new commanders who are well-trained and are ready to lead. To the outgoing commanders, I thank you for your service and for doing such a great job. To the incoming commanders, take care of your Soldiers and their Families as we look forward to our next 'Rendezvous with Destiny.' Air Assault!



## Currahee Change of Command Ceremonies

Changes of Commands are always bittersweet; we are sad to see such great Screaming Eagles leave our ranks, but we know they will go on to great things. At the same time, we welcome new commanders who are well-trained and are ready to lead. To the outgoing commanders, I thank you for your service and for doing such a great job. To the incoming commanders, take care of your Soldiers and their Families as we look forward to our next 'Rendezvous with Destiny.' Air Assault!

By: Eagle 6

Photos: 8

Like · Comment · Share · December 16, 2011 at 1:36pm ·



## Eagle 6

Today is a noteworthy day in the history of the 101st Airborne Division (Air Assault) and Fort Campbell. We welcome back, our last combat troops from Iraq from the 101st Sustainment Brigade -Lifeliners. Congratulations, a job well done. AIR ASSAULT!



## 101 Sustainment Brigade welcome home

Today is a noteworthy day in the history of the 101st Airborne Division and Fort Campbell. We welcome back, our last combat troops from Iraq from the 101st Sustainment Brigade. Congratulations, a job well done. AIR ASSAULT!

By: Eagle 6

Photos: 37

574 People Reached · 36 People Talking About This



## Eagle 6

Here is a video of my recent visit with 159th Combat Aviation Brigade in Afghanistan. Air Assault!



## Eagle Six has a Rendezvous With Thunder

[www.dvidshub.net](http://www.dvidshub.net)

Major General James C. McConville, commanding general of the 101st Airborne Division (Air Assault), visits Screaming Eagles deployed to Afghanistan in Task Force Thunder, a reinforced aviation brigade that runs US Army helicopter operations across Regional Command South. General McConville met with...

518 People Reached · 9 People Talking About This

# Supporting local command initiatives and Army communications:

- By featuring events, photos, and videos that fall in line with Army and FORSCOM messaging efforts on the official social media outlets, 101<sup>st</sup> Airborne Division Public Affairs is maintaining its role within the Army's strategic communication delivery process. (Please see screenshots in the following slides.)

# Supporting Army Events, Themes



## 101st Airborne Division (Air Assault)

Excited about the Army/Navy game? So is J.R. Martinez, former 2nd Brigade Combat Team "STRIKE" Screaming Eagle and winner of Dancing With The Stars. Check out his shout out from Fort Campbell to The U.S. Army.



Dec 8, 2011 2:50pm

Length: 0:11

1,767 People Reached · 43 People Talking About This

Like · Comment · Share · December 8, 2011 at 2:50pm

34 people like this.

5 shares



## 101st Airborne Division (Air Assault)

Sgt. Maj. of the Army Raymond F. Chandler III gives a shout out to our Screaming Eagles! — with SMA Raymond F. Chandler III.



SMA gives shout out to Screaming Eagles

Length: 0:13

2,443 People Reached · 59 People Talking About This

Like · Comment · Share · December 6, 2011 at 1:47pm

53 people like this.



## 101st Airborne Division (Air Assault)

"Even after the conflict ended, the Pearl Harbor "surprise" helped shape a generation of National defense policy and was not forgotten by those who had lived through the war. Monuments, large and small, were erected on the battle sites. Around the country, veterans' reunion groups met regularly to keep the memory alive." Want more? Visit [dodlive.mil](http://dodlive.mil) and read about Dec. 7, 1941, a day of infamy.



## Wall Photos

Pearl Harbor survivors observe the U.S. Naval Sea Cadets Concert Band of the Wes...

See More

By: Department of Defense (DoD)

9,822 People Reached · 188 People Talking About This

Like · Comment · Share · December 7, 2011 at 11:07am



## 101st Airborne Division (Air Assault)

Tomorrow is the big day. Army and Navy football go head-to-head Dec. 10 at 2:30 p.m. (ET) at FedEx Field. The game will be aired on CBS. <http://armynavygame.com/>. Go Army! Hoohah!



## Army-Navy Game presented by USAA

[armynavygame.com](http://armynavygame.com)

Counting down to the greatest rivalry in sports - America's Game will be played in America's Capital on Dec 10, 2011.

9,721 People Reached · 103 People Talking About This

Like · Comment · Share · December 9, 2011 at 1:00pm via HootSuite

# Supporting FORSCOM Themes



## 101st Airborne Division (Air Assault)

This is a perfect example of how important it is to attend suicide prevention training, as well as be familiar with some of the resources available here at Fort Campbell and Army-wide. Locally, the number for the MP's is: (270) 798-2677 (COPS), the Chaplains: (270) 798-6124, and the Suicide Prevention Hotline is: (270) 412-6825. We leave no one behind!



### NCO's action saves Soldier's life

[www.army.mil](http://www.army.mil)

Staff Sgt. Timothy Warden was on his way to work when encountered a troubled Soldier. He took the time to get the Soldier the help he needed and...

6,598 People Reached · 106 People Talking About This

Like · Comment · Share · October 26, 2011 at 7:20am via HootSuite

101 people like this.

View all 9 comments



## 101st Airborne Division (Air Assault)

Curious about how our Soldiers leverage the latest technology to train? Check out this story and read more in the Fort Campbell Courier, published weekly and available online at [www.fortcampbellcourier.com](http://www.fortcampbellcourier.com).



### 101st Soldiers use HITS for training

[www.army.mil](http://www.army.mil)

Soldiers from B Company, 2nd Battalion, 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division, demonstrated blended training...

10,897 People Reached · 62 People Talking About This

Like · Comment · Share · November 15, 2011 at 12:30pm via HootSuite



## 101st Airborne Division (Air Assault)

Check out what sets the 101st and Fort Campbell Soldiers apart. These men and women are always training and always ready. Army Strong, Air Assault!

### Fort Campbell soldiers use virtual tracking technology in training

[www.wsmv.com](http://www.wsmv.com)

Wednesday, a simulated bomb exploded on post at Fort Campbell with troops responding to the scene. It was just training for a very real combat...

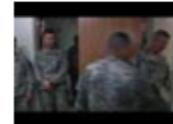
3,940 People Reached · 55 People Talking About This

Like · Comment · Share · November 3, 2011 at 3:45pm via HootSuite



## 101st Airborne Division (Air Assault)

<http://ireport.cnn.com/docs/DOC-694032>



### LTG Bromberg Visits Fort Campbell

[ireport.cnn.com](http://ireport.cnn.com)

Recently the Deputy Chief of Staff for the United States Forces Command Lt. Gen. Howard B. Bromberg visited Fort Hood to determine how well the process is working for Soldiers going through the Integ

14,802 People Reached · 69 People Talking About This

Like · Comment · Share · October 25, 2011 at 11:11am

63 people like this.

3 shares

# Conclusion

- Social media has become the town square for the 101st Airborne Division Public Affairs. For the community members at Fort Campbell, Facebook offers a way to remain engaged with loved ones whether they are in garrison or downrange. The 101st Twitter account develops media interest and extends outreach efforts. Social media has not only become one of the primary tools used to communicate with audiences today, but can serve as a tool to preserve the ‘Rendezvous with Destiny’ that the 101st Airborne Division has shaped throughout history.
- The 101<sup>st</sup> Airborne Division Public Affairs Team has embraced the introduction of new technological platforms for telling their Soldiers’ stories and has strategically positioned itself to experience exponential growth in the years to come. The 101st currently enjoys the **LARGEST** following (96,472 and counting) among **ALL** 10 active Army Divisions (the closest Division page to them is the 82<sup>nd</sup> Airborne Division’s with currently 82,082) and closed out 2011 with 94,363 “likes” as of December 31, 2011.

# Shaping our 'Rendezvous with Destiny'



## 101st Airborne Division (Air Assault)

Who are the men and women of the 101st? People like Spc. Jesse Snow, who was killed in combat protecting fellow Soldiers. Maj. General James McConville, Commanding General of the 101st Airborne Division (Air Assault), presented the Silver Star to the Snow family Oct. 28 at the National Museum of the U.S. Air Force.



### Local fallen hero Snow honored with Silver Star

[www.daytondailynews.com](http://www.daytondailynews.com)

A crowd of 1,000 people watched Friday as a Silver Star was given to the family of Jesse Snow, a Fairborn man who gave his life to save the lives...

5,668 People Reached · 112 People Talking About This

Like · Comment · Share · October 31, 2011 at 7:10am via HootSuite

111 people like this.



## 101st Airborne Division (Air Assault)

Members of the Brazilian Army's 12th Air Assault Brigade toured the Sabalauski Air Assault School Thursday, Oct. 13, 2011 and watched sling load and rappelling demonstrations with their U.S. Army hosts.



### HootSuite Photos

17,535 People Reached · 213 People Talking About This

Like · Comment · Share · October 14, 2011 at 2:20pm via HootSuite



## 101st Airborne Division (Air Assault)

Not only can they win hearts and minds, they can hang sheetrock too! Soldiers from a recent Pathfinder class at the Sabalauski Air Assault School volunteered in the community and helped Habitat for Humanity remodel some of its offices and ReStore spaces Sept. 10, 2011. These are your Screaming Eagles!



### Wall Photos

Habitat for Humanity of Montgomery County, TN and the ReStore has a new look tha...

[See More](#)

By: Fort Campbell, Kentucky

17,940 People Reached · 195 People Talking About This

Like · Comment · Share · October 5, 2011 at 4:57pm



## 101st Airborne Division (Air Assault)

Don't let the low profiles of the 160th SOAR Night Stalkers fool you, they are constantly sharpening their skills. Check out coverage from this year's Jackal Stone Exercise overseas and remember, Night Stalkers Don't Quit!  
<http://www.army.mil/article/66909/>



### Nightstalkers add heavy assault aerial platform

[www.army.mil](http://www.army.mil)

When special operations forces need to move a large component to a target by air, they often look to the heavy assault Chinook helicopter to do the...

6,501 People Reached · 108 People Talking About This

Like · Comment · Share · October 12, 2011 at 8:00am via HootSuite

