

Join the online Community Conversation

Enter the Social Media Network to discover these valuable resources and more....



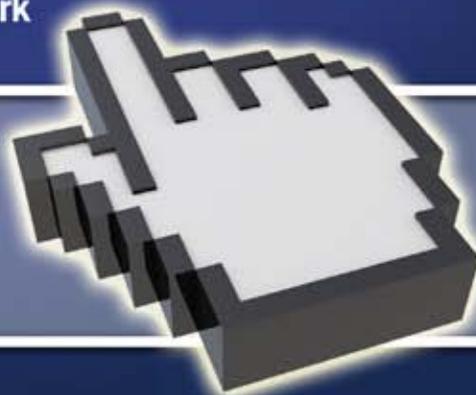
Your #1 source for Camp Humphreys community news, updates, photos, newcomer information and more.



U.S. Army Garrison Humphreys
facebook.com/usaghumphreys

Click "Welcome" tab to enter Social Media Network

A place to discover upcoming events,
find answers to hard questions, share
your knowledge with others or vent your
frustrations with someone who can help!



2011 MG Keith L. Ware Public Affairs Competition
Category F: Outstanding Initiative in New Media (unit category)
USAG-Humphreys, Public Affairs Office

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2011 MG Keith L. Ware Public Affairs Competition Entry Form

MEDIUM (print or broadcast): Print

CATEGORY: F TYPE OF AWARD (unit or individual): Unit

ENTRY TITLE: USAG-Humphreys Social Media Network (HSMN)

PUBLICATION/AIR DATE: Ongoing LOCATION: USAG Humphreys, Korea

UNIT POC (include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

Edward N. Johnson, GS-1035-13, Army, Public Affairs Officer, ed.johnson@us.army.mil

DSN 315-754-8598, COL Joseph P. Moore

SUBMITTING UNIT (include unit name and complete mailing address, DSN and commercial phone number and fax number; please spell out all acronyms):

Headquarters, United States Army Garrison Humphreys

Unit #15228, APO AP 96271-5228

PLAQUE SHOULD BE ISSUED TO (enter an individual's name for individual awards only):

Gender: _____

SIGNIFICANT CONTRIBUTORS (list up to five for unit awards only):

COL Joseph Moore

Mr. Edward Johnson

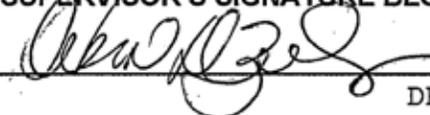
Mr. Steven Hoover

Mr. Chang, Sang Hyon

PFC Han, Jae Ho

UNIT/DUTY SECTION: USAG-H Public Affairs

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:



DEBRA D. ZEDALIS
Director



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND PACIFIC REGION
HEADQUARTERS, UNITED STATES ARMY GARRISON HUMPHREYS
UNIT #15228
APO AP 96271-5228

IMPC-ZA

MEMORANDUM FOR Headquarters of the Chief of Public Affairs, 1500 Army
Pentagon, Washington, D.C. 20310-1500

SUBJECT: Letter of Endorsement for the 2011 MG Keith L. Ware Public Affairs
Competition (KLW), Print Category F: Outstanding Initiatives in New Media

1. I strongly endorse the USAG-Humphreys Public Affairs Office 2011 KLW entry for Outstanding Initiatives in New Media.
2. The USAG-Humphreys Social Media Network is made up of some of the most active and heavily visited social media platforms in the entire Army and serves as a social media model for other commands to follow. Its success in telling the garrison's story to both local and worldwide audiences is a direct result of the tenacity, hard work and creative talent this Public Affairs team brings to the Installation Management Command community.
3. The active role the Garrison Commander, Col. Joseph Moore, and his entire staff have taken is what makes this Network particularly successful. They have personally participated in the online communication process and engaged on a daily basis with the Soldiers, civilians, and Families they support.
3. I firmly believe the team responsible for developing the USAG-Humphreys Social Media Network deserves recognition by the Office of the Chief of Public Affairs and the Department of the Army for their forward-thinking approach to public affairs, hard work and creative talent.

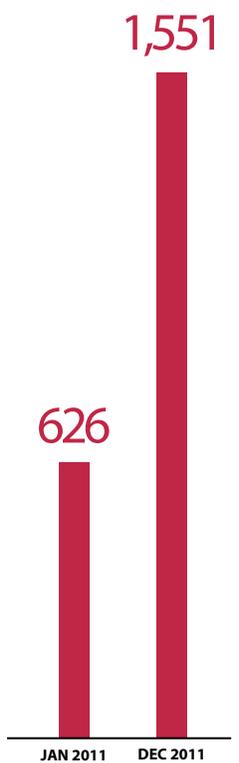
*Camp Humphreys has set the bar high &
are deserving of recognition!*


DEBRA D. ZEDALIS
Director



Background

Put simply, the USAG-Humphreys Social Media Network is a diverse collection of integrated social media modules, used in coordination to share command information products, foster workforce collaboration, crowd-source tasks, measure public opinion, build trust and engage with Soldiers, Civilians, Families and other garrison stakeholders.



Increase in daily active users on the garrison's Facebook fan page from January -December of 2011.

With the establishment of the USAG-Humphreys Social Media Network, the garrison commander and staff now have the ability to build more personal and effective working relationships with members of the community. At the same time, the network provides the community the ability to easily cross institutional communication barriers, gain greater freedom of expression, collectively resolve problems and access online forums where their voices can be heard.

In a broader sense, the garrison's Social Media Network empowers employees to engage with audiences around the world and act as advocates for the command with a set of clear objectives and in a very public and transparent domain.

Trust and transparency are an integral part of the Network's social media rules of engagement and direct participation by the garrison commander, directors, managers and subject matter experts goes a long way in ensuring the Network is perceived by the garrison's stakeholders as a trustworthy source of news, information and support.

The garrison's social media rules of engagement and strategy were specifically designed to improve communication with both internal and external audiences, streamline command information distribution methods and set clear guidelines for acceptable and appropriate techniques to be used to engage the public in the online world of social media.

9,610

Total number of unique Twitter users receiving USAG-Humphreys' tweets in December 2011. The garrison's Social Media Network includes 3 Twitter feeds, each designed for unique audience segments.

The key to the garrison's social media communications approach is in understanding that it's not just a numbers game. While building an active fan base is important, the real value of social media is in turning fans, friends, and followers into advocates and partners in the communication process.



At the functional level, the garrison's Social Media Network is centered on the integration of traditional communication tools with its social media modules. By acknowledging the continued relevance of command information newspapers, radio, television, official websites, email and other traditional media distribution platforms, the garrison takes a holistic approach to communication. The garrison's strategy also acknowledges that traditional media remains an important source of command information products to compliment and cross promote its social media initiatives. The idea is to be in both spaces and do so in a coordinated and deliberate fashion.

1,270%

Anticipated increase in the number of Family members stationed at Camp Humphreys, South Korea in the coming 5 years.

As USAG Humphreys undergoes the largest transformation in the history of the United States military (Figures 1 and 2), garrison officials realize a need to also fundamentally transform the ways in which they plan and execute public affairs operations. As part of this transformation process, the garrison in-

vested in the software, hardware and training required to establish a relevant Social Media Network, capable of reaching beyond the limits of its existing communication infrastructure and reduce the long-term resources required to effectively communicate.

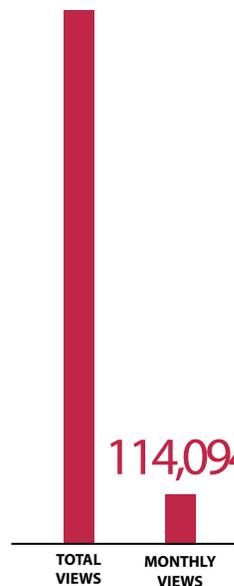
As outlined in version four of the Installation Management Campaign Plan, the key to success during periods of rapid change is timely, accurate and targeted communication. As USAG-Humphreys transforms, the garrison is taking a deliberate approach to communication to prevent speculation, uncertainty, fear and anxiety within the garrison workforce and the community they support during this transformational period. Consistent messaging to all stakeholders goes a long way to shape expectations and garner buy-in to organizational change strategies and the challenges facing a rapidly growing military community.

While the garrison's social media network started out as a way for the garrison to push news and information, it has evolved into a crucial relationship builder, integrated into all garrison activities. In the early days, just a few members of the garrison staff engaged its social media audience. Today, all directorates are expected to be a part of the con-

Home to the 2nd Infantry Division's Combat Aviation Brigade and the Army's most active airfield in Asia, the number of Soldiers stationed at USAG-Humphreys will grow in the coming 5 years by 238%, from 6,67 to 22,497. *U.S. Army photo by Ed Johnson*

5,060,991

114,094



Total number of YouTube video views. The USAG-Humphreys Social Media Network includes 5 YouTube channels, each designed to target specific audience segments.

7,523,465



versation and managers are encouraged to create social media accounts, have a voice in the community and advocate for their functional areas. Managers and leaders are also expected to field customer complaints and respond to requests for information.

At a time when many organizations are considering (or already are) banning the use of social media in the workplace, the USAG-Humphreys communication strategy puts its emphasis on trusting employees to do what's right and transparent. One way the garrison is doing this is by publishing guidelines identifying topics of discussion and the individuals responsible for facilitating those conversations. The USAG-Humphreys leadership is also personally involved in the garrison's Social Media Network. From the garrison commander, to the deputy and principle staff, everyone has a hand in monitoring the social media conversation, engaging the community, facilitating discussions and building relationships.

Monitoring and measuring are also important components of the garrison's social media strategy. By establishing weekly plans (Figure 2), putting in place clear organizational goals, developing meaningful metrics of success, and establishing a variety of systems to accurately measure effectiveness, the garrison is able to ensure its messages are being communicated to the right audiences – when and where they consume their information.

The Social Media Network is also used to lis-

ten. From conducting polls and surveying the community via Facebook, to dynamically generating media summaries with online tools like TwitterFeed, the garrison is using social media to keep its finger on the pulse of public opinion – both on the installation and in the surrounding Korean communities. This is particularly important in helping the garrison identify and address community concerns before they become problems.

36%

Approximate percentage of USAG-Humphreys community members currently active on the garrison's Facebook fan page.

Paradoxically, social media engagement can both foster and hinder an organization's ability to communicate. Done well and with transparency, social media can be used to target audiences and engage them in meaningful and productive conversations. On the other hand, social media has the power to rapidly fuel negative messages among influential audiences – particularly when the negative messages are true. It's equally important to understand that the conversations about our garrison already exists in the social media space regardless of whether we choose to participate in them or not.

With that in mind, the garrison's Social Media Network is designed to maximize and encourage audience participation, because the audience members are often our best

22,740

IMAGES VIEWS

The USAG-Humphreys Social Media Network includes more than 22 thousand digital images uploaded to the photo sharing site Flickr. Images from the online archive have been viewed more than 7 million times.



By utilizing video sharing sites like YouTube, Break and Dailymotion (left), USAG-Humphreys is able to efficiently distribute news and welcome videos to a world-wide audience. The garrison's YouTube videos alone have been viewed more than 5 million times. The use of social media to distribute video products has also significantly reduced the resourcing previously required to develop, produce and distribute DVDs.

advocates and will set the record straight when unfair negative messaging occurs. Of course, if the negative messages are true, the garrison takes immediate steps to correct the problem. The garrison commander, deputy or members of the staff also directly address the negative comments openly, let the audience know what is being done to fix the problem and follow-up by thanking those involved in identifying the issue and provide information on what can or can't be done to resolve the complaints.

However one defines the garrison's Social Media Network, it's important to note that it's not just about the technologies. More importantly, it's about the conversation, the people and an institutional change in the way the garrison interacts with its community members, workforce, and local national audiences.

While USAG-Humphreys has an established, growing and successful social media presence, the development of the garrison's Social Media Network is far from over.

In the coming years, USAG-Humphreys will see a period of rapid growth, as USFK forces move from garrisons near the Korean DMZ and in Seoul, to Camp Humphreys. During this period, the garrison footprint will grow from 1,210 acres to 3,538 acres. The number of mission personnel will grow by 238%, from 6,657 to 22,497 and the number of Family members is expected to grow 1,270%, from 1,883 to 25,846. To prepare for this growth, the garrison has begun work on the following:

1. Pre-position social media modules for future use as the mission expands to support the largest military installation and most active Army airfield in Asia.
2. Test social media mobile communications tools to streamline emergency notification procedures.

3. Develop a more robust Korean-language social media presence in support of the Garrisons Community Relations Programs.

4. Develop and field a mobile-device-friendly official website presence tied to the Network.

5. Integrate the installation command channel with social TV modules and web-based information delivery systems.

As USAG-Humphreys moves forward with the largest transformation in the history of the Department of Defense, the garrison remains dedicated to continuing development of its Social Media Network and building on the success of its communications strategy by expanding on its existing portfolio of social media modules promoting open, honest, transparent and meaningful online relationships with our key audiences around the world.

Bottom Line: The USAG-Humphreys Social Media Network was designed to make it possible for the garrison to engage with Soldiers, civilians, Families and other IMCOM stakeholders to build awareness of and support for the Installation Management Community mission using effective, coordinated, and consistent themes and messages delivered over multiple media with high frequency.

MOBILE COMMUNICATIONS:

Whether at home, in the office or on the road, today's audiences expect information to be available on demand and at their fingertips.

To meet the changing communication needs of our diverse community and workforce, USAG-Humphreys utilizes mobile-ready social media modules like Twitter, Facebook and Flickr to ensure its audience has access to the information they need - when and where they want it.





Promotion and Marketing: To promote its Social Media Network, USAG-Humphreys developed and distributed a full-range of promotional material designed to entice individuals and organizations to visit the Network’s myriad of content distribution modules, as well as participate in the various social networking conversations.

The primary focus of these campaigns is ultimately to draw audience members to a Network landing page on Facebook, because Facebook serves as the Network’s hub and meeting point.

As part of this ongoing promotional campaign, USAG-Humphreys designed and produced a series of print advertisements and web banners for distribution via the command information newspaper and other official print publications. These promotional items are also provided to community members during newcomer briefings and town hall meetings.

Additionally, the promotional material was designed to provide audience

members with prominent links to a newcomer and “Welcome to Korea” videos, as well as the Network’s other social media modules. USAG-Humphreys also directly promotes the Network via the command’s official website, by hosting links to Network modules, as well as information detailing how to access and utilize Network content. The command’s official website also mirrors key command information content available on its various Network modules. This is done to ensure that those members of the audience unable to access sites like YouTube from their office computers are provided an alternative location to view and download the command’s key video content and welcome information. (Figure 30)

By taking full advantage of American Forces Network and Pentagon Channel radio and television services, USAG-Humphreys also promotes the Network by broadcasting radio and television commercials specifically designed to promote the Network and its various content distribution modules.



USAG-Humphreys Transformation

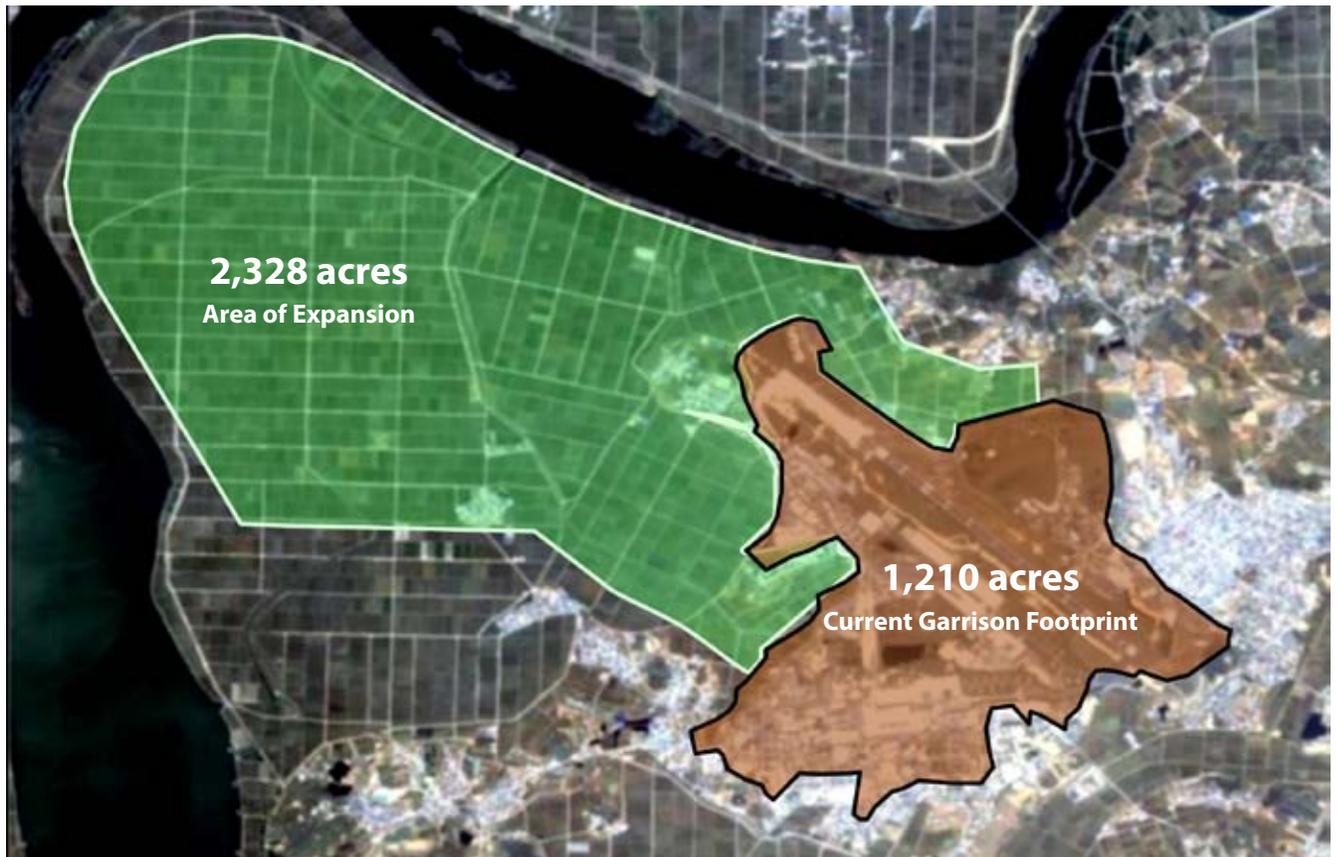


FIGURE 1: As USAG-Humphreys expands, the size of the garrison will grow from 1,260 to 3,588 acres. Construction in the area of expansion is already underway (below). During this period of rapid expansion, the use of social media is especially important in communicating construction updates, road closures, service provider moves, grand openings and other construction-related news and information. The Garrison's Social Media Network was developed in a modular fashion to ensure it expands with the garrison and remains relevant throughout the transformation process.



U.S. Army photo by Edward N. Johnson, USAG-H, PAO

Weekly Social Media Plan

U.S. Army Garrison Humphreys 5-Day Social Media Plan					
	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook: Team Lead: Steve Hoover Contributors: COL Moore, DGC, Directors Sang Hyon Chang, Peter Yu, PFC Han, Wayne Marlow, Ed Johnson	#1 – Question of the Week (Marlow) #2 – Community Event Promo (Hoover) #3 – Blast From the Past (Johnson) #4 – Daily Workout Video (Hoover) #5 – Korean Phrase of Day (Chang)	#1 – Monthly Observance (Hoover) #2 – COMREL Event Promo (Yu) #3 – Community Event Promo (Hoover) #4 – Daily Workout Video (Hoover) #5 – Korean News Update (Chang) #6 – “See Something, Say Something” (Hoover)	#1 – “Best photo you will see all day” (Hoover) #2 – AFN News Video (PFC Han) #3 – Awards and Recognition (Hoover) #4 – Daily Workout Video (Hoover) #5 – “Lingo Swap” English Phrase of the Day (Yu)	#1 – “Tech Tips” (Johnson) #2 – COMREL Event Promo (Yu) #3 – Call for Photos (Wayne) #4 – Daily Workout Video (Hoover) #5 – Sightsseeing Tip of the Week (Chang)	#1 – Photo of the Week (Hoover) #2 – Weekend Roundup (Hoover) #3 – Morning Calm (PFC Han) #4 – Daily Workout Video (Hoover) #5 – Weekend Weather (Hoover) #6 – “Follow Friday” membership drive (Hoover)
Twitter: Team Lead: Steve Hoover Contributors: Ed Johnson, Steve Hoover, PFC Han, Peter Yu, Sang Hyon Chang	#1 – Fire Prevention (Hoover) #2 – “See something, say something” #3 – #musicmonday #4 – Region RT (Hoover)	#1 – Community Event Promo (Hoover) #2 – Official Website Promo (Hoover) #3 – Korean News Update (Chang) #4 – Region RT (Hoover)	#1 – Community Event Promo (Hoover) #2 – #wonderfulwednesday (Hoover) #3 – COMREL Photo of the Week (Yu) #4 – Region RT (Hoover)	#1 – “Best photo you will see all day” (Hoover) #2 – Monthly Observance (Hoover) #3 – AFN News Video (PFC Han) #4 – Region RT (Hoover)	#1 – #FollowFriday (Hoover) #2 – Weekend Event Roundup (Hoover) #3 – Region RT (Hoover)
YouTube Team Lead: PFC Han Contributors: Ed Johnson, Steve Hoover, PFC Han, Wayne Marlow	Pull 3-5 videos highlighting garrison activities from various sites. Publish to YouTube and cross promote via Twitter and Facebook.	Pull 3-5 videos highlighting garrison activities from various sites. Publish to YouTube and cross promote via Twitter and Facebook.	Pull 3-5 videos highlighting garrison activities from various sites. Publish to YouTube and cross promote via Twitter and Facebook.	Pull 3-5 videos highlighting garrison activities from various sites. Publish to YouTube and cross promote via Twitter and Facebook.	Publish 2-3 minute, original video showcasing garrison life, events, language or activities.
Flickr Team Lead: Wayne Marlow Contributors: Ed Johnson, Steve Hoover, Peter Yu, PFC An	Weekend in Review: Upload 10-20 photos of previous weekend garrison events and activities. Include link to photo set in “Garrison Notes” email and publish link to Facebook. (Wayne)	Routine uploads as needed. Cross promote uploaded images via Twitter and Facebook. (All)	Upload, title, caption and tag a minimum of 50 historic images from VI archive. Promote images via Twitter and Facebook. (PFC Han)	Routine uploads as needed. Cross promote uploaded images via Twitter and Facebook. (All)	Morning Calm Newspaper: Upload all newspaper photos for this week’s edition with captions, headlines and stories to Morning Calm Set (PFC Han)

FIGURE 2: Weekly social media plans are developed to add structure to the garrison’s social media communication strategy. Each plan contains a list of daily assignments, identifies members of the staff responsible for completing those assignments and includes communication themes, hashtags, talking points and areas of CI emphasis.

Social Media Network Modules

The USAG-Humphreys Social Media Network is composed of the following modules: Facebook, Flickr, Twitter, Scribd, YouTube, Ustream, Vimeo, Dailymotion, Break, Wikipedia, RSS and an email subscription service dubbed "Notes from the Garrison." The Network was specifically designed as a modular system to be flexible and scalable enough to remain relevant as the garrison transforms into the largest Army installation in Asia. In the past, if someone were to search popular content distribution sites like YouTube or Flickr for information about USAG-Humphreys or the U.S. Army in Korea, they would have found very little and most of what they found would have been negative. Today, they will find literally thousands of official photos, videos, news stories and links leading them back to the garrison's official website. The following social media modules are maintained by USAG-Humphreys PAO:



www.facebook.com/usaghumphreys



www.flickr.com/usaghumphreys (Garrison photos)

www.flickr.com/imcomkorea (Morning Calm Weekly Newspaper photos with stories and captions)



www.twitter.com/usaghumphreys (Garrison news feed)

www.twitter.com/rokreport (Automated media summary)

www.twitter.com/poststatus (Garrison road condition feed - beta)



www.scribd.com/morningcalmnews (Morning Calm Weekly Newspaper archive)



www.youtube.com/usaghumphreys (Primary garrison video channel)

www.youtube.com/koreaculture (Newcomer channel containing Korean videos about culture)

www.youtube.com/warinkorea (Community relations channel honoring sacrifices of U.S. Soldiers in defense of Korea)

www.youtube.com/imcomkorearegion (Channel serves as a companion to the Morning Calm Weekly Newspaper and is used to distribute peninsula-wide news, newcomer information and welcome videos)

www.youtube.com/imcomkorea (Established as a backup to @imcomkorearegion)

www.youtube.com/thenewkorea (Established to provide video content related to transformation - beta)

Social Media Network Modules (continued)

Ustream

www.ustream.tv/user/usaghumphreys (Used to broadcast live town hall meetings and community update briefs)

Vimeo

www.vimeo.com/humphreys (Channel serves as web-based companion to garrison's command channel)

www.vimeo.com/usaghumphreys (Channel hosts full-length newcomer and welcome videos)

Dailymotion

www.dailymotion.com/imcomkorea (Channel hosts full-length newcomer videos and was established as an alternate option for those users unable to access YouTube, Vimeo or Break on a government network)

Break

www.break.com/imcomkorea (Channel hosts full-length newcomer videos and was established as an alternate video source for those users unable to access YouTube, Vimeo or Dailymotion on a government network)

Wikipedia

http://en.wikipedia.org/wiki/Camp_Humphreys

Email subscription service

"Notes from the Garrison" is a daily email sent to subscribers promoting events, news and social media links. "Notes from the Garrison" serves as a companion to the garrison's Facebook fan page "Notes" tab. More than 1,000 community members, commanders and garrison staff currently subscribe to the service.



Facebook

URL: www.facebook.com/usaghumphreys

Primary Audience: Current and future Area III military community members.

Fans: 3,360+

Description: Facebook serves as the centrepiece of the garrison's Social Media Network.

With Facebook becoming one of the most powerful social networking platforms on the internet, it has opened the door for leaders and managers to interact directly with their customers, community members and workforce.

USAG-Humphreys remains committed to fostering an open, two-way conversation on Facebook. While technology is important, successful Facebook communications are more about trust and collaboration, not technology or control. With that in mind, the Garrison Commander decided early on to personally play an active role in reviewing and responding to questions or concerns posted to the garrison's Facebook fan page. The commander contributes to Facebook on a daily basis - including weekends and holidays. Additionally, he encourages his principle staff to become active members of the USAG-Humphreys Facebook community and to identify themselves when posting to the Garrison's fan page, so members of the community know they are truly speaking with a subject matter expert and not an anonymous member of the staff.

When faced with negative comments or community concerns, Garrison leadership takes immediate steps to address the issues openly, collaborate with the community during the problem solving process, and let the audience know what is being done to address their concerns or fix a problem.

By taking a hands-on approach to Facebook, the Garrison Commander, staff and subject matter experts rapidly built rapport and trust with their audience members. (Figures 3-6)

As the popularity of the garrison's Facebook fan page grows, the installation has seen a sharp decline in traditional town hall meeting attendance. By building trust in the online world and addressing problems as they happen, Facebook has become the garrison's de facto, 24/7, town hall meeting.

From a technical perspective, the USAG-Humphreys





FIGURE 3: In early December 2011, it was announced that a new contractor was awarded the installation access security contract for all U.S. Army Garrisons in South Korea. It was also announced that during the transition period, Soldiers would augment the security forces and some gates would temporarily close. Understandably, there was concern in the community about delays at the gates during the transition period. The example above shows how explaining the reasoning behind a command decision on Facebook can resolve community concerns before they become a bigger problem.



FIGURE 4: The garrison commander personally invites community members to his monthly "Meet the Command Group" sessions (above), which serve as an informal opportunity for anyone on the installation to meet the commander face-to-face, ask questions and voice concerns. He and the members of his staff also answers questions directly on Facebook on a daily basis.

has taken several steps to customize its Facebook fan page to better meet the unique needs of its growing and increasingly tech-savvy community.

Branding: First, the public affairs office developed avatars and uniformed branding and graphics for the fan page and related promotional campaigns. This branding initiative included the creation of a series of print advertisements, landing page graphics, web-banners, movie theater cinema ads, AFN television spots and CCTV command channel slides. (Figures 7-10)

Several Facebook apps and iFrame tabs were also added to the fan page to provide viewers with a more visually appealing and informative browsing experience. The page's avatar graphic is routinely updated to promote upcoming events and garrison activities. (Figure 9)

Landing Page: All new visitors to the garrison's Facebook fan page "land" on a custom developed iFrame "Welcome" tab. This tab was developed to explain the purpose of the site, reinforce command messages, show the benefits of joining in the community's online conversation and ultimately increase the number of people who "like" the page (Figure 11).

Ustream.tv Tab: Garrison town hall meetings, community update briefs and other major events are broadcast live via Ustream.tv to a custom tab on Facebook. Those watching the events live from their office or home are also encouraged to submit questions for the command group and subject matter experts to be answered during the live sessions (Figure 11).



FIGURE 5: Facebook announcement encouraging viewers to tune into a community update briefing streaming live to Facebook via Ustream.

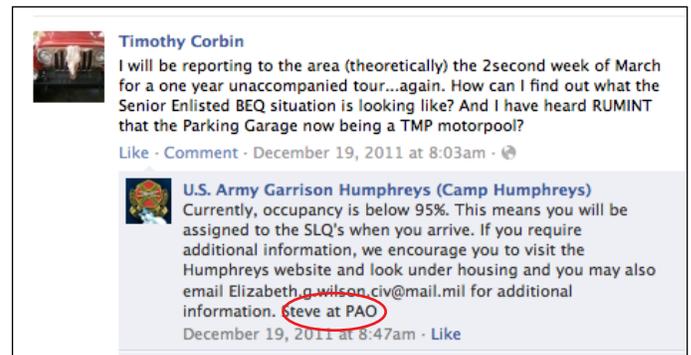


FIGURE 6: The garrison's Facebook fan page is often used to answer newcomer questions like this one from a Soldier asking about the garrison's Senior Enlisted BEQ. These types of questions are generally answered by PAO in consultation with a subject matter expert.

FIGURE 7: Full page Morning Calm Newspaper ad promoting the Facebook fan page. All of the promotional material was designed and produced by the garrison's Public Affairs Office.

Join the online Community Conversation

Enter our Social Media Network to discover these valuable resources....



Your #1 source for Camp Humphreys community news,
updates, photos, newcomer information and more!



U.S. Army Garrison Humphreys

facebook.com/usaghumphreys

Click "Welcome" tab to enter Social Media Network

A place to discover upcoming events,
find answers to hard questions, share
your knowlege with others or vent your
frustrations with someone who can help!



@USAGHumphreys
#HumphreysSMP

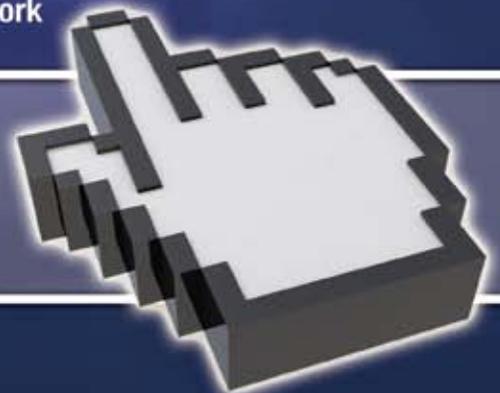


FIGURE 8: Command Channel (CCTV) slides are used to promote the garrison's Facebook fan page to its internal audiences.



A dark blue slide with a gold and red crest on the left and a diamond-shaped logo on the right. The crest features a cross and the text 'USAG HUMPHREYS SUPPORT'. The diamond logo contains icons of a tree, a flag, and people. In the center, the Facebook logo is displayed in white on a blue rounded rectangle. Below it, the text 'Become a fan today!' is written in large white font. Underneath, a paragraph reads: 'The Camp Humphreys Facebook community is your source for local news, photos, conversation, and more!'. At the bottom, the URL 'facebook.com/usaghumphreys' is shown in white with a red underline.



A dark blue banner with a large white 'f' in a blue square on the left. To the right, the text 'Join the community conversation!' is in white. Below it, a paragraph reads: 'Your #1 source for Camp Humphreys community news, updates, photos, newcomer information and more.' in yellow. A thumbs-up icon is on the right. At the bottom, the URL 'www.facebook.com/usaghumphreys' is in white.



A dark blue banner with a list of Facebook URLs on the left: 'facebook.com/pacificimcom', 'facebook.com/usagrc', 'facebook.com/youryongsan', 'facebook.com/usaghumphreys', and 'facebook.com/usagdaegu'. In the center is a large white 'f' in a blue square. On the right is a screenshot of a Facebook page with a red notification bubble containing the number '1'.

FIGURE 9: Morning Calm Weekly Newspaper banner ads (above) are used to promote both local and regional Facebook fan pages throughout the Republic of Korea.

FIGURE 9: Seasonal and special event avatars are used to cross promote garrison activities like the "Polar Bear Swim" (below).

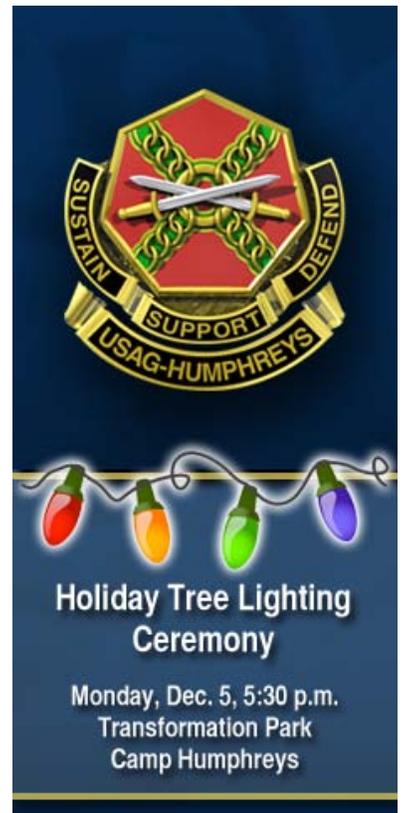
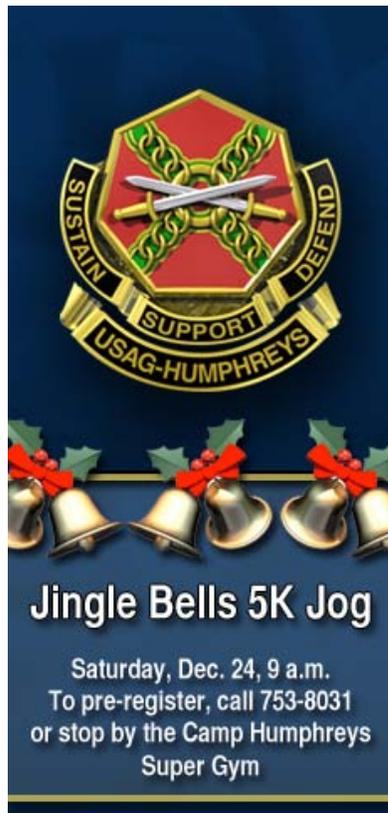
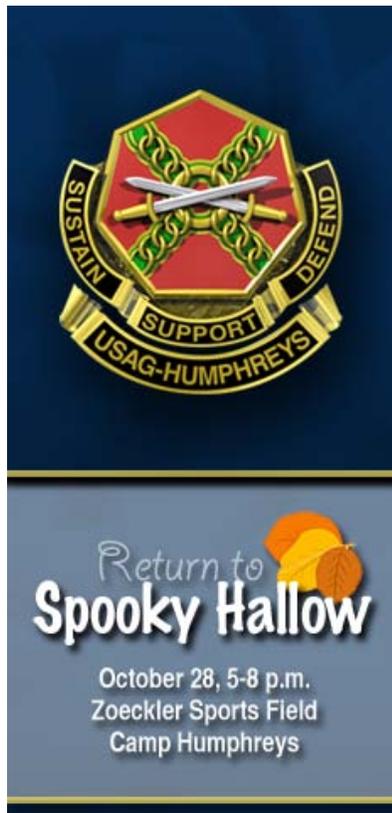




FIGURE 10: Screen shots from an AFN Korea TV spot created to increase community awareness of the garrison's Facebook fan page.

Oct 28, 2011 11:38am
Back to Album Previous · Next

Like AFN Osan (The Official Page)

- UnitedClub Camp Humphreys**
1 mutual friend
- Camp Humphreys Ice**
Pyeongtaek, Gyeonggi-do, South Korea
1 mutual friend
- Camp Humphreys**
1 mutual friend

Pages

- U.S. Army Garrison Humphreys (Camp Humphreys)**
Government Organization
2,942 like this
- Camp Humphreys Girl Scouts**
Community Organization
- Camp Humphreys MWR Marketing Division**
Government Organization
71 like this

0:21 / 0:30 HQ

AFN Osan (The Official Page)
Hey everyone! Camp Humphreys is on facebook too! Check em' out... -SGT Holzer
Like · Comment · Share · October 28, 2011

Title: Oct 28, 2011 11:38am
Shared with: Public

Like AFN Osan (The Official Page)

U.S. Army Garrison Humphreys (Camp Humphreys)

Government Organization

Join Community Conversation

WELCOME!
To Camp **HUMPHREYS**

0:23 / 0:30 HQ

AFN Osan (The Official Page)
Hey everyone! Camp Humphreys is on facebook too! Check em' out... -SGT Holzer
Like · Comment · Share · October 28, 2011

Title: Oct 28, 2011 11:38am
Shared with: Public
[Report Video](#)

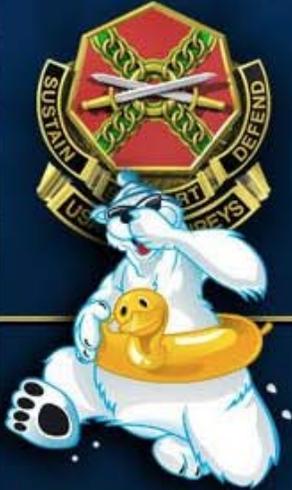
FIGURE 11: All new visitors to the garrison's Facebook fan page "land" on this custom "Welcome" tab and are encouraged to "like" the page.



Email

Keep me logged in

[Sign Up](#) Facebook helps you connect and share with the people in your life.



Polar Bear Swim
18 February 2012
Splash & Splash Water Park

U.S. Army Garrison Humphreys (Camp Humphreys)

Government Organization



Join the **Community Conversation!**

WELCOME!

To Camp **HUMPHREYS**



Click on "Like" button above
to join the Camp Humphreys Facebook Community

- Wall
- Info
- Welcome**
- Ustream Live
- Photos
- Notes
- Videos
- Links

About

United States Army Garrison Humphreys in the Republic of Korea is undergoin...

More

3,366
like this

167
talking about this

Likes [See All](#)



U.S. Forces Korea
(Official Page)

Camp Humphreys Social Media Resources



Official Website: <http://humphreys.korea.army.mil>



Community news for those serving in South Korea



One of the 22,000+ digital images currently maintained in the garrison's Flickr archives. This image depicts the garrison's "Splash and Splash" water park. U.S. Army photo by Edward N. Johnson

Flickr

URL(s): www.flickr.com/usaghumphreys
www.flickr.com/imcomkorea

Image Views: 7,500,000+

Uploaded Images: 22,700+

Description: Flickr serves as the garrison's flagship photo distribution module and web-based companion to the Morning Calm Newspaper.

The garrison Public Affairs Office maintains and updates two Flickr photo archives. The first is used to store and distribute local garrison images. The second is used to store and distribute Korea-wide Morning Calm Newspaper stories and photographs (Figure 14).

Additionally, both archives are used to share historical images from the Korean war, as well as image collections showcasing Korean culture and modern society.

The Korean war images are particularly popular with our external Korean audience and play an important role in the garrison's overall community relations programs by

increasing awareness of the sacrifices made by the U.S. Military in the defense of South Korea's liberty.

All photos printed in the Morning Calm Weekly Newspaper are uploaded to Flickr and readers are encouraged to utilize the garrison's Flickr channels to access, download, or print copies of news photos previously published in the paper (Figure 15-17).

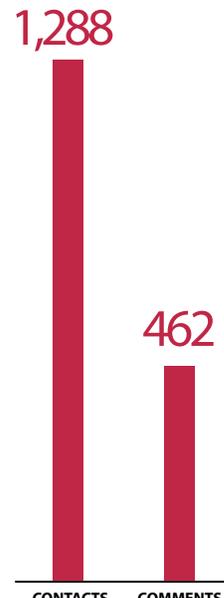
Additionally, Flickr photos are linked as slide shows to other social media modules and online publications.



 **ionfarms**

I almost cried while I searching this website carefully and as one of Korean I always thanks for your sacrifices for unknown country until that time 1950. I really appreciated many of soldiers, Americans and the other member of UN soldiers while we suffered one of most terrible war in the world in the 20centuries.

Blessings you and your descendants and your countries forever.



Total number of comments posted to the garrison's Flickr archives and total approved "contact" relationships with other Flickr users and followers.

FIGURE 14: All photos printed in the Morning Calm Newspaper are uploaded by members of the USAG-Humphreys Public Affairs Office to Flickr. Hyper links are also added to the stories inviting viewers to visit the garrison's official website or Facebook fan page. Once uploaded to Flickr, the images and stories are cross-promoted on Facebook and Twitter.

flickr® from YAHOO!

Signed in as Morning Calm News (1 new) [Help](#) [Sign Out](#)

[Home](#) [You](#) [Organize & Create](#) [Contacts](#) [Groups](#) [Explore](#) [Upload](#) [Search](#)

[Actions](#) [Share](#) [← Newer](#) [Older →](#)



By Morning Calm News
Morning Calm Weekly Newspaper Installation Management Command, U.S. Army

This photo was taken on December 8, 2011 using a Nikon D300.

[Add this photo to your map!](#)

20 views

This photo belongs to [Morning Calm News' photostream](#) (16,534)

This photo also appears in [16 DEC 11 Morning Calm Newspaper](#) (set)

People in this photo [\(add a person\)](#)

Adding people will share who is in this photo

Tags [\(add a tag\)](#)

Adding tags will describe this photo

Owner settings [\(show more\)](#)

Attribution, Noncommercial, No Derivative Works [\(edit\)](#)

Want to license your photos through Getty Images?

Anyone can see this photo [\(edit\)](#)

Daegu exercise tests response

[Learn More](#)

Daegu exercise tests response

By Mary Grimes
USAG Daegu Public Affairs

DAEGU — The skies over Daegu were anything but silent when a number of U.S. military elements from around the Southeast Hub rallied to participate in an Aviation Pre-Accident Plan Exercise Dec. 8.

Conducted quarterly, the primary goal of the exercise is to test the response time and procedures of the USAG Daegu agencies tied to the Aviation Pre-Accident Plan, ensuring all responsible personnel are ready to respond to an aircraft emergency at any time.

Units participating in the exercise included H-805 Heliport Operations, H-805 Heliport Safety, the Camp Walker Fire Department, 168th MMB, military police, and 2nd Combat Aviation Brigade, (specifically for this exercise, A Co., 2-2 Aviation/“Mustang 18”).

According to Brian Parrotte, Airfield Manager, USAG Daegu, the training was conducted with a very clear purpose. He said, “Response time is among the key things we look for in this type of training. It is a primary consideration, but just as important, arguably more so, is did the responders know what to do when they arrived, and did they do it correctly? It is of little consequence to a pilot who is injured due to an improper extraction process, to know that at least the responders got there fast.”

With so many players involved in the training, ensuring everyone was aware of their responsibilities was crucial. Said Parrotte, “H-805 Operations is the proponent for the Aviation Pre-Accident Plan - a detailed set of instructions that tells each agency what their role and responsibilities are in the event of an aircraft accident, on or off post.”

Unlike some training events where lots of time is devoted to preparations, the Aviation Pre-Accident exercise is handled somewhat differently.

“Depending on the goal of each exercise, and who is the primary target for evaluation, planning can be almost none as the exercise is activated without notice, or, as in this instance, planning is spread over several days to ensure all agencies receive the maximum training benefit,” Parrotte said.

Although deemed a success, the training was not without its challenges, and developing scenarios that ensured responders were presented with realistic training, led the way.

“With this type of recurring training requirement it is easy to get stuck in a rut and simply repeat canned scenarios,” Parrotte said. “We strive to ensure exercises conducted at H-805 provide the maximum training benefit to better prepare all agencies in the event we are faced with an actual emergency.”

FIGURE 15: Full page Morning Calm Newspaper ad promoting a Flickr set of cultural photos related to Korea. This photo set was established as a tool for sponsors to use in sharing information and imagery about Korean culture with newcomers and those on assignment to Korea.

Discover Korea

Explore, capture and share the charm and beauty of Korea
by visiting the Morning Calm's online image archive.

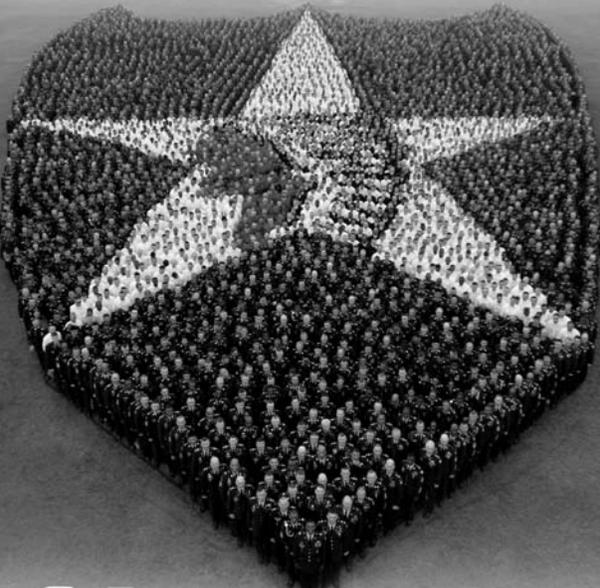


Click on the "Discover Korea" photo set to browse, share or print images.

www.flickr.com/imcomkorea

FIGURE 16: A series of Morning Calm Newspaper quarter page ads promoting Flickr. Created by members of the USAG-Humphreys Public Affairs Office, all ads were designed to create awareness about the online availability of high-res photographs from the command information newspaper and encourage readers to become advocates by helping to showcase and share images and stories.

History in the making....



flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea

Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea

Capture the Moment



flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea

Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea

Strange but true....



flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea

Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea

A blast from the past...



flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea

Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/usaghumphreys



Focus on Humphreys




flickr.com/usaghumphreys

Your source for digital photos from around the garrison. Start downloading your photos today!




Changing of the Guard

A re-enactor dressed in traditional Korean military garb stands his post during a changing of the guard ceremony at Hwaseong Fortress in the city of Suwon. Visitors to the site can hike along the fortress wall, tour the palace, make traditional Korean handicrafts and observe weekend re-enactments. Event schedules are available online at <http://ehs.suwon.me.kr>. Visit the Morning Calm's online image archive on Flickr at flickr.com/imcomkorea to download this or other photos of Hwaseong Fortress. — U.S. Army photo by Edward N. Johnson

FIGURE 18: Morning Calm Weekly Newspaper photo captions encourage readers to utilize the USAG-H Flickr modules to download or print copies of news photos previously published in the paper. The photo (left) was published in the Morning Calm on Dec. 2, 2011.

Animated command Channel (CCTV) slides are also used to promote the garrison's Flickr page (top).



URL(s): www.twitter.com/ROKreport
www.twitter.com/usaghumphreys
www.twitter.com/poststatus

Fans: 3,600+

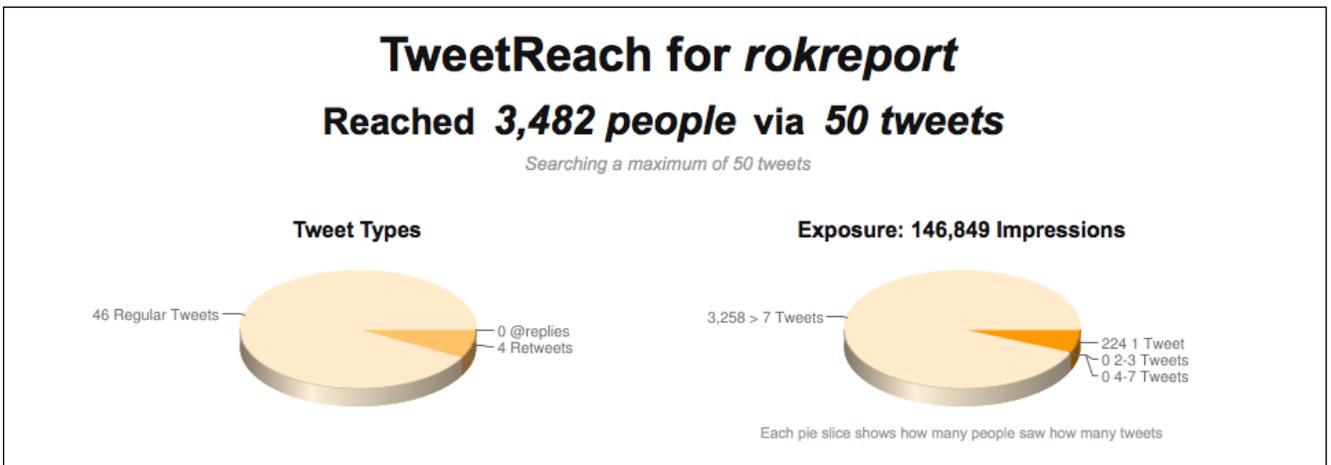
Description: Twitter is a social media platform that allows users to share short messages instantly. User can “follow” each others message feeds use direct messaging tools or the @username command to direct a message to another Twitter user.

The USAG-Humphreys Social Media Network currently has three Twitter modules. Two of the feeds (@ROKreport and @PostStatus) are primarily used to collect information and monitor the online conversation. Occasionally, tweets are posted to these modules manually, but most of the tweets are dynamically posted using automated RSS aggregations tools like TwitterFeed (Figure 18).



With TwitterFeed users can collect, filter, schedule and feed updates to Twitter automatically. For the garrison’s Social Media Network it is used to dynamically update the @ROKreport media summary by aggregating the latest news and information related to the Republic of Korea from a variety of online sources. The service is also used to collect and post garrison command information products, press releases and news stories using unique Twitter hashtag identifiers like #TMCW or #KoreaNews.

Another advantage of twitter is that it allows users to quickly forward messages and links to their followers. This process is known as “re-tweeting” and makes it easy for public affairs personnel to share



ANALYTICS: USAG-Humphreys takes advantage of free services like TweetReach (above) and TwitterStats to measure the exposure and reach of its Twitter messages.

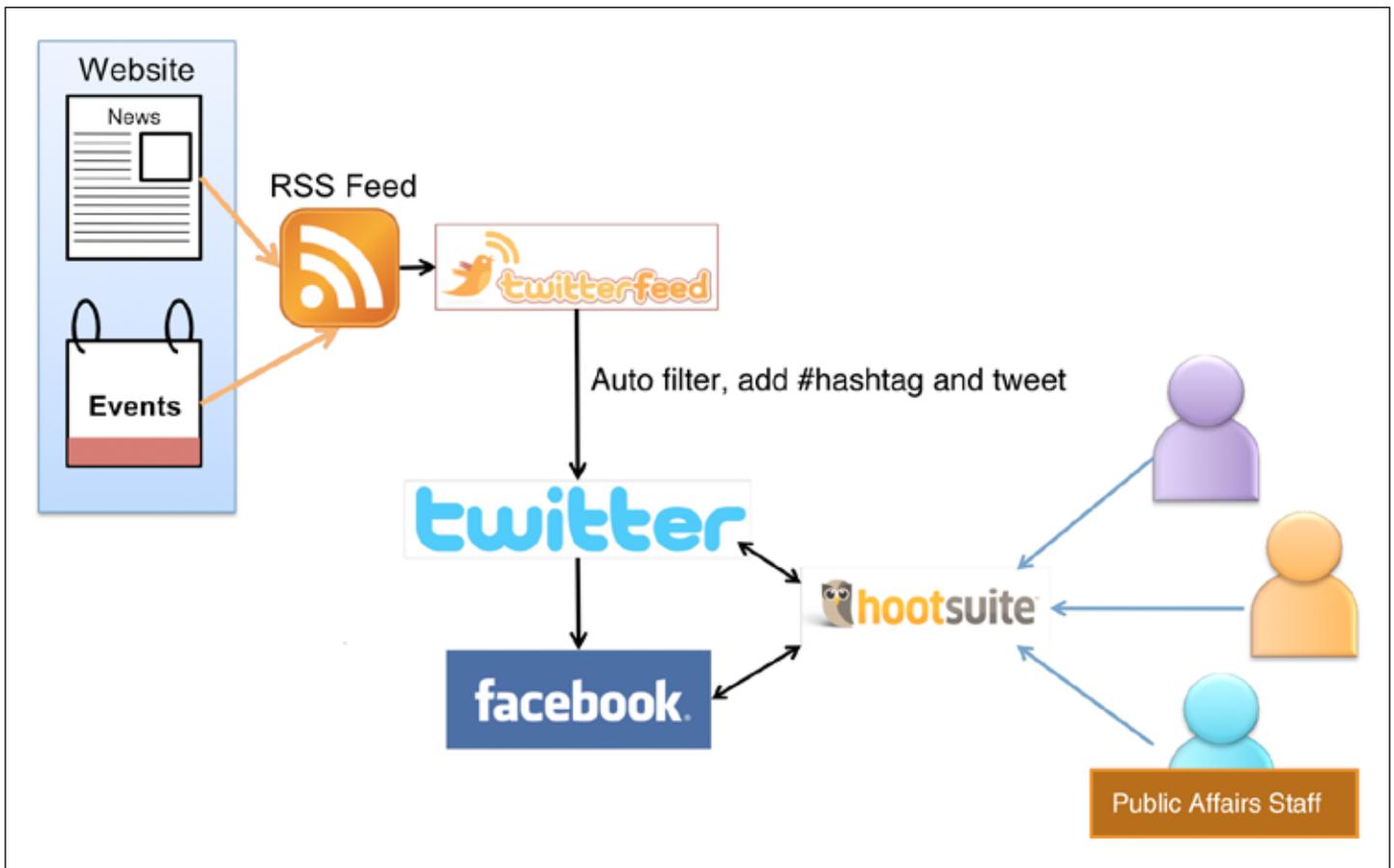


FIGURE 18: This chart demonstrates how USAG-Humphreys utilizes RSS feeds and automated tools like Twitter Feed and Hootsuite to manage Twitter and Facebook accounts.

each other’s messages and communicate news, talking points and command messages originally tweeted by IMCOM HQ, to local audiences in Korea.

While the garrison routinely uses Twitter to push information, it is also utilized to monitor public opinion and pull information from a variety of local, national and international news sources via automated RSS aggregation tools. (See page 28).

Because Twitter is often the “first line of complaint” and a reliable source of breaking news, the garrison also monitors it regularly with HootSuite, a social media management system capable of tracking, engaging, and measuring social media conversations via a web-based dashboard (Figure 19).

By establishing a HootSuite Pro account, the USAG-Humphreys public affairs office is able to have multiple contributors to the garrison’s social media platforms without sharing passwords. Additionally, HootSuite allows users to schedule messages in advance, assign messages for follow-up, automatically shorten URL’s, monitor several social media platforms from a single dashboard and track analytics.

USAG-Humphreys is currently testing Twitter as a tool for collecting installation road condition updates from an established RSS feed and dynamically publishing those updates to Twitter and Facebook automatically (Figure 18).



FIGURE 19: With Hootsuite’s scheduling tools, Twitter users are able to schedule messages months and even years in advance. For example, these messages will be posted to Twitter through the first 5 months of 2012, however they were actually scheduled by USAG-Humphreys PAO in November 2011 (above).



14,800+

3,200+

FOLLOWERS TWEETS

Total number of @ROKreport followers and tweets automatically filtered and posted to the feed.

Automated news gathering

On Dec. 19, 2011, North Korea announced the death of its long-time leader Kim Jong-il, an event with the potential to destabilize the region. Immediately, dozens of online news sites were scoured for information, photos and headlines related to his death. Once filtered for relevancy, USAG-Humphreys compiled them and produced an up-to-the-minute media summary. As the week went on, the summary was updated around the clock for distribution to the Garrison commander and his staff. While the creation of daily media summaries is routinely performed by PAOs around the world, what set this summary apart from the rest is that it was done entirely by using an automated news aggregation system dubbed the “@ROKreport.”

Prior to fielding the @ROKreport, garrison public affairs personnel would manually scan the web for news related to the U.S. Army’s mission in Korea. A written summary of the news was then produced and distributed to senior leaders in the garrison’s area of operation as a PDF via email. The garrison’s media relations personnel spent approximately 2-3 hours each day collecting news articles and formatting the report.

With the development of the @ROKreport, senior leaders and public affairs professionals now have a much more comprehensive and up-to-date report and what had been a time consuming process is accomplished automatically, freeing up manpower to support the garrison’s growing public affairs mission requirements.

To accomplish this, the garrison public affairs office established a twitter account dubbed @ROKreport. They then identified 27 local, national and international RSS news feeds related to Republic of Korea. News aggregation applications like TwitterFeed (Figure 19) and Yahoo! Pipes then linked with these feeds and dynamically collected, filtered and published relevant news stories continuously to the @ROK report.

3,325

The number of individuals and organizations currently following the @ROKreport.



One of the many instant messages automatically Tweeted by @ROKreport following the death of North Korea’s Kim Jong-il. By utilizing social media tools like HootSuite, Yahoo! Pipes and TwitterFeed to filter and aggregate news from a variety of online sources, The USAG-Humphreys Social Media Network provides up-to-the-minute Republic of Korea media summaries to military leaders and public affairs offices around the world via www.twitter.com/ROKreport.

With more than 3,200 followers, the @ROKreport is also used in partnership with the garrison’s Facebook fan page, Flickr photo archive and Morning Calm Weekly Newspaper to dynamically distribute links to garrison news, photos, command information products and road conditions. This process is also automated via the use of RSS feeds, targeted Twitter hashtags and HootSuite (Figure 20).

Edit Feed

Step 1: Create Feed

Step 2: Configure Publishing Services

Step 3: Done

Step 1: Name Feed & Add Source URL

Feed Name

Yonhap - National News:

Blog URL or RSS Feed URL (help)



test rss feed

Active

Advanced Settings



Update Frequency

Check for new posts And post up to new update(s) at a time.



Post Content

Include

Post Link

Shorten link through [bitly settings](#)

NEW: Use your own short domain for free at bitly.com!

Facebook options:

If "title & description" is selected above, we post a wall post with an automatic thumbnail. If "title only" or "description only" is selected, we post a status update with no images. If you want to post a full wall post, but without the automatic thumbnail, you can un-check the checkbox below.

Include automatic thumbnails in Facebook wall posts



Post Sorting

Post new items based on



Post Prefix

Prefix each tweet with: (max. 20 characters)



Post Suffix

Suffix each tweet with: (max. 20 characters)



Keyword Filter

Separate multiple words with a space:

FIGURE 19: TwitterFeed allows users to collect, filter, schedule and feed updates to Twitter. As part of the USAG-Humphreys Social Media Network it is also used to dynamically update the garrisons @ROKreport media summary by aggregating the latest news and information related to the Republic of Korea from a variety of online sources. The service also collects and posts garrison command information products, press releases and news stories using unique Twitter hashtag identifiers like #TMCW or #KoreaNews. A hashtag is a tag used on the social network Twitter as a way to annotate a message and is a word or phrase preceded by a "#." Example: #USAGH. Hashtags are commonly used to show a tweet (a Twitter message) is related to an event, conference or topic of discussion.

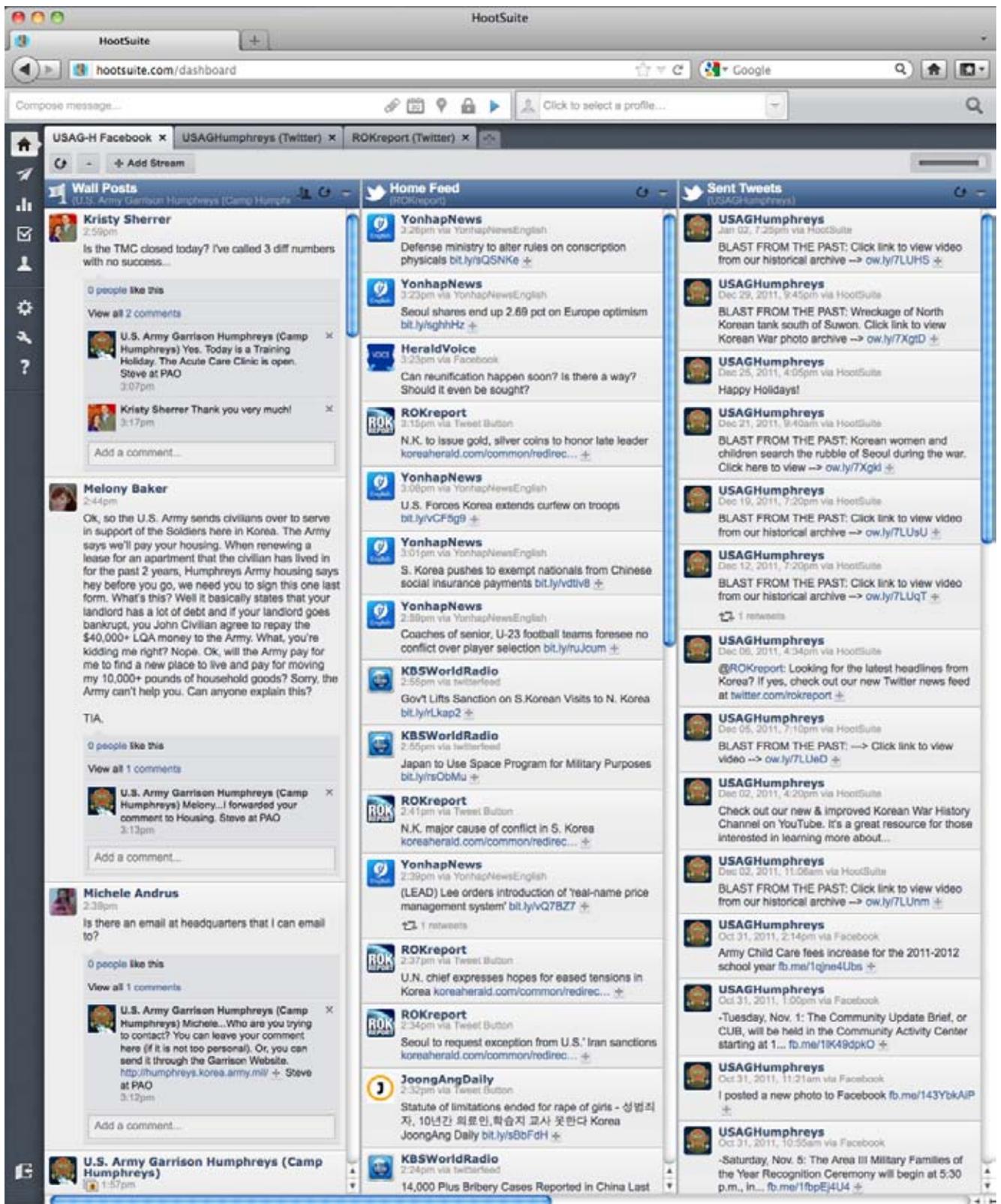


FIGURE 20: HootSuite is a social media communications dashboard developed for online brand management. The USAG-Humphreys Public Affairs Office uses HootSuite Pro to publish news, information, links, videos and photos to Facebook, Flickr and Twitter. By establishing a HootSuite Pro account, the public affairs office is also able to have multiple contributors to the garrison's social profiles without sharing passwords, schedule messages days or months in advance, assign messages for follow-up, automatically shorten URLs, monitor several social media platforms from a single dashboard and track analytics.

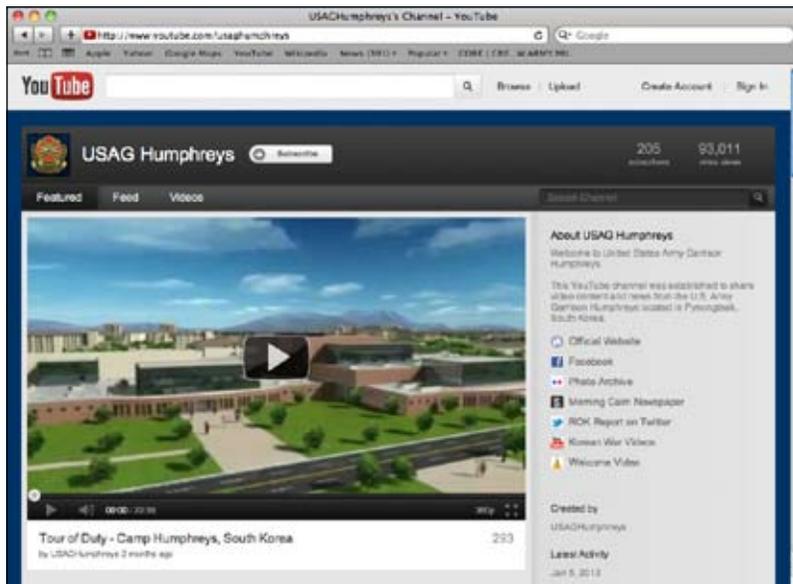
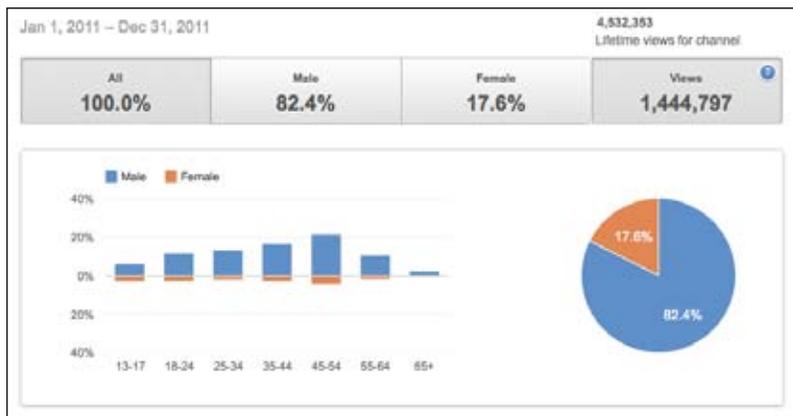


FIGURE 21: The garrison's YouTube channels are used to showcase both news and welcome videos (top).



DEMOGRAPHICS: The regional channel audiences primarily consist of males between the ages of 18-54.

YouTube

URL(s):

- www.youtube.com/usaghumphreys
- www.youtube.com/warinkorea
- www.youtube.com/koreaculture
- www.youtube.com/imcomkorea
- www.youtube.com/imcomkorearegion
- www.youtube.com/thenewkorea (Beta)

Views: 5,060,000+

Audience: Internal/External (world-wide)

Description: USAG-Humphreys' Social Media Network currently relies on 5 primary YouTube channels to distribute video content to a world-wide audience. The focus of these channels is to distribute newcomer, news and informational video content (Figure 21).

A majority of the news videos are produced by AFN-Korea or the Pentagon Channel. However, the welcome and newcomer videos are produced by IMCOM in Korea.

The @usaghumphreys channel hosts local news and welcome videos. The channel also contains fitness and self-help videos to support the garrisons health and wellness programs.

108,307

Total number of times viewers have watched the Network's "Welcome to Korea" and USAG-Humphreys' "Tour of Duty" videos on YouTube.

In addition to the news and newcomer videos, the Network has a channel related to the Korean War. The channel was developed to primarily target an external Korean audience and plays an important role in the garrison's overall community relations programs by increasing awareness of the sacrifices made by the U.S. Military in defense of South Korea's liberty. The Korean War channel is unique in that in 2011 it was granted "Partnership" status by YouTube, which allows the garrison to use YouTube's advanced channel branding and analytical tools. Visitors to this channel are also provided links to the Good Neighbor



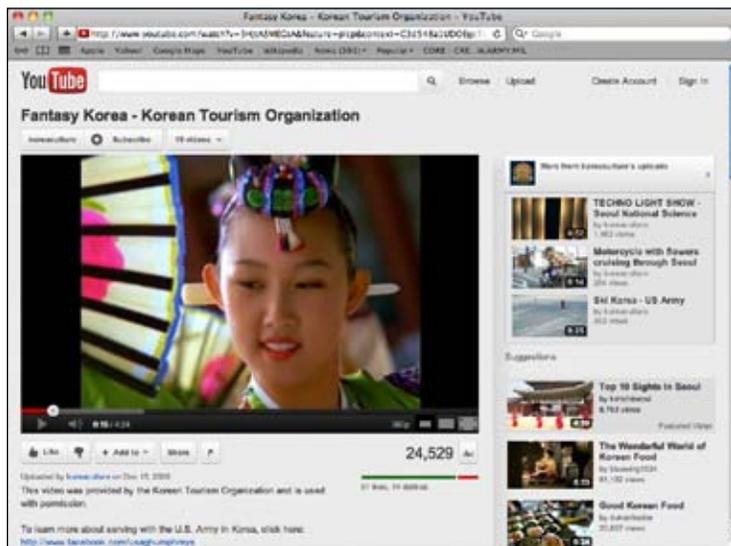
FIGURE 22: The @warinkorea channel was developed to honor the sacrifices made by the U.S. Military in the defense of South Korea. The channel additionally promotes community relations initiatives by showcasing the strength and longevity of the alliance between the United States and South Korea.

Community Relations website. Many of the video captions, titles and tags on this channel have also been translated into the Korean language to make it easier for local nationals to access and understand (Figure 22).

Responsibility to update and maintain both @imcomkorea and @imcomkorearegion channels was transferred to USAG-Humphreys with editorship of the Morning Calm Weekly Newspaper following the 2011 deactivation of IMCOM-K. At that time, a decision was made to keep the channels in the Network’s social media inventory, despite the change in regional headquarters, because of benefits gained by tapping into their established audience base. This is similar to the decision made by Army’s official YouTube channel administrators, when the then Soldiers Media Center’s name changed to Defense Media Activity.

Branding: The public affairs office has developed promotional campaigns to increase awareness of the Network’s YouTube offerings and make it easier for audience members to search for and find the videos they are interested in viewing. As part of this initiative, all videos are uploaded with custom tags, descriptive headlines and, when possible, Korean language translations of the titles and tags.

Branding initiatives also include the creation of print advertisements, web-banners, and AFN TV spots. Additionally, the YouTube channels are designed to cross-promote each other, the garrison’s official website and other Network Modules through the uniformed placement of hyperlinks on the channel and videos (Figure 23).



NEWCOMER SUPPORT: The @koreaculture channel was developed to share newcomer information and cross-promote the garrison’s official website and Social Media Network. Most of the videos on this channel were provided at no cost by the Korean government and showcase Korean culture and tourist destinations. This channel has the added benefit of helping to dispel misconceptions about what it’s like to live and serve in modern-day Korea.

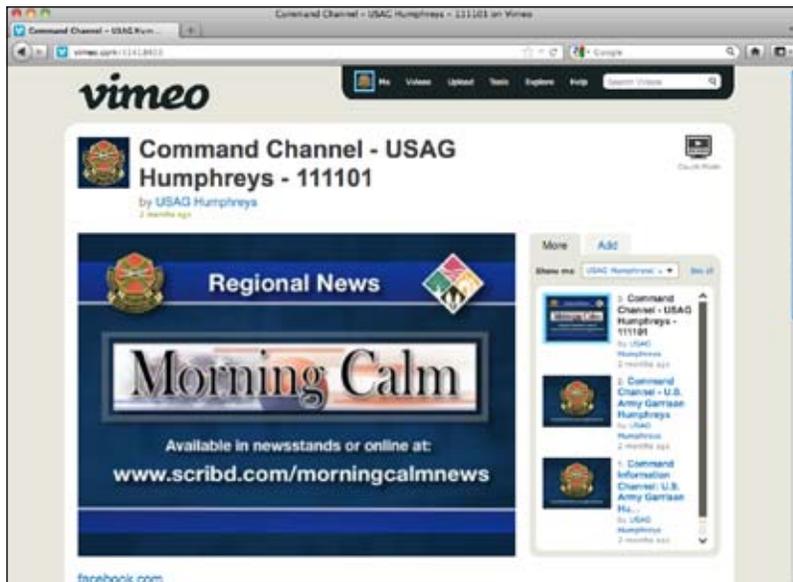
About USAG Humphreys

Welcome to United States Army Garrison Humphreys.

This YouTube channel was established to share video content and news from the U.S. Army Garrison Humphreys located in Pyeongtaek, South Korea.

- [Official Website](#)
- [Facebook](#)
- [Photo Archive](#)
- [Morning Calm Newspaper](#)
- [ROK Report on Twitter](#)
- [Korean War Videos](#)

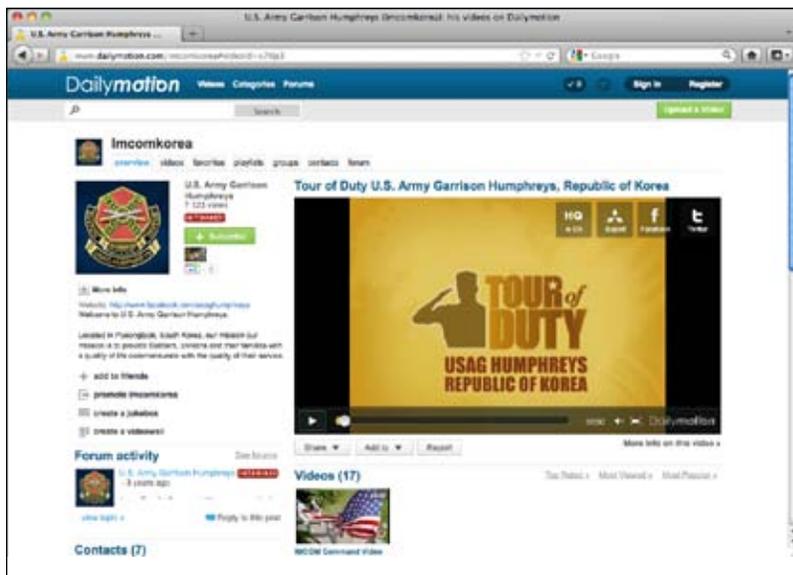
FIGURE 23: An example of hyperlink cross-promotion



Vimeo

URL(s): www.vimeo.com/usaghumphreys

Description: Vimeo is a video-centric social networking site. The community of Vimeo is large and consists primarily of indie filmmakers and people with a passion for film. Because it can be accessed by government network users in Korea and allows for full-length video uploads, USAG-Humphreys utilizes Vimeo to host and distribute a web-based version of the garrisons command channel.

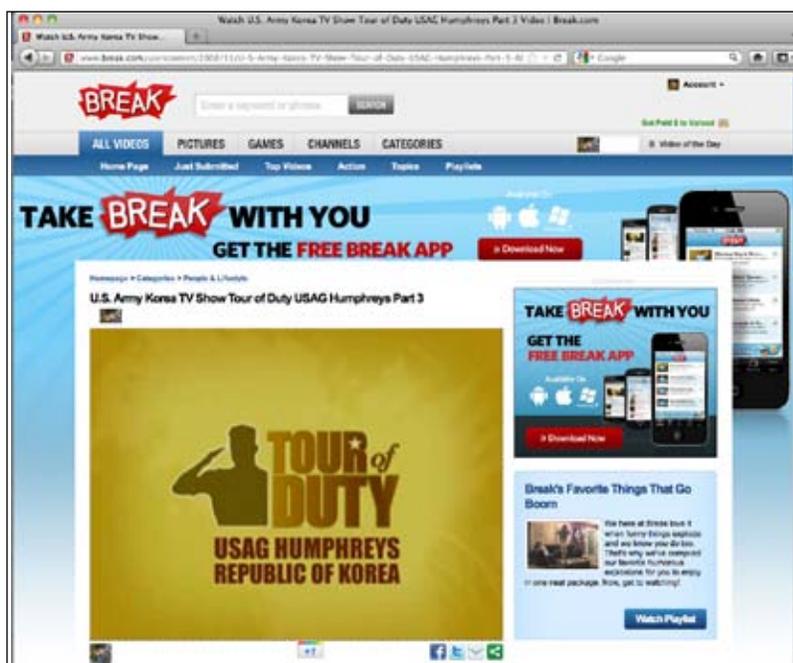


Dailymotion

URL(s): www.dailymotion.com/imcomkorea

Description: Dailymotion serves as an alternate video distribution outlet for USAG-Humphreys' Social Media Network. In particular, this channel is used to host high quality, full length videos for distribution on those DoD networks currently blocking YouTube.

Responsibility to maintain this video channel was transferred to USAG-Humphreys following the 2011 deactivation of IMCOM-K.



Break

URL(s): www.break.com/imcomkorea

Description: Break is generally not blocked on DoD networks and serves as an alternate video distribution outlet for USAG-Humphreys' Social Media Network. The channel is primarily used as an alternate platform to distribute the garrison's welcome and newcomer videos.

Responsibility to maintain this video channel was transferred to USAG-Humphreys following the 2011 deactivation of IMCOM-K.



Scribd

URL: www.scribd.com/morningcalmnews

Reads: 311,230+

Uploads: 400+

Description: Scribd is a social networking document-sharing website which allows users to post documents of various formats, and embed them into a web page using its iPaper format.

USAG-Humphreys uses Scribd as a web-based companion to the Morning Calm Weekly Newspaper.

All issues of the newspaper are uploaded to Scribd on a weekly basis. Links to the uploaded files are then cross-promoted via Twitter and Facebook.

Scribd is also used to distribute a 32 page, semi-annual, "Welcome to Korea" guide and other command information products.

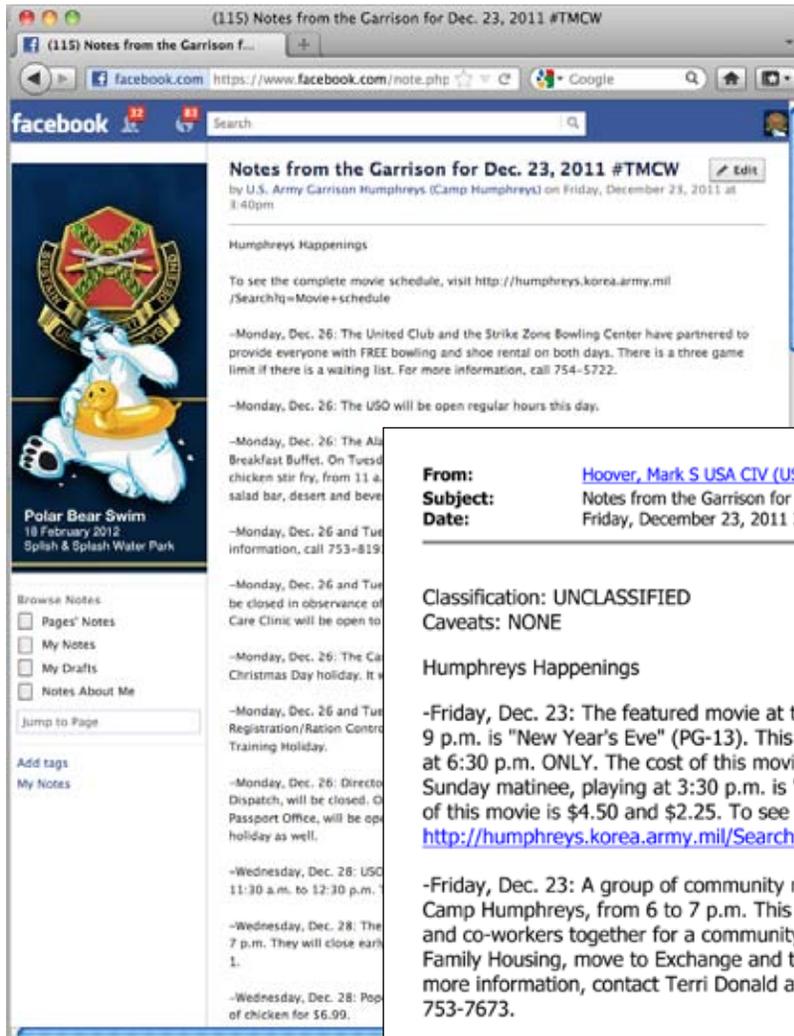
All major document types can be formatted into Scribd iPapers, including Word docs, PowerPoint presentations, PDFs, OpenDocument docs, OpenOffice.org XML docs, and PostScript files.

Scribd also provides users search engine optimization tools and the ability to dynamically post links to files as soon as they are upload.



ANALYTICS: Scribd provides users a comprehensive set of analytic tools to measure trends, track reads, determine traffic sources and gauge audience demographics.

Email Subscription Service



"Notes to the Garrison" on Facebook

"Notes from the Garrison" is a daily email sent to those who sign up for the service and a one-stop, comprehensive source of garrison information related to upcoming events, news, employment opportunities, command messages and post status updates. This service was developed as a companion to the garrison's Facebook fan page. Through the use of automation tools like TwitterFeed.com, "Notes from Garrison" is also automatically posted to the garrison's Twitter accounts and published to the garrison website. Currently, more than 1,000 community members, unit commanders, and garrison staff members subscribe to the service.

From: Hoover, Mark S USA CIV (US)
Subject: Notes from the Garrison for Dec. 23, 2011 (UNCLASSIFIED)
Date: Friday, December 23, 2011 3:32:14 PM

Classification: UNCLASSIFIED
 Caveats: NONE

Humphreys Happenings

-Friday, Dec. 23: The featured movie at the post theater, playing at 6:30 and 9 p.m. is "New Year's Eve" (PG-13). This will also play on Saturday and Sunday at 6:30 p.m. ONLY. The cost of this movie is \$5 and \$2.50. The Saturday and Sunday matinee, playing at 3:30 p.m. is "Johnny English Reborn" (PG). The cost of this movie is \$4.50 and \$2.25. To see the complete movie schedule, visit <http://humphreys.korea.army.mil/Search?q=Movie+schedule>

-Friday, Dec. 23: A group of community members plans to go caroling around Camp Humphreys, from 6 to 7 p.m. This is a chance to bring families, friends and co-workers together for a community activity. They will start in front of Family Housing, move to Exchange and then visit some of the unit barracks. For more information, contact Terri Donald at 753-8010 or Evie Holland at 753-7673.

-Saturday, Dec. 24: Everyone will get a FREE kid's size soft-serve ice cream if there IS snow on Christmas Eve Day. This promotion will run from 3 to 4 p.m.

- Saturday, Dec. 24: In addition to morning mail call, the Post Office will conduct a second mail call early this evening. The purpose of this mail call is to ensure that all mail received in theater by noon on Christmas Eve is distributed to respective units after

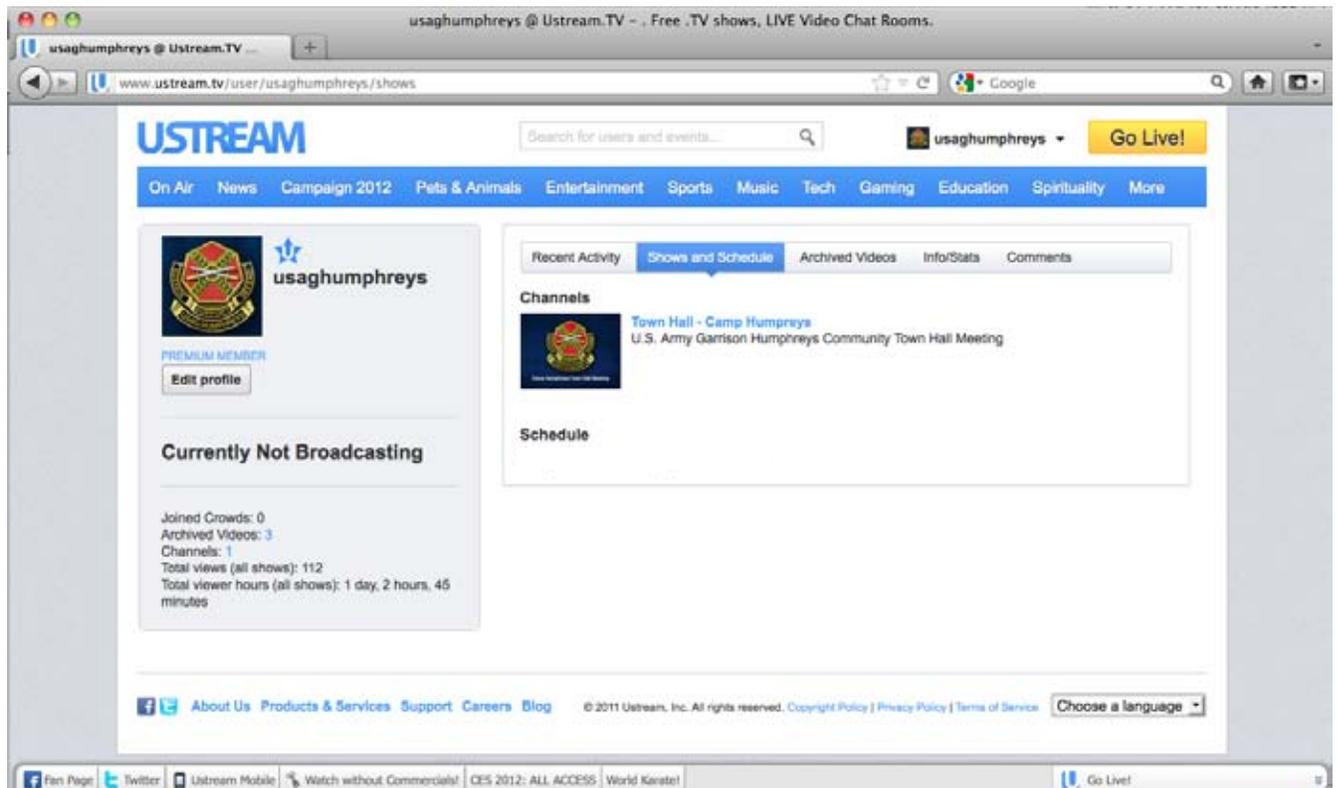
be held, starting at 9 a.m. Gym. During this time, t to Bldg. 2108 (3rd MI) will be from 8:30 to 11 a.m.

"Notes to the Garrison" email message

ROKreport Korea News Summary
 USAGH: : Notes from the Garrison for Dec. 29, 2011 #TMCW
 Humphreys Happenings -Thursday, Dec. 29: The featured...
on.fb.me/sl8IPa
 29 Dec

ROKreport Korea News Summary
 USAGH: : Notes from the Garrison for Dec. 28, 2011 #TMCW
 ****The latest issues of FMWR Happenings and Family Str...
on.fb.me/spCk6c
 28 Dec

"Notes from the Garrison" tweets with links back to the garrison's Facebook fan page.

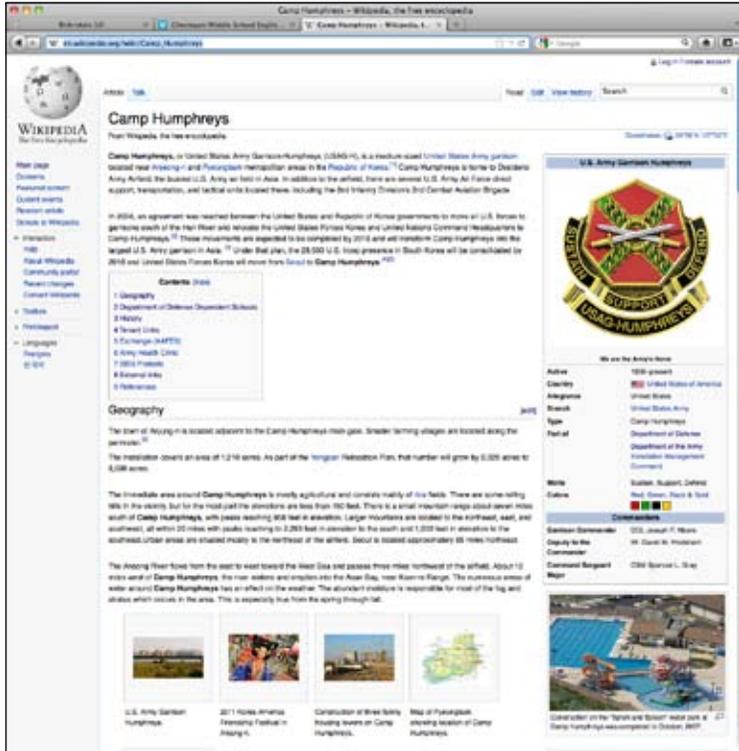


Command Information Chief Steve Hoover (right), uses Ustream Producer Pro on a Mac to broadcast a town hall meeting live to the garrison's Facebook fan page.

LIVE BROADCAST: Ustream is a leading live interactive broadcast platform. With Ustream, anyone with an internet connection and a camera can broadcast live to world-wide audiences via the web. USAG-Humphreys uses "Ustream Producer Pro," a paid service, to broadcast garrison town hall meetings, community update briefs and other garrison events to a Ustream tab on the garrison's Facebook fan page. Viewers can also tune into the broadcasts directly by visiting the garrison's Ustream profile page.

USTREAM PRO: The Ustream Pro account allows users the ability to broadcast HD content from multiple cameras, screencast, title, and add graphics to live video productions. Another benefit of establishing a paid Pro account is that the garrison can turn off commercial advertising that would otherwise be included in the live stream when broadcasting with Ustream's free service.

URL: www.ustream.tv/usaghumphreys



URL:

http://en.wikipedia.org/wiki/Camp_Humphreys

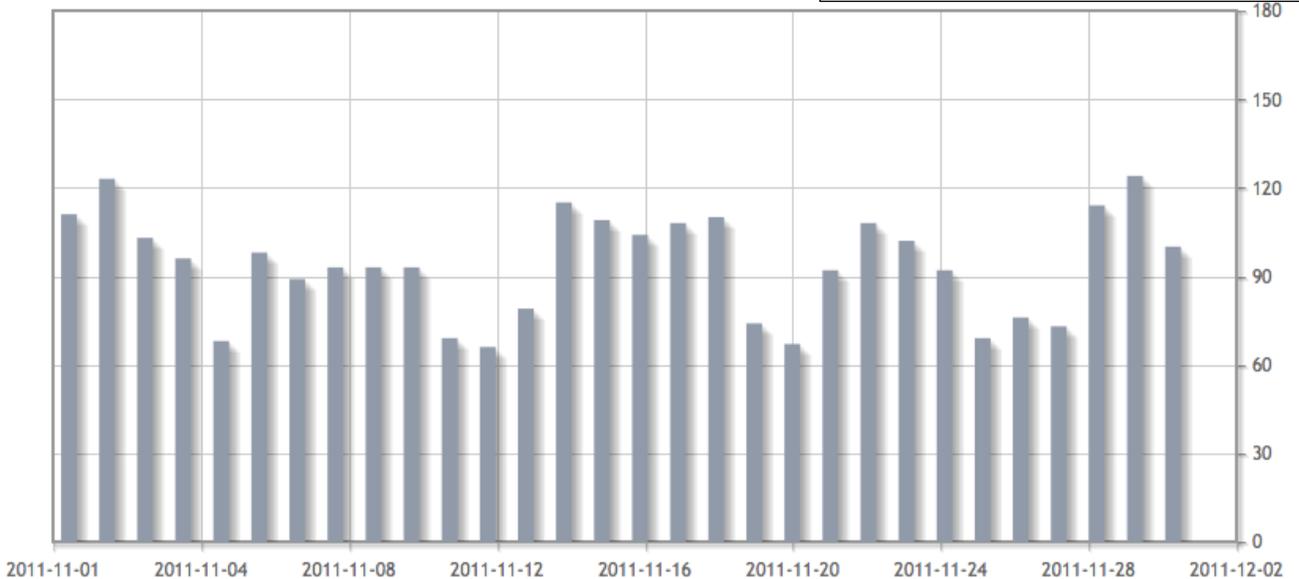
Description: Wikipedia is an open-source encyclopedia maintained, edited and policed entirely by volunteers. Anyone can create and edit Wikipedia articles. The site has very specific and restrictive content verification requirements that make it difficult for undocumented or false claims to remain in articles.

Factual and well documented information is generally difficult to remove. Wikipedia has been a very successful platform to use in documenting historical reference facts about Camp Humphreys and to drive traffic from Wikipedia to the garrison's official website. Wikipedia also provides basic user statistics.

Wikipedia serves as the Network's primary Internet reference and research module. USAG-H PAO regularly monitors and updates the garrison's Wikipedia article to ensure it accurately tells the USAG-H story.

Wikipedia article traffic statistics

[Camp_Humphreys](#) has been viewed 2818 times in 201111.



ANALYTICS: The Camp Humphreys Wikipedia article was read 2,818 times in November, 2011. Ninety six of those readers then followed links from the article to the garrison's official website (See Google Analytics inset).