

The 1st Armored Division went beyond what it set out to accomplish when it established its social media sites. The original intent was to deliver the units messages and products to the social networking audience with an emphasis on engagement.

Most media outlets take a story or photo and release them using outlets such as websites, newspapers, magazines, television and the radio. When these products are released the intent is to get the message out to the public. The difference between Social Media and conventional outlets is that old media can become static.

SSG Brandon, the social networking representative, was aware of this and prepared to interact as he released the story, but what he did not intend on addressing was an outpour of concerns from the 1st Armored Division military community as the unit cased its colors and headed to Baghdad, Iraq.

What he successfully did was not only deliver the commanders message, but he was also able to give the audience a chance to get an inside view of their loved ones as they deployed to Iraq. He also addressed concerns taking on a more personal approach, with the help of his leadership, which inadvertently gave light to the units new stance on social media "The living breathing outlet".

"The living breathing outlet" instead of just posting polished stories and videos, what the unit began doing was adding content as the story developed. Immediately after a story a photo is placed on the site and as more information comes in, the stories develop right before the audiences eyes giving the viewer time to anticipate, interact and digest a story. In essence the story comes to life.

Another step he took was to create media people do not normally see in conventional outlets. As the units broadcasters would capture their video and package news stories he would take his D90 camera, which has video capabilities, and would capture candid video clips. These candid clips were posted immediately after events giving the audience a chance to see events from a participant's perspective.

The 1st Armored Division has been actively engaged with the Army community and intends to reach out to its new Iraqi audience. The division is engaged in missions involving the training of Iraqi Security Forces and Infrastructure rebuild a U.S. forces in Iraq prepare to drawdown. The youth of Iraq are engaged in Social Networking and our intent is to deliver these messages to them. With the hopes of them engaging us giving a human touch outside of what they normally see when engaged by the U.S. Army presence in Iraq.

www.facebook.com/1st.Armored.Division

Our facebook is used as a means to deliver messages, post photos, news stories, feature stories, video stories and video clips while answering questions and engaging the audience on a more personal level.

www.Twitter.com/1stArmoredDiv

Anytime we have a new product or message to deliver we send out a tweet which allows people using specific search criteria to see these messages.

www.youtube.com/1ADironsoldiers

Youtube has enabled our broadcasters to send their news stories to the youtube community enabling an audience of people accustomed to viewing short video clips the opportunity to get an inside look at the 1st Armored Division.

www.flickr.com/ironsoldiers

Using flickr has taken our photos and spread to a much larger audience in a very short amount of time simply by tagging words onto our photos. Since Dec. 15, we have had 11,455 of our photos with average upload of about 20 photos a day.

What we have managed to do was take all of these sites and link them to each other so that people have option of viewing these alternate sites as the browse our pages. Through our efforts we have managed to obtain over 1400 new fans since Dec. 15.

Link Your Page to Your Twitter Account

close

You can now export your Facebook Page updates to Twitter. Click here to enable this feature.



- Edit Page
- Promote with an Ad
- Suggest to Friends

WELCOME! On behalf of the Commander, Army Maj. Gen. Terry A. Wolff, welcome to the United States Division-Center/1st Armored Division's page on Facebook.

1st Armored Division Official Site
http://www.1ad.army.mil

Information

Location:
HQ, Wiesbaden Army Airfield
Wiesbaden, Germany
Phone:
+49-611-705-4243

Insights

See All

3.2 Post Quality

223 Interactions This Week

Most Active Cities

Mainz 11

Most Active Countries

United States 62

View All

Insights are visible to page admins only.

Fans

6 of 2,159 fans See All



Jeremy Costa Kevin McCulley Chad Swartzbeck

1st Armored Division

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What's on your mind?

Attach: Share

1st Armored Division Just Fans Settings



1st Armored Division



NCOs look back on their year

Jennifer Clampet (USAG Wiesbaden) WIESBADEN, Germany - It was a year of persistent conflict and startling statistics on suicide. It was a year of guest speakers, recognitions and calls for strong leadership....

6 hours ago · Comment · Like · Share



1st Armored Division



West Virginia brothers serve in Iraq as brothers in arms

By Sgt...

Yesterday at 7:05pm · Comment · Like · Share

4 people like this.

Write a comment...



1st Armored Division



U.S., Iraqi surgeons share knowledge

By Spc. Daniel Schneider 366th MPAD, USD-C BAGHDAD - Iraqi and U.S. military surgeons attended a joint medical conference at Al-Muthana Military Hospital Jan. 18 that was designed to enhance Iraqi medical skills. The Iraqi-led conference allows U.S. ...

Yesterday at 6:53pm · Comment · Like · Share



1st Armored Division



UAV operator brings smiles to deployed Soldiers through magic skills

By Sgt. Alun Thomas 1st ACB, 1st Cav. Div. Public Affairs, USD-C CAMP TAJI - By day, he works magic controlling unmanned aerial vehicles, helping keep ground patrols safe with protection from the skies. ...

Yesterday at 2:59pm · Comment · Like · Share

Omar Jabar and 4 others like this.

Write a comment...



1st Armored Division



'We also serve': Recognizing deployment impact on all members of the family

Jennifer Clampet (USAG Wiesbaden) WIESBADEN, Germany - The camera flash catches the teens by surprise. They stop, smile abruptly and begin again romping about the Wiesbaden Middle School gymnasium....

Tue at 4:37pm · Comment · Like · Share

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6 of 15 Pages See All



366th MPAD, United States Forces - Iraq (formerly Multi-National Force - Iraq), The U.S. Army



American Forces Network Europe, The White House, 1st Cavalry Division

Video

2 of 22 videos See All



1st Armored Division Transfer of Authority [HQ] 0:47 Added last Thursday



Unveiling of the 1st Armored Division patch [HQ] 0:24 Added about a week ago

Fan videos are not enabled. Edit Settings.

Remove Me from Fans Create a Page for My Business

Share

7 people like this.



Glenda Magueisha Lopez Alvarado I was there, the activity was very good. Thank you Tue at 5:59pm · Delete · Report



Ruby Kidd That's great, but what about people with small children not yet in school? My three year old wakes up in the middle of the night to ask me again where daddy is even though we talk about it all the time. Small children need help too. Tue at 6:06pm · Delete · Report



1st Armored Division Hi Ruby and thank you for sharing your concern. This program is fairly new, but I think you have a great idea. At the next family readiness group meeting it might be a good idea to voice your concern. The only true way to push an action into motion is to be proactive and it sounds like you have an idea that can help the military community as a whole. Tue at 7:11pm · Delete



Patti Toon-Anderson My son Austin who's a student at Wiesbaden Middle School say's thank you Bob for stopping by, But I want my Dad home NOW :D

This is our second deployment with 1AD and thankful for 12 months instead of 15 and are wishing eveyone a safe return home and you are truely missed back home... Tue at 10:03pm · Delete · Report



Rebecca Hill We are also glad for 12 months vs 15. Ruby, Does your three year old have a DaddyDoll? I strongly recommend one. My boys both have a DaddyDoll. When they are having a rough day or just need Dad, they hug and talk to their Daddydoll !!! There are also lots of deployment book and videos for children. Just google children and deployment. You will get a load of info to help the children ease the sadness and loneliness.....hope this helps Tue at 10:40pm · Delete · Report



Loren Langley Hi, I might be going to 2nd BCT and I was wondering where they are at right now and if anyone knows when they will be moving to Ft Bliss. Can anyone help me out? Thanks. 15 hours ago · Delete · Report



1st Armored Division Hi Loren although some Soldiers who were attached to 2nd BCT 1AD might still be in Germany the actual BDE is being stood up at Fort Bliss. There are no longer any 1AD BDE's in Europe as Ft. Bliss is in the process of becoming the 1st Armored Divisions new home base as required by BRAC. 7 hours ago · Delete



Ruby Kidd Rebecca, yes my son has a DaddyDoll and a Daddy Bear that my Mother In Law gave him when my husband and I were separated for a few months while we waited to get command sponsored so we could come to Germany. He has dealt with deployment before with my two brothers last year, but it is different with my husband and he just wants constant clarification that Daddy is coming home. We talk to my husband almost every night on Skype but he still has lots of questions about everything. 4 hours ago · Delete · Report

Write a comment...



1st Armored Division



U.S. Soldiers teach ISF advanced marksmanship skills at Cashe By Staff Sgt. Jeff Hansen 366th MPAD, USD-C BAGHDAD - Members of the Iraqi Army and Federal Police got hands-on rifle training from the best in the business at Contingency Operating Station Cashe South during a six-day advanced marksmanship training course. ...

Tue at 3:52pm · Comment · Like · Share

4 people like this.



James Miller Oh the memories of COP Cashe South.
Tue at 9:50pm · [Delete](#) · [Report](#)

Write a comment...



1st Armored Division



U.S. passes training torch at Cashe South

By Staff Sgt. Jeff Hansen 366th MPAD, USD-C BAGHDAD – Soldiers at Contingency Operation Station Cashe South have moved a step ahead of most with their training and transition programs. ...

Tue at 10:13am · [Comment](#) · [Like](#) · [Share](#)



1st Armored Division



Brothers are reunited in Iraq

By Pfc. Bailey Anne Jester 1st BCT PAO, 1st Cav. Div., USD-C BAGHDAD, Iraq – Two brothers were able to spend a day together after their lives intersected in Iraq from two different parts of the world. First Lt. ...

Mon at 4:04pm · [Comment](#) · [Like](#) · [Share](#)

14 people like this.



Glenda Magueisha Lopez Alvarado Very touching!
Mon at 4:24pm · [Delete](#) · [Report](#)



Misty Brock thats awesome!
Mon at 5:53pm · [Delete](#) · [Report](#)



Mary O'boyle thats wonderful
Mon at 6:00pm · [Delete](#) · [Report](#)



James Robinson Fantastic!!!
Mon at 9:14pm · [Delete](#) · [Report](#)



Janice Marsh The Lord works in misterious ways. What a blessing for those Brothers
Mon at 11:04pm · [Delete](#) · [Report](#)



Yvonne Poff a wise advise that one brother gives to the other about listening to his NCO's
Tue at 7:28pm · [Delete](#) · [Report](#)



Rebecca Hill great story
Tue at 10:43pm · [Delete](#) · [Report](#)

Write a comment...



1st Armored Division Chief Warrant Officer Nelson, a Soldier deployed with the 1st Armored Division to Baghdad Iraq, did a live interview with Fox in the hopes of contacting family in the wake of the recent earthquake that shook Haiti.
<http://www.youtube.com/watch?v=cZIMTXpNFpM>



Chief Warrant Officer Nelson reaches out in the hopes of finding his family

www.youtube.com
Chief Warrant Officer Nelson, a Soldier deployed with the 1st Armored Division to Baghdad Iraq, did a live interview with Fox in the hopes of contacting family in the wake of the recent earthquake that shook Haiti. ... Haiti Relief Earthquake Iraq Soldier "US Army" "Operation Iraqi Freedom"

Mon at 12:21pm · [Comment](#) · [Like](#) · [Share](#)



Wayne Vickerie Chief my prays are with you and the whole of HAITI. I am praying for you to find your family, healing of the people of HAITI, but most of all I am praying for healing of the land of HAITI or as others would say healing of the country of HAITI. GOD bless you, your family and the peole od HAITI. SSG Vickerie 1st AD KUWAIT
Mon at 4:57pm · [Delete](#) · [Report](#)



Kim Hancock Whaley Thoughts and prayers are with you and all of the people of Haiti. I hope that you will hear from your family soon. Iron Soldiers!

Tue at 1:05pm · [Delete](#) · [Report](#)

Write a comment...



1st Armored Division Soldiers stationed here in Iraq took some time to tell their story of trying to over come the adversities of locating families in the wake of the recent earthquake that shook Haiti

January 17 at 8:58pm · [Comment](#) · [Like](#)

4 people like this.



Wesley Villier Here in afghanistan and had the same problem too. But thanks god I finally find my closest one
Mon at 11:29am · [Delete](#) · [Report](#)



1st Armored Division we are glad to hear the good news Wesley...it's tough, but were trying very hard on our end to get everyone in contact with their family.
Mon at 12:08pm · [Delete](#)

Write a comment...



1st Armored Division



Coping with unknowns after earthquake devastates Haiti
By Spc. Daniel Schneider 366th MPAD, USD-C BAGHDAD - As Haitians and rescue workers from around the world work tirelessly to dig survivors from the rubble of a magnitude 7.0 earthquake that rocked Haiti Jan. ...

January 17 at 8:56pm · [Comment](#) · [Like](#) · [Share](#)

3 people like this.



Tina Marie Townsend My prayers go out to them and their families, and to all the people of Haiti.
January 17 at 9:06pm · [Delete](#) · [Report](#)



Robin Swits Good luck my brothers, ret. DMMC MRO 1st Armored Division
January 17 at 9:15pm · [Delete](#) · [Report](#)



Nika Jacobs Prayers and blessing goes out to all affected by the terrible tragic that has happen in Haiti.
Mon at 12:31am · [Delete](#) · [Report](#)

Write a comment...



1st Armored Division posted a new story about a dual military couple deployed with us and how they met and have successfully made it through adversities unique the military lifestyle. If you get a moment today, let us know about your unique military stories.

January 16 at 3:01pm · [Comment](#) · [Like](#)

Robert Di Vito likes this.



Corey Cooley I was deployed with 1AD from Sept 07- Dec 08 and had the pleasure of having my wife with me. Whats unique about it is that she worked with AAFES at Speicher....the same location where we were at.....She is still there...Take care 1AD
January 17 at 4:55am · [Delete](#) · [Report](#)

Write a comment...



1st Armored Division



Dual military spouses: a challenge in itself
By Sgt. Tracy Knowles 101st Eng. Bn., USD-C BAGHDAD -Planning who will pick up the kids after a Karate practice when both parents are working late can be stressful on any family. Planning for a deployment while your spouse is already deployed becomes a whole other story. Capt. ...

January 16 at 2:57pm · [Comment](#) · [Like](#) · [Share](#)

Robert Di Vito likes this.



Becky Clark A wonderful stoe> My son and daughter-inlaw are both serving there together in the band.I so proud of both Brandon and Alicia Clark. God speed to you and stay safe.

January 16 at 5:12pm · [Delete](#) · [Report](#)



Jeanine Madrid love stories like this. My husband and I met while serving in the USMC 1978 and married in 1979... I got out after 3 yrs, he served 8 in the Corps then 22 in the Army (we were with 1st AD in Baumholder) – he retired after 30 and is still working with the military at the NTC, Ft. Irwin...still proud to serve!

January 16 at 6:41pm · [Delete](#) · [Report](#)



1st Armored Division Thanks for sharing Jeanine that's pretty amazing and Becky stay posted we should be getting some coverage of the band pretty soon.

January 16 at 6:54pm · [Delete](#)



Jeanine Madrid by the way – I was the ADC(S) secretary in Baumholder back in the day... guess who that was? General Ray Odierno... hopefully he will come and visit you guys!

January 16 at 6:56pm · [Delete](#) · [Report](#)



1st Armored Division wow that's some pretty cool stuff and yes it would be awesome

January 16 at 8:10pm · [Delete](#)



Naomi Perez Muy admirable! Naomi

January 17 at 2:17pm · [Delete](#) · [Report](#)



Tina Marie Townsend My husband and I serve together, he's in Aco SGT Townsend and I'm in Bco SPC Townsend, and yeah it hard at times to be dual military but at the end of the day I wouldn't have it any other way.

January 17 at 9:05pm · [Delete](#) · [Report](#)

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1st Armored Division BAGHDAD – “Injustice anywhere is a threat to justice everywhere,” wrote Dr. Martin Luther King Jr., in a letter to his fellow clergymen as he sat in a Birmingham, Ala., jail cell during the spring of 1963.

Forty-seven years later, King’s observation still rings true – especially to the Soldiers, Sailors, Marines, Airme...

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Runners celebrate birthday of civil rights leader

6 new photos

January 16 at 11:36am · [Comment](#) · [Like](#) · [Share](#)

7 people like this.



Chris Latam Oh I so miss running in formation...NOT :). That was always why I was one of the traffic stoppers. Good job guys and gals! HooAhh!

January 16 at 5:50pm · [Delete](#) · [Report](#)



Trinita Coleman This warms my heart... There are people of all colors and origins supporting this event. I love the military atmosphere. The young lady in the photos wearing the commemorative T shirt...now that's the bomb. Yesterday in my city, we had a lovely event, which was not too centered on appeasing to one particular race. When I walked in I saw people of ...

[See More](#)

January 16 at 6:02pm · Delete · Report



1st Armored Division I think this is one of the beautiful aspects of the military Trinita. You get a chance to see people from all different cultures, countries and background putting their differences aside, coming together and in a way becoming a family.

January 17 at 4:27pm · Delete

Write a comment...



1st Armored Division



Runners celebrate birthday of civil rights leader

By Sgt. 1st Class Kristina Scott 366 MPAD, USD-C BAGHDAD - "Injustice anywhere is a threat to justice everywhere," wrote Dr. Martin Luther King Jr., in a letter to his fellow clergymen as he sat in a Birmingham, Ala., jail cell during the spring of 1963. For...

January 16 at 11:28am · Comment · Like · Share

2 people like this.

Write a comment...



1st Armored Division



Air Cav first to employ new unmanned aircraft system

By Sgt. Travis Zielinski 1st ACB, USD-C CAMP TAJI - Placing a new aircraft in a combat situation is a true test of its capabilities and future role within the Army. ...

January 16 at 10:31am · Comment · Like · Share

6 people like this.

Write a comment...



1st Armored Division for the Soldiers and families seeking information about family in Haiti please contact the Haiti Earthquake Information Line: the State Department Operations Center set up the following number; 1-888-407-4747.

January 15 at 5:25pm · Comment · Like

3 people like this.

Write a comment...



1st Armored Division



Engineers ensure safe living areas at COS Carver

By Staff Sgt. April Mota 101st Eng. Bn., 16th Eng. Bde., USD-C BAGHDAD- Soldiers from 317th Engineer Company and 808th Engineer Company are providing electricity to the future living spaces of U.S. Forces as they prepare to hand off their current housing to Soldiers of the Iraqi Army. ...

January 15 at 9:39am · Comment · Like · Share

2 people like this.

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1st Armored Division's Photos – Patch Ceremony 11 JAN 10

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Soldiers from the 1st Armored Division Special Troops Battalion gathered on Camp Liberty to receive their 1AD combat patches with many of the Soldiers receiving a combat patch for the first time.

Location: Camp Liberty, Iraq

Added about a week ago · [Comment](#) · [Like](#)

12 people like this.

 **Ella Reed** PETER..look at you doin your thing...)...luv ya besafe..
January 12 at 5:11pm · [Delete](#) · [Report](#)

 **Erica Crumbey** Picture 6, 3rd person in line IS MY HUSBAND!!!!!! I LOVE YOU, BABY!!! Take care of your self!!!!
January 12 at 5:46pm · [Delete](#) · [Report](#)

 **Katelyn Parente** 501st MP's never had their patch ceremony! We get left out I see how it is! haha
January 12 at 6:30pm · [Delete](#) · [Report](#)

 **Pedro M Vasquez** I remember that ceremony. I'm actually gonna tatt my arm with the 1AD patch. STRIKE HARD!!!!
January 12 at 6:31pm · [Delete](#) · [Report](#)

 **Louise OBrien Monger** THANK YOU!
January 12 at 6:57pm · [Delete](#) · [Report](#)

 **1st Armored Division** You're welcome Louise, and Katelyn contact the 1st Armored Division Public Affairs Office with dates of when you will be having your Patch ceremony and we'll have some Soldiers there standing standing tall with their cameras at the ready.
January 12 at 7:33pm · [Delete](#)

 **Jeffrey Buchanan** The patch ceremony for the G6 in OIF 07-09 was your here put it on. I wish I'd been in a patch ceremony to put mine on. Was just good to finally been deployed @ 19 years in service.
January 12 at 7:38pm · [Delete](#) · [Report](#)

 **Jean L Herman-Marez** my daughter is getting her patch soon hope to see her picture in here
January 12 at 7:40pm · [Delete](#) · [Report](#)

 **Cheri Fry Troy** thats my daughter...2nd pic....were so

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 **Desiree Fry**
1 photo

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proud of you...

January 13 at 9:11am · [Delete](#) · [Report](#)



Ashmeeda Swezey Khan We are proud of all our soldiers. Please keep them in your prayers always.

January 13 at 4:01pm · [Delete](#) · [Report](#)



Ashmeeda Swezey Khan Warn wishes to you Sgt Costa, so proud of you. You make us proud.

January 13 at 4:05pm · [Delete](#) · [Report](#)



Mark Mason are Sunglasses/eyeglasses part of the uniform now?

January 13 at 9:32pm · [Delete](#) · [Report](#)



1st Armored Division Hi Mark, that is actually ballistic eyewear these Soldiers are wearing with optional daytime inserts so they're eyes don't get blinded by the sun.

2 minutes ago · [Delete](#)



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Videos Posted by 1st Armored Division

First | Next



In this video: No one.

Added last Thursday · Comment · Like

9 people like this.

Misty Brock Iron Soldier's lead the way!! Yall stay safe!
January 14 at 8:32pm · Delete · Report

Jeanine Madrid Praying for the IAD and all her soldiers serving in harms way.
January 14 at 8:49pm · Delete · Report

Jeffrey Buchanan What happened to MND-B? Did it get wrapped up into MND-C?
January 14 at 9:18pm · Delete · Report

1st Armored Division MND-B is now USD-C.
January 14 at 10:24pm · Delete

Bill Johnson United States Division-Center, MNF-I is now United States Forces-Iraq, and we did away with MNC-I
January 14 at 10:42pm · Delete · Report

Rachel Wetterauer We are proud of all our soldiers!
Mon at 6:01pm · Delete · Report

Write a comment...

1st Armored Division Transfer of Authority [HQ]
by 1st Armored Division (videos)
0:47

The 1st Armored Division has officially taken control of United States Division-Center. Transfer of Authority ceremonies, or TOA's mark the beginning of the deployment for units. Staff Sgt. Paul Monroe takes you to Camp Liberty for the 1st Armored Division TOA.

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