



Digital Media Division
Office of the Chief of Public Affairs
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Guidelines for Army.mil Homepage Articles

Army.mil is the official website of the U.S. Army and serves as a powerful tool to tell the Army story to Soldiers, the American public, and international audiences.

Why Submit to Army.mil?

- The homepage is a national and international distribution platform with more than 2 million page views each month
- Earn recognition for your unit through compelling storytelling
- Gain cross-promotional opportunities through the U.S. Army's Facebook page (4.6 million followers), Twitter (1.1 million followers) and Instagram (833k followers)
- Demonstrate your value as a public affairs professional

What kind of content will be featured on Army.mil?

- Does the story align with Army themes and values? (Not sure what these are? Visit the Public Affairs Portal here: <https://army.deps.mil/army/cmds/ocpa/paportal/SitePages/Home.aspx>. NOTE: You will need your CAC to log in.)
- Does the story show the Army as a capable, competent, and world-class fighting force?
- Is the story relevant and timely?
- Does the story appeal to a wide audience? Does the article tell a compelling and inspiring story of an individual or unit?
- Is the story clearly written and understandable?
- Does the story have great images or multimedia content?

How do I submit content for consideration on Army.mil?

- Create and release content packages through CORE, our premiere content management system for Army public affairs personnel and our primary sources for finding content.
 - Don't have a CORE account? Please visit <https://www.army.mil/create/content/core.html>.
 - For CORE account creation or general questions, please contact usarmy.pentagon.hqda-ocpa.mbx.army-core@mail.mil
 - For specific CORE guidance, please contact Emily O'Neill, Core Account Manager: Emily.l.oneill.ctr@mail.mil
- Highlight your CORE submission by emailing the Content Team at OCPA's Digital Media Division:
 - Crystal Marshall, Content Editor: crystal.d.marshall7.ctr@mail.mil
 - Nancy Kim, Content Director: nancy.s.kim2.ctr@mail.mil
 - Tony O'Bryant, DMD Deputy Chief: anthony.obryant3.civ@mail.mil

Extended Guidelines for Army.mil feature content

1. Does the story align with Army themes and values?

OCPA has established a set of efforts that should be highlighted in Army communications, based on the foundational themes of Readiness, Future Army, and Care of Soldiers.

These efforts, themes, and observances can be found in the monthly Bugle Call, sent out by the CPA’s office each month. They can also be accessed through the Public Affairs Portal at:

<https://army.deps.mil/army/cmds/ocpa/paportal/SitePages/Home.aspx>. NOTE: You will need your CAC card to log in.

Foundational Themes	Special Monthly Focus Themes
<ul style="list-style-type: none"> • Globally Engaged Army (Foundational theme: Readiness) <ul style="list-style-type: none"> ○ <i>Example: Task Force Saber exploits initiative in the fight against ISIS</i> • Modernization (Foundational theme: Future Army) <ul style="list-style-type: none"> ○ <i>Example: 3-D printing in the field gives Soldiers added flexibility</i> 	<ul style="list-style-type: none"> • Cybersecurity • Sexual assault awareness • Suicide prevention
	Annual Observances
	<ul style="list-style-type: none"> • Army Birthday and Flag Day (June) • Native American Heritage Month (November)

2. Does the story show the Army as a capable, competent, and world-class fighting force?

The purpose of Army.mil is to serve as a unified platform for content and information on Army themes and activities for the rest of the world.

DO	DON'T
Portray an informative view of the Army that showcases how our values and themes are at work for the American people	Portray a story that is contrary to Army themes as they relate to readiness, resources and personnel
Submit articles that provide a balanced, objective view of what the Army is doing, and ways that is innovating	Focus solely on the Army’s shortcomings without providing a counterbalanced view of what the Army is doing to improve

3. Is the story relevant and timely?

In a digital world, yesterday's news may be too old. Stay aware of your story's timeline in order to make it the most effective that it can be.

DO	DON'T
Submit articles with photos and/or multimedia ASAP, or within a week of the event's completion (for an exercise, symposium, etc.)	Wait several weeks or months to submit an article. Don't wait on your newspaper to print! There is no such thing as "scooping yourself"
For time-sensitive events such as Memorial Day, submit your article before the holiday	Submit articles after the holiday. The day after is already a day too late
Give consideration to the cultural implications and relevance to current events (e.g., a profile on a father and son serving in the same branch around Father's Day)	Submit articles without considering their timing/relevance to recent events (e.g., an active shooter drill on the same day as a mass shooting report in the civilian media)

4. Does the story appeal to a wide audience? Does the article tell a compelling and inspiring story of an individual or unit?

It is vital to ensure that a story will have a general appeal to Army.mil's national, and international, audience. Write your local story with big perspectives in mind.

DO	DON'T
Maintain a "big picture" mindset; consider human interest stories <ul style="list-style-type: none">○ <i>Example: A Fort Campbell-based doctor who is pioneering DoD-approved treatments at his office that have the potential to spread across the military</i>	Submit stories that would only be of interest to your organization <ul style="list-style-type: none">○ <i>Example: A Fort Campbell-based doctor who provides free check-ups for young children at the post (great for the local paper, but not for the national website)</i>

5. Is the story clearly written and understandable?

Since the average reader only spends about 8 seconds on an online article, it is essential to hook the reader's interest from the very first word, and maintain their interest with a gripping, but easily-digestible story.

DO	DON'T
<p>Grab the reader's interest immediately by employing writing techniques to make the story engaging and genuine</p> <ul style="list-style-type: none"> ○ See the Purdue writing guide here 	<p>Use complicated unit designations or phrases in the title or in the article that would confuse and frustrate the average reader</p>
<p>Provide an introductory paragraph that gives a clear sense of the story's topic and direction; stay on topic</p>	<p>Take many paragraphs to get to the purpose of the article or change topics within the article</p>
<p>Proofread for spelling and grammar; ensure the article is in proper AP style</p> <ul style="list-style-type: none"> ○ See the Army.mil official style guide here 	<p>Submit without proofreading</p>
<p>Submit informative articles close to 800 words</p>	<p>Submit an article below 400 words or more than 1500 words</p>

6. Does the story have great images or multimedia content?

The human brain processes visual information at a much faster rate than written information. Great visuals will help promote your product on social media. Social media is the number one referral for Army.mil content and Army News.

DO	DON'T
<p>Submit high-resolution, action-oriented shots</p>	<p>Submit grainy photos that just show people sitting or standing around</p>
<p>If possible, include a short, informative video with the article package that visually describes or demonstrates the concepts of the article</p>	<p>Include a long, slow-moving video that lacks engaging visual content</p>
<p>Include a compelling infographic or chart</p>	<p>Include a confusing, hastily designed PowerPoint</p>