

★ MY ARMY. MY STORY.

I am an American and a Soldier.

I volunteered to make a difference.

I represent America to the world and I am responsible for protecting our way of life.

As Soldiers we are strongest when we work together and talk about why we serve and what we do.

We will fight and win against threats to our people and our ideals.



PEOPLE ARE OUR ARMY



- We are America's sons and daughters bonded together by trust, honor, and duty.
- We represent the best of America.
- We get our strength from our families and our nation.
- We are committed to caring for our wounded, ill, and injured; and to honor those we have lost.
- We are an Army of the people, for the people.
- We are – and must remain – an all-volunteer force.
- For over 240 years we have safeguarded our nation from threats of all kinds.

OUR PURPOSE: DEPLOY, FIGHT, AND WIN

- We are the most lethal and capable ground combat force in history.
- We serve to protect our people, to empower our allies and to defeat our enemies.
- We win decisively in multi-domain operations.



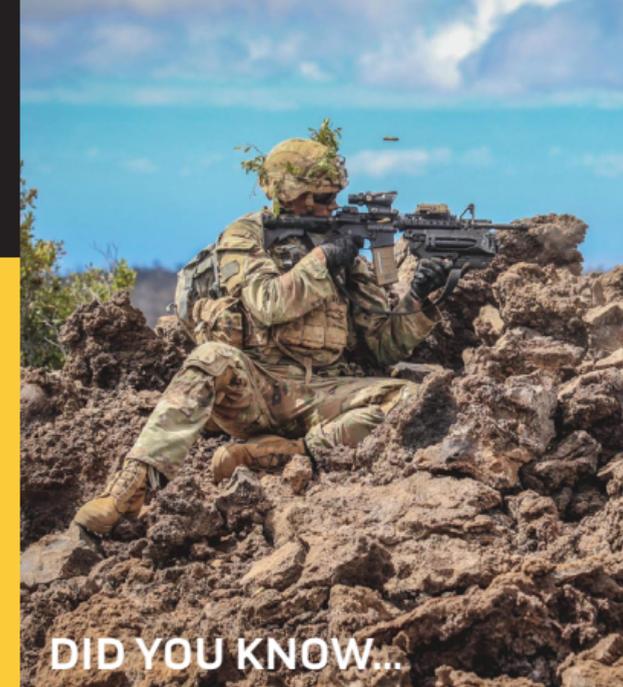
OUR VISION: 2028

- ★ The Army of 2028 will be ready to deploy, fight, and win decisively against any adversary, anytime and anywhere, in a joint, multi-domain, high-intensity conflict.



OUR OBJECTIVES:

- Man operating force units fully to win on any future battlefield.
- Organize warfighting formations for multi-domain operations.
- Train tough Soldiers and units to fight and win high-intensity conflict.
- Equip units with modernized capabilities for overmatch to defeat near-peer threats.
- Lead by developing ethical leaders who are disciplined to exercise initiative in the chaos of combat.



DID YOU KNOW...

The Army is investing, reforming, and unifying modernization efforts while also giving Soldiers a battlefield advantage today. Autonomous systems, artificial intelligence, and robots are in the forefront.

AMERICA'S ARMY:
READY NOW,
INVESTING IN THE FUTURE



TELLING THE
ARMY
STORY

WWW.ARMY.MIL

★ HOW TO USE THIS GUIDE



- ### THE ARMY STORY IMPORTANCE
- To keep our connection with the American public.
 - To demonstrate pride and purpose of our trusted profession.
 - To show what the Army does for America and our allies.

- ## THE ARMY'S PRIORITIES
- 1. Readiness**
Providing highly trained, disciplined and fit forces with skills and equipment to meet current operational requirements.
 - 2. Modernization**
Adapting how we fight, what we fight with, and how we manage talent to ensure we are prepared to meet the future operational challenges.
 - 3. Reform**
Improving business practices to use taxpayer funds responsibly and ensure the success of key Army Programs.
 - 4. People**
The Army wins through its people, and people will drive success in our Readiness, Modernization, and Reform priorities.

★ YOU ARE THE ARMY — HOW TO TELL YOUR STORY




Know your audience

- The same message is not always appropriate for everyone.

Connect with your audience

- Listen first. Hear what is important and find common ground.
- Show how what you do affects their lives.

Speak from experience and with conviction

- Personal stories are most effective.
- Most support Soldiers but do not understand the scope of our work.
- Explain how your job fits into the overall Army mission.

REMEMBER...

Why you serve:

- For your family, friends and neighbors.

What you do:

- Protect and defend the American way of life.





DID YOU KNOW...

- The Army profession is the nation's preeminent leadership experience.
- The Army offers diverse career fields to today's youth, including: **Cyber, Science and Medicine, Signal (Communications IT), Air and Space**, and ground combat.
- A Soldier can be an astronaut.

- ### How you do it:
- By embodying the Army Values.
 - By leveraging the Army's unique leadership experience.
 - By empowering others.
 - By being decisive in all you do.



- ## TALK ABOUT A TIME...
- When you found strength in yourself or others.
 - When you trained one of our allies or other military branches.
 - When you or your team overcame a challenge.
 - When you or a fellow Soldier were saved by Army medicine.
 - When you used decisive action; or innovative new technology.
 - When you provided disaster relief at home or abroad.

★ GETTING SOCIAL ...

Engage in person and online.

1. Know your audience.
2. Be authentic + creative + relevant.
3. Social media engagement is necessary.

THINK. TYPE. POST.



If you're not online, you're missing opportunities to build relationships.

WHY USE SOCIAL MEDIA?

People spend more time on it than grooming, eating, and socializing.

67% of people use social media as their primary source of information.

WWW.ARMY.MIL/SOCIALMEDIA