



Ironhorse Social Media Program



**1st Brigade Combat Team, 1st Cavalry Division
2014 Maj. Gen. Keith L. Ware Public Affairs Competition
Category D
Outstanding Digital Presence (Unit Category)**

table of contents



a growing presence

pg 3



speaking to our audience

pg 4



capitalizing on success

pg 5



engagement is key

pg 6



as we move forward

pg 7

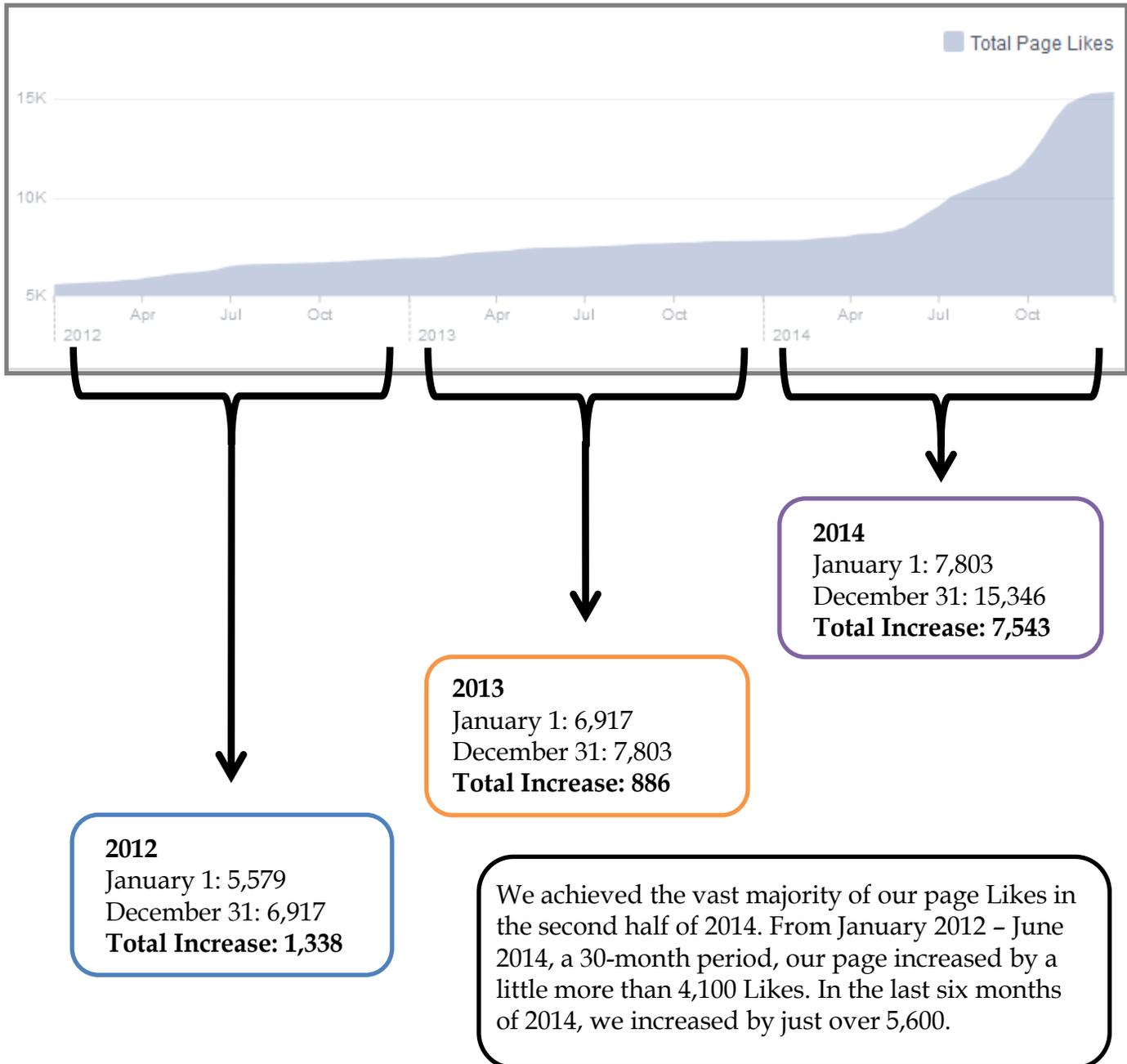


ironhorse social media

pg 8

a growing presence

2014 marked the greatest amount of growth for the brigade Facebook page in more than two and a half years. In the chart below, you'll see that we almost doubled the number of Likes in this year, compared to the previous two combined. It's impossible to say how or why the page exploded the way it did, but there are three contributing factors that could provide some insight into the increase: 1) we revitalized the Flickr page and delivered high-quality photos, 2) we created a page for our brigade commander and drove engagement there, 3) our brigade was the NATO Response Force during the year, which enabled us to produce compelling and timely content.



speaking to our audience

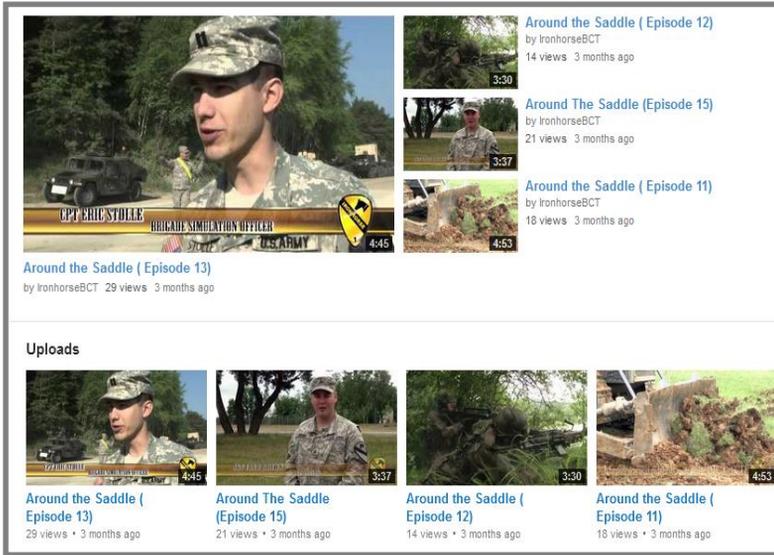
The Ironhorse Brigade defined itself as the NATO Response Force in 2014. Being regionally aligned to European Command meant that our communication efforts had to be tailored to the new mission.

We focused our social media program on two main audiences:

- 1) US and NATO allies
- 2) Ironhorse Soldiers and their Families

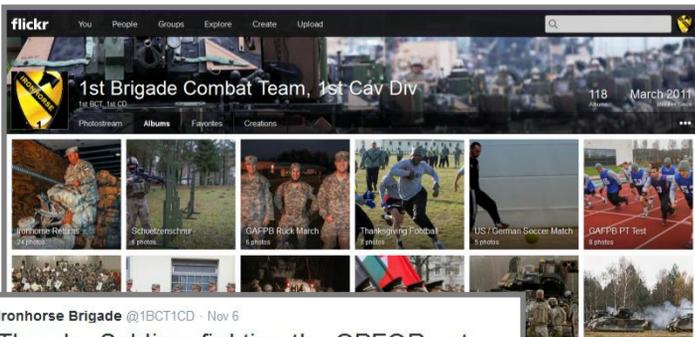
Since the brigade was gone for almost half the year in Europe training, Families became a primary concern when speaking to the audiences. Knowing that, we started tailoring specific content to our Families, namely the "Around the Saddle" video series.

During Combined Resolve II (May-July), Around the Saddle became an effective way for us to deliver a weekly video about what was happening with our Soldiers in Germany.



watch an episode: <http://youtu.be/LzKhcRjyrWY>

Photos were key to success in our mission to communicate with multiple audiences at once. By revitalizing the Flickr page, we were able to provide our audiences high-quality, top-notch photos that displayed the excellence of the Ironhorse Soldiers.



capitalizing on success

Everyone loves a good video – and our team was awesome at making them. Problem was, we were making the wrong kind. Yes, our news packages were informative, well-produced and widely distributed, but we weren't seeing the kind of engagement and reach we were hoping for. It wasn't until we flipped out our phones, filmed something for a few seconds and put it online that we started to really see results. Videos don't have to be hard – they have to be something people can relate to and that they want to be a part of. Bottom line, when something works, capitalize on that success to bring more people to the page.

AUG

1st Brigade Combat Team, 1st Cavalry Division
Posted by John Farmer [?] · August 19, 2014 · Edited

Easy does it! Railhead operations require communication, situational awareness, and a constant focus on safety. We're one step closer to #AtlanticResolve!



1,859 people reached

Boost Post

Like · Comment · Share · Feature This Video

35 2 1 Share

SEP

1st Brigade Combat Team, 1st Cavalry Division
Posted by John Farmer [?] · September 25, 2014

Happy birthday to Saber 6! The fearless leader of the 91st Engineer Battalion is out here in Germany making stuff happen!



2,942 people reached

Boost Post

Unlike · Comment · Share · Feature This Video

46 2 2 Shares

OCT

1st Brigade Combat Team, 1st Cavalry Division
Posted by Fred J Brown [?] · October 19, 2014

Thunder Horse 2-12 Cavalry Regiment soldiers load Bradley fighting vehicles onto railcars to be taken down to the Hohenfels Training Area for #CombinedResolve III.



3,340 people reached

Boost Post

Like · Comment · Share · Feature This Video

49 1 12 Shares

DEC

1st Brigade Combat Team, 1st Cavalry Division
Posted by Fred J Brown [?] · December 1, 2014 · Edited [?]

Live fire is done and it's time to clean the equipment and vehicles for turn-in and the return trip home! #CombinedResolveIII

7th Army JMTc United States Army Europe - USAREUR U.S. European Command (EUCOM) Thunder Horse 2-12 Cavalry Regiment 1st Cavalry Division Colonel John DiGiambattista



BRADLEYS AT THE BIRDBATH

80,000 people reached

Boost Post

Like · Comment · Share · Feature This Video

155 8 297 Shares

engagement is key



Christopher Charles Brown Strike fast, whoop-ass Dragons! 😊 At least that's what we said as the BN motto for formations while I was there '06-'10 lol

September 5, 2014 at 3:39pm · Like



Sandy Kerby God Bless All Our Troops and Protect them!!! Amen

Like · Reply · November 27, 2014 at 3:29pm



Wendy Butler Thanks to all of you for your service

November 10, 2014 at 9:44p



Al Rodriguez I remember those day! Hate to do the cleaning be it hot or cold. But look back at those times with fond memories.



Michael Pontarelli And that is why I admire you. God bless. Be safe. Thank you for your service to our country. Fight On

Like



Scott Lynch Thanks for sharing this. The TACOM ABV team will like seeing their hard work in action.

Like · Reply · November 2, 2014 at 2:26pm

A social media program without engagement is worthless. Posting content just for the sake of posting it does no one any good, which is why it was so crucial that the public affairs team cultivate trust with our audiences so as to encourage them to interact with our page. Quick responses to messages, sharing posts, and responding to comments in a timely manner are all key to success in building successful engagement. We saw a steady increase in engagement especially during our training mission in Europe.

Sadey Actions

Sadey Sep 15, 2014 9:42pm
Hi my husband is Corporal [redacted], he left for Germany Saturday the 13th and we had a picture taking of us. We were kissing, which is why it probably wasn't posted 😊 if you happen to find it can you please send it to me. Thank you very much

1st Brigade Combat Team, 1st Cavalry Division Sep 16, 2014 9:53am
Sent by Paige Behringer [?]



Sadey Sep 16, 2014 9:54am
Thank you so much

1st Brigade Combat Team, 1st Cavalry Division Sep 16, 2014 10:35am
Sent by Paige Behringer [?]

No problem!

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
11/10/2014 9:05 am	 The two Soldiers responsible for the safe travels of the Commander and CSM around the battle			1K	33 80
11/10/2014 5:40 am	 Force-on-force fighting out here at Hohenfels during #CombinedResolveIII is complete; here are			3.9K	930 159
11/08/2014 2:03 pm	 #PartnershipMatters #RelationshipsMatter #AtlanticResolve 2-8 CAV 1BCT 1CD United States			3.9K	501 124
11/07/2014 12:38 am	 So, what exactly IS the TOC?			2.9K	129 99
11/06/2014 12:21 pm	 Thunder Horse 2-12 Cavalry Regiment and their Romanian partners battled the OPFOR during			1.8K	365 83

as we move forward

The 1st Brigade social media program isn't perfect, and there's always room to grow. By analyzing the data from 2014 and recognizing the trends, we have been able to engage with our audiences in meaningful dialogue. Relationships matter, and social media is where we can continue to develop what we've built and reach out to audiences beyond Soldiers and their Families.

 **1st Brigade Combat Team, 1st Cavalry Division** shared a link
Posted by John Farmer (?) · November 10, 2014

Happy Veteran's Day from the #Ironhorse Brigade! To all our veteran's out there; thank you for your service!



 **Ironhorse Brigade's Veterans**
www.divdshub.net
The Ironhorse Brigade wishes service and...

4,914 people reached

Like · Comment · Share

 **U.S. Army** @USArmy · Jan 12

#USArmy @1stcavalrydiv Soldiers
#AtlanticResolve rotation through
@USArmyEurope go.usa.gov/th



73 131

 **Colonel John DiGiambattista**
Posted by John Farmer (?) · November 10, 2014

SPC Downs and SGT Norris did a great job moving the CSM and I around the battlefield during #CombinedResolvelll



1,228 people reached

Boost Post

Like · Comment · Share 20 2 Shares

 **1st Cavalry Division**
November 7, 2014

Another first for the First Team!! 2-8 CAV 1BCT 1CD has fired their first tank round in Latvia!!



Like · Comment · Share 2,225 57 361

 **U.S. Army**
November 17, 2014

1st Brigade Combat Team, 1st Cavalry Division Soldiers dismount a M2/M3 Bradley Fighting Vehicle and advance on a target as dismounted Hungarian soldiers and soldiers in Hungarian BTR-80 Armored Personnel Carriers lay suppressive fire during a NATO demonstration at the closing ceremony of Iron Sword 2014 in Pabrade, Lithuania, Nov. 13.
#USArmy photo by Staff Sgt. Keith Anderson



Like · Comment · Share 20,827 253 1,433



<https://www.facebook.com/1stBCT1stCD>



<https://www.facebook.com/ColonelDiGiambattista>



<https://www.flickr.com/photos/1stbct-1stcd/>



<https://twitter.com/1BCT1CD>



<https://www.youtube.com/channel/UCRMkygpa2a9FrwzcXDhukxQ>