

Facebook Quick Guide

USASMDC/ARSTRAT
www.facebook.com/armysmdc

100th Missile Defense Brigade
www.facebook.com/100thgmdbrigade

49th Missile Defense Battalion
www.facebook.com/49thbattaliongmd

U.S. Army Kwajalein Atoll
www.facebook.com/usarmykwajaleinatoll



Quick Guide

USASMDC/ARSTRAT Website
www.smdc.army.mil

Publications: Kwajalein Hourglass, Fort Greely Interceptor

<http://www.smdc.army.mil/2008/Publications.asp>

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flickr

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YouTube

www.youtube.com/armysmdc

*U.S. Army Space and Missile Defense Command/
Army Forces Strategic Command*
Public Affairs Office
(256) 955-3887
(719) 554-1982
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about the
**U.S. Army Space
and Missile Defense
Command/
Army Forces
Strategic Command**



Where to find SMDC news

The U.S. Army Space and Missile Defense Command/Army Forces Strategic Command comprises a diverse workforce. The SMDC Public Affairs Office strives to reach the entire workforce from the 18-year-old Soldier to the 65-year-old Department of the Army civilian. To achieve that, we offer a variety of command information channels including a website, social media and access to several command and command-related publications.

Website

The SMDC website can be found at www.smdc.army.mil. The website front page provides the most current news about the command. It also includes a News and Media tab that offers links to the command's publications and online assets, as well as the U.S. Army Kwajalein Atoll's weekly *Hourglass*. The website also offers organizational structures of the command's operational forces, and quick access to their Facebook pages, and command staff functions, information about the Technical Center and Future Warfare Center, items of interest and importance from SMDC's commanding general and command sergeant major, and information on FOIA, and much more.

Social Media

“Social media” is a summarizing term that includes many different types of interactive

or sharing websites and phone applications. The U.S. Army employs a number of social media including Facebook, Twitter, Google+, Youtube, Pinterest, Flickr, Slideshare, and Army Live Blog. Some commands have begun to use Instagram or Snapchat as a way to have employees and families share photos of day-to-day activities. SMDC employs four major social media outlets to provide the most coverage for its diverse audience: Facebook, Twitter, Flickr and Youtube. All SMDC's social media links can be found on the command's website at www.smdc.army.mil.

Twitter

Twitter is similar to Facebook, but more succinct. Twitter posts have a 140-character maximum, so users see a lot more phrases rather than sentences and “shortened” URLs, or web links, in Twitter posts. Users can comment on a “tweet” or they can “retweet” a post they have found or “favorite” a tweet. SMDC uses Twitter to share links to articles that have been posted to the website and occasionally to post pictures, but it does not have a function for photo sets as with Facebook and Flickr.

Facebook

Facebook is an interactive social



tool that connects people to friends, family, coworkers, and acquaintances and to topics of interest. Typical items posted on the SMDC Facebook page are promotion, award, re-enlistment photos; photos sets of events; announcements; articles that have been posted to the website; and shared information that is likely of interest to the audience. Users of Facebook who are friends with or who “Like” a page are able to comment, like and share photos and posts that they find interesting.

Flickr

Flickr is a photo repository. Photos are generally added to the SMDC page in “sets” and are organized by “collections.” Users can view and download the photos from Flickr, and they can also share photos they find relevant on several other social media outlets. Currently, there are more than 9,000 photos on SMDC's Flickr feed.



Youtube

Youtube is for videos... thousands and thousands of videos. SMDC uses Youtube to share videos about SMDC's Soldiers, technology demonstrations and capabilities, previous NCO and Soldier of the Year competitions, the Profession of Arms, and Army Space 2035. When our dedicated workforce creates videos for public consumption, this is where it will be posted.

