

The Art and Science of Engaging Your Constituencies Online: Social Media

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Harnessing the Power of Social Media: America Supports You

- **America Supports You: Part of 50-site Department of Defense enterprise**
 - Soon to be over 350 sites
- **Connects military members and their families to support groups**
- **Enables citizens at home to show support of troops**

AMERICA SUPPORTS YOU
★ OUR MILITARY MEN & WOMEN ★

HOME | ABOUT | SITE MAP | CONTACT | FAQ ASY AMBASSADOR Search ASY

LATEST PHOTOS

MILITARY SHOWERS OF APPRECIATION - Dan, a marine who recently holds up his daddy-to-be tool belt, fully equipped with rubber gloves and changes. Dan and his wife, Stefanie (second from far right) attended the "Appreciation" event, in which they received many baby gifts. The couple North Star Group & Operation Showers of Appreciation

HOMEFRONT GROUPS
ways to show your support

SERVICEMEMBERS
how you can receive support

THANK THE TROOPS
send the troops a message

ASY CALENDAR OF SUPPORT
how to help all year long

Average month:

- **218,000 Unique visitors**
- **1.3 Million Pageviews**
- **Established in 2004**

“Thank the Troops” Campaign

- **Campaign for citizens to send text messages to troops from sporting events**
 - Troops access messages on website
- **6 days in 2007: from Saturday through Thanksgiving**
 - **170,000 text messages!**
- **To date, over 500,000 messages of thanks received via SMS and via the website**

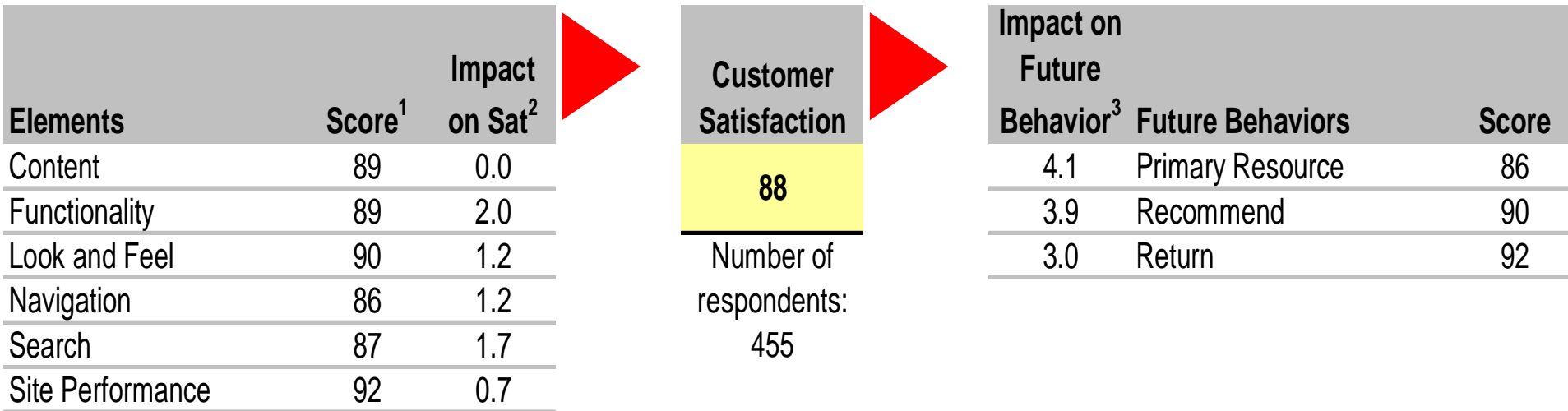
Adding Voice of Customer to Measurement Mix

- **Knew that America Supports You site generates significant traffic:**
 - 1.3 Million page views in one month (Sept 2008)
 - 218k unique visitors (Sept 2008)
- **Needed way to measure:**
 - Who was coming to the site and why
 - Site visitor satisfaction
 - Impact of site on future behaviors (e.g., return site visits)
 - How site compares to other public and private sector sites
 - What portions of the site they felt needed improvements
- **Started working with ForeSee Results May 2008**

Customer Satisfaction Snapshot

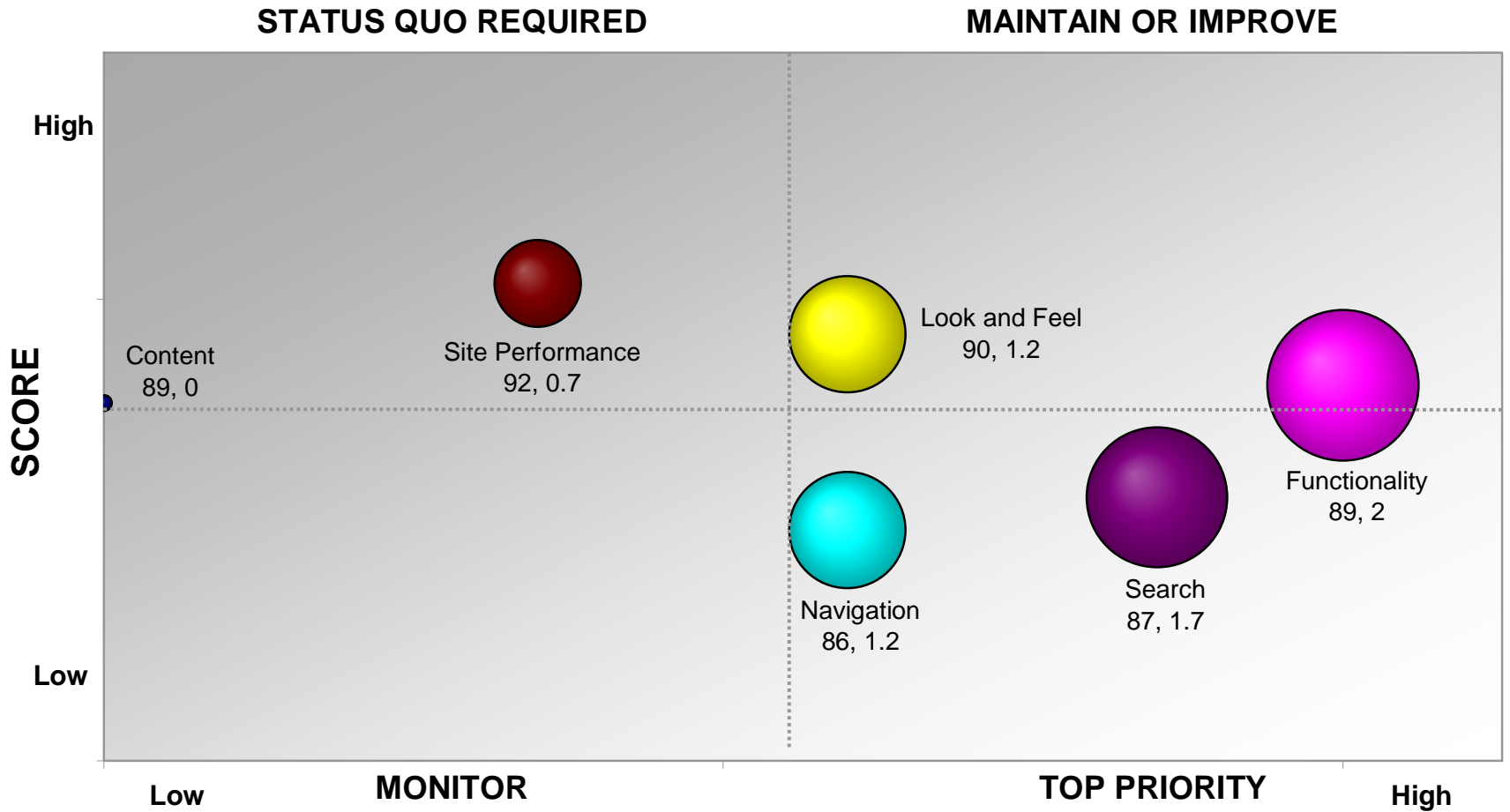
- **Strong satisfaction shows America Supports You meeting site visitors' needs**

America Supports You - May 2008



- **Entered quarterly E-Gov Satisfaction Index in top-performers group (scores of 80+)**

Prioritize Improvements: Search, Navigation



Taking voice of customer data into account as we plan site redesign

DefenseLink: Gateway to DoD Sites

- Main site for Department of Defense
- Contains information and serves as portal to DoD online

- Links to 100s of other DoD sites
- 11.8 million page views per month (Sept 2008)
- 1.5 Million Unique visitors per month (Sept 2008)

Measuring Voice of Customer: DefenseLink Site

DefenseLink - July-August 2008

Elements	Score	Impact on Sat
Content	85	0.8
Functionality	84	1.5
Look and Feel	80	1.5
Navigation	75	1.1
Search	74	1.4
Site Performance	85	0.8

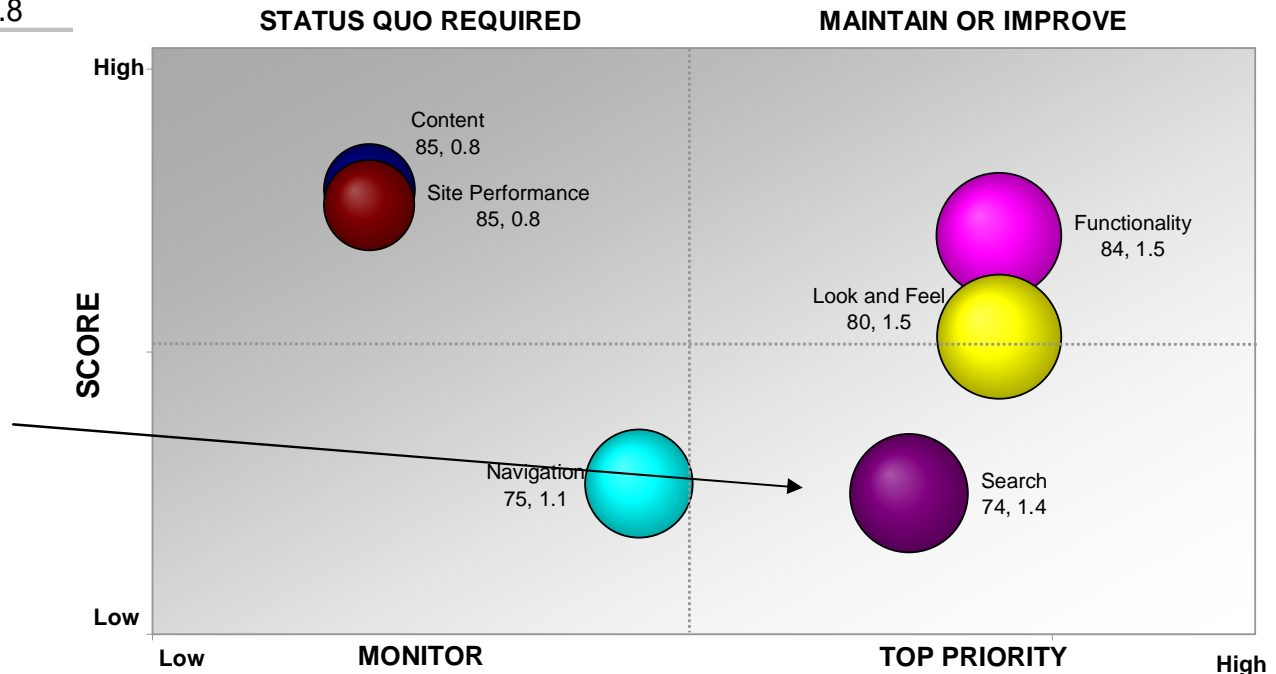
Customer Satisfaction

79

Number of respondents: 2373

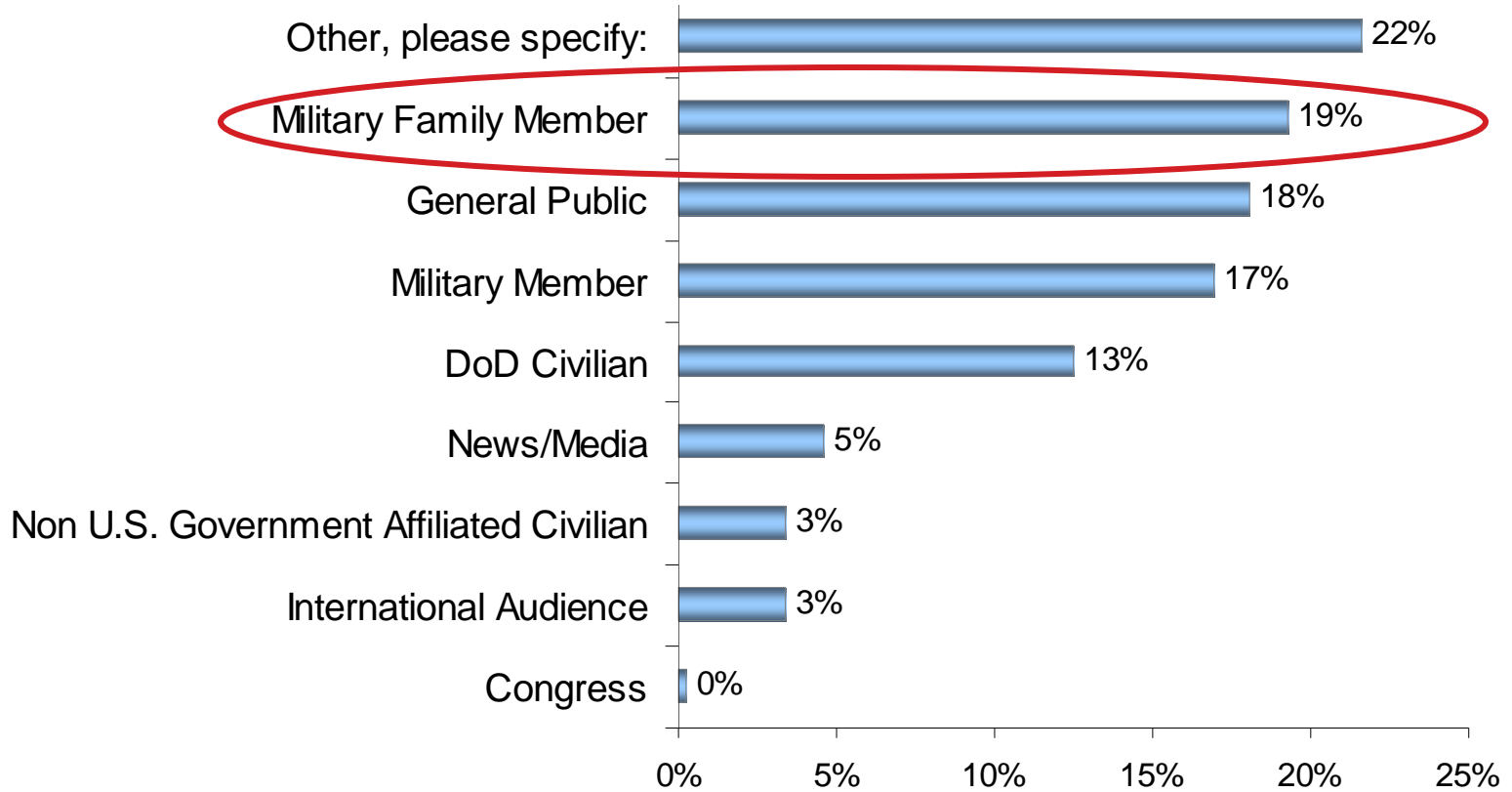
Impact on Future Behavior	Future Behaviors	Score
2.2	Likelihood to Return	93
3.9	Primary Resource	79
3.8	Recommend	87

Improving Search will have biggest impact on overall Satisfaction and behavior



Profile Site Visitor Audience

- **Expectation:** primary audience for website was media and military
- **Reality:** military members' families make up the largest share of audience

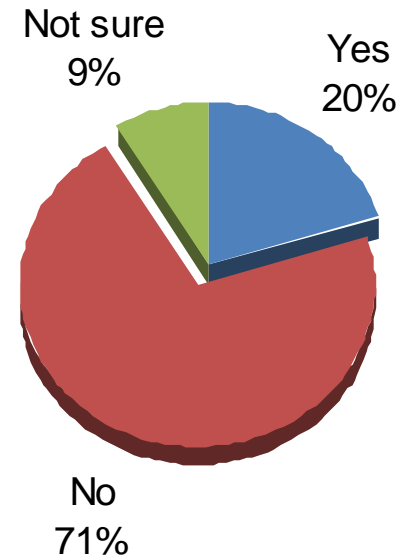


Measuring Social Media

Small percentage currently use social networking, lower satisfaction due to first-time visitors?

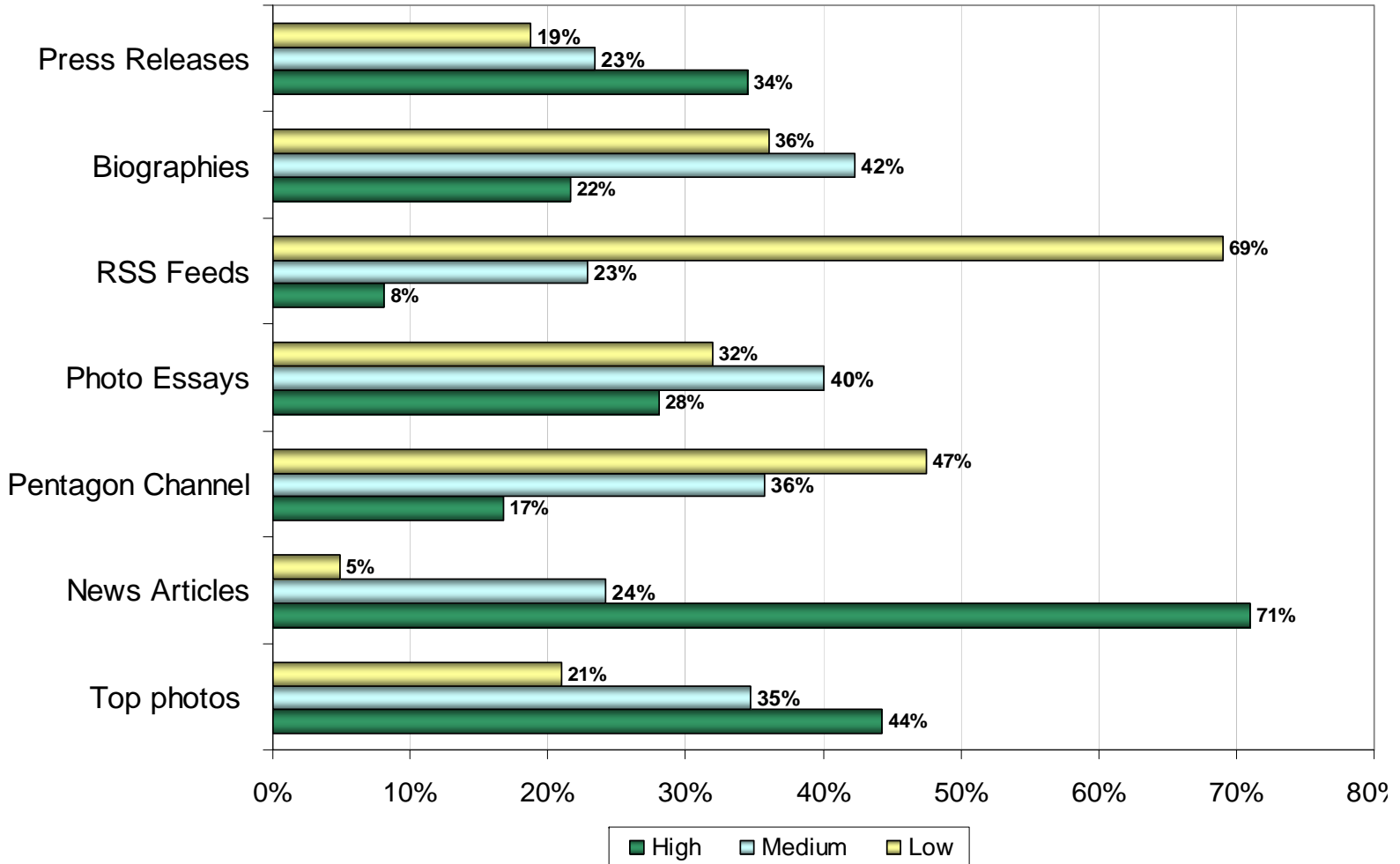
Do you use social networking sites?

	Yes	No	Not sure	Overall
<i>Responses:</i>	480 20%	1,688 71%	205 9%	2,373
Content	85	85	86	85
Functionality	83	84	84	84
Look and Feel	79	80	82	80
Navigation	73	75	78	75
Search	72	75	78	74
Site Performance	84	85	86	85
Satisfaction	78	79	83	79
Likelihood to Return	93	93	93	93
Primary Resource	79	79	83	79
Recommend	86	86	90	87



Measuring Social Media: DefenseLink

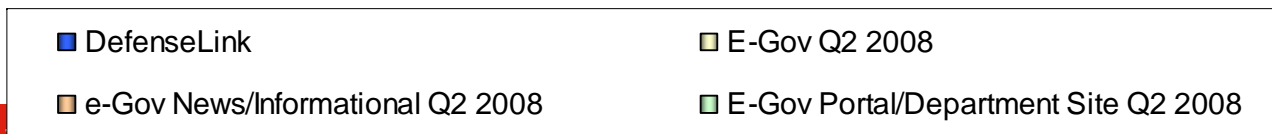
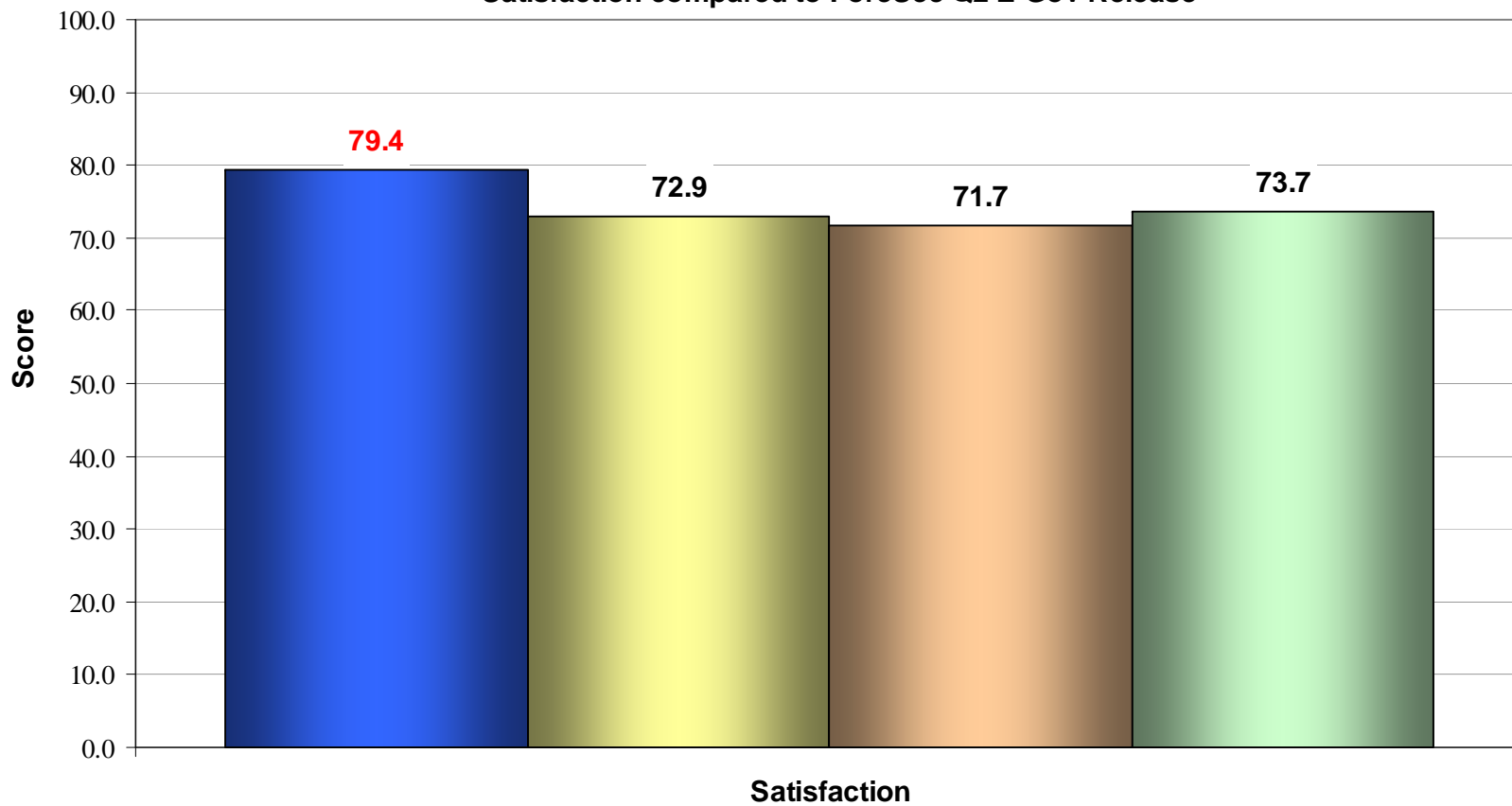
Level of Interest in DefenseLink Features



How DefenseLink Stacks Up to Peers

DefenseLink

Satisfaction compared to ForeSee Q2 E-Gov Release



Example of Use of Social Media: Destroyermen Blog

- Popular blog from crew of a destroyer ship



12,000 visitors in first 4 weeks of blog

04 August 2008

A Day To Remember (Part 3)

By SKSN Jeremy Henthorne

This is the final in a three part series from SN Henthorne detailing his experiences during the Somali rescue operation last June.

So many emotions were being displayed; so many more being bottled inside by everyone on the ship. On the forecandle alone people were just in a daze about what they had just witnessed. Everyone was so passionate about wanting to help these people that it didn't matter what time it was - if they had eaten, if they had to be up for the early watches - none of that mattered. Everyone on the ship worked towards the goal of helping get these people back to healthy. But there was another emotion going through everyone's mind at this time. What were these people fleeing from back where they came from? What is going to happen when we turn them over to the Somali Coast Guard? Caught between moral emotions and the legal binds that are in place, this was a very sad night for most. Though torn apart by this, everyone knew that it was not in our hands; there was simply nothing we could do about the fact that we have to bring them back to Somalia.

USS RUSSELL (DDG 59)



U.S. Navy Photo



Other DoD Uses of Social Media

Presence on Social Networks



facebook



You Tube
Broadcast Yourself



myspace.com
a place for friends

Encourage social bookmarking



digg™

Bloggers Roundtables

- Web 2.0 version of media roundtables
 - Invite bloggers to talk directly to generals and other military officials



blogtalkradiosm 



 Pentagon
CHANNEL

Podcast channel (just starting to measure customer satisfaction)

For More Information

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