

DEFENSE TECHNICAL INFORMATION CENTER

2012 DTIC Conference

Connecting Lab Research with the Warfighter

March 27-28, 2012

DTIC and Social Media: Are We There Yet?

March 28, 2012



DTIC and Social Media: Are We There Yet?

Sandy Schwalb

Public Affairs Officer, DTIC

Who ARE our Customers?

“Access to DTIC’s limited products and services—DTIC’s primary business—is restricted to DoD employees, DoD contractors, federal government employees, federal government contractors, academia doing government work, small businesses and some foreign government officials.”

DTIC Strategic Communications Plan FY 2012 - 2013

Outlines the structure to effectively communicate the value of DTIC’s products and services to the Department of Defense (DoD) research and engineering (R&E) community.

DTIC Communications Team
11/15/2011





So, Are We There Yet?

Short answer: No, not public facing, but...

- **DTIC does provide social media tools for our registered customers**
- **Facilitates networking and collaboration within the R&E community:**
 - **DoDTechipedia**
 - **Aristotle**
 - **DoDTechSpace**



This IS a Whole New Ballgame (for us)



SHARE

Bookmark & Share X

- Email
- Print
- Digg
- MySpace
- Facebook
- Twitter
- Favorites
- Delicious
- Google
- Live
- StumbleUpon
- More... (286)

[Get the AddThis Toolbar](#) AddThis



Challenges/Issues

- **Internal governance/legal issues**
- **Open to more FOIA requests?**
- **Update information or it becomes a “zombie” site**
- **Performance measures**
- **Increasing bandwidth**
- **Having a FB page just for the sake of having a FB page**
- **Funding/staffing**
- **Transparency vs. operational security**
- **Cyber security risks abound...**

Alleged Chinese Facebook con dupes NATO officers

- By [Kevin McCaney](#)
- Mar 13, 2012

A social engineering scam reportedly traced to China fooled U.S. and British military leaders last year into “friending” a fake Facebook profile for NATO Senior Commander James Stavridis, which compromised their personal information.

Stavridis, a U.S. Navy admiral, has been a frequent target in the Facebook scheme, the U.K.-based [Observer](#) reported. Although the scam officially is of unknown origin, officials say it apparently originated in China, the Observer said.



But Wait! There ARE Benefits

- Agency promotion ******but not shameless******
- Engage and include customers (external & internal), followers, contributors and other constituencies
- Increase awareness of DTIC's brand
- “Playing in new venues” with new interactions
- Speedier information dissemination
- Checking our demographics
- Social media presents an opportunity for us to reach new audiences and “tell the DTIC story”



Some next steps for us...

- **Social media plan/vision/mission**
- **Spell out staff roles: Army's term is to "sanction official voices"**
- **Establish 3-4 staff members with administrative rights - must take Operation Security (OpSec) training**
- **Monitor site(s) on a regular basis**
- **Post information of interest to stakeholders, public AND employees**
- **Consider its use as part of the continuity of operations program (COOP)**



Administrative “Stuff”

- **DoD external presences/social media registry – make it official within DoD:**
**[http://www.defense.gov/registeredsites/
socialmediasites.aspx](http://www.defense.gov/registeredsites/socialmediasites.aspx)**
- **Government agencies can ask for removal of ads from official site by sending request to Facebook – our request was approved 23 March**

A collage of various military and technical logos and images, including the Department of Defense seal, the Defense Technical Information Center logo, and images of soldiers and aircraft.

Other Government Organizations Have Taken the Plunge

- **DLA – “security at the source”**
- **Army – get info out early/establish as an authoritative source**
- **Navy – think about ethics, etiquette, promotion, and good public relations**
- **Fish and Wildlife Service – full-time social media manager/works with PAO**
- **Dept. of Veterans Affairs - solicit feedback from audience**



Building Credibility on Social Networking Sites

- **Ensuring timely updating and maintenance**
- **Including success stories and accolades by peers and customers**
- **Monitoring what is being said about DTIC**
- **Responding appropriately**



For Starters – What Could We Post?

Well, what about:

- **Our conferences or links to those of interest to our customers**
- **DTIC's exhibit venues**
- **Training we offer**
- **Link to our suite of products/services**
- **How to submit information to the DTIC collection**
- **Fun Facts (no, seriously!)**



Wall

Info

Photos

Events

Links

About

Welcome to Defense Technical Information Center's (DTIC) official Facebook...

More

60

like this

6

talking about this

0

were here

Likes

See All



United States A...



National Institu...

Defense Technical Information Center (DTIC)

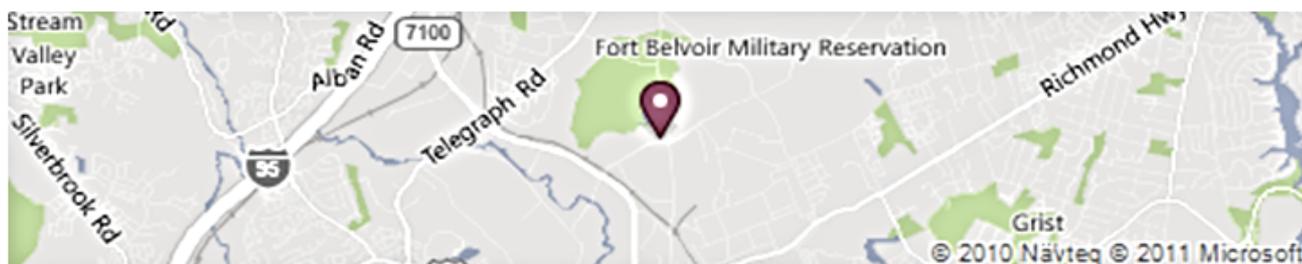
Like

Government Organization · Fort Belvoir, Virginia

Information

Address 8725 John J. Kingman Rd., Fort Belvoir, United States 22060 · [Get Directions](#)

Website <http://www.dtic.mil>



Founded 1945

About Welcome to Defense Technical Information Center's (DTIC) official Facebook page. See www.dtic.mil for more information about DTIC and the work we do.

Company Overview The Defense Technical Information Center (DTIC®) serves the DoD community as the largest central resource for DoD and government-funded scientific, technical, engineering, and business related information available today.

General Information <http://www.dtic.mil/dtic/annualconf/2012/2012Home.html>

Products DTIC Online (Public) does not require registration and offers easy access to publicly accessible information from defense and federal Web sites.

DTIC Online Access Controlled requires registration and is a focal point for information on research and engineering activities within DoD.



Sandy Hoffman Schwalb

Timeline ▾

2009 ▾

Februa

Like · Comment



Sandy Hoffman Schwalb

February 9, 2009



AND Steve need to remember to look more than both ways in traffic! Chiang Mai Thailand has some crazy drivers!

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