Official How-To Guide for CAP Units

CAP Pamphlet 152

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Introduction

Social media has grown to be a key communications tool. It will help Civil Air Patrol strengthen ties with members and the local community. Social media offers anyone with an Internet connection the opportunity to see into our world and decide if they share our values and interests. It is a place where audiences go to form an impression. With friends and a few trusted brands, social media users share and comment and interact to the extent that their lifestyles allow. Therefore, Civil Air Patrol must take great care in developing the content that will form our online reputation.

Civil Air Patrol members make significant contributions to their communities every day. Engaging with people through social media can be a very effective way for CAP units to tell those stories. Civil Air Patrol's history is rich, and the contributions made today will have an impact on future generations. Developing official social media channels will help document and communicate that impact.

How to Use this Guide

This document is designed to be an instructional tool that equips squadrons, groups and wings with standard guidance to highlight local activities, its members' impact in the community, and national Civil Air Patrol news.

It is not compulsory for squadrons or groups to maintain official social media channels. For those who are willing to incorporate social media responsibilities into their current duties, this guide serves as a *how-to* for building and maintaining an official local Civil Air Patrol presence on popular social media platforms. This document communicates the guidelines to follow for any member (under the guidance of the unit's PAO and approval from the unit's commander) in starting and maintaining an official social media presence on behalf of a Civil Air Patrol unit.

This guide defines the relationship between the national and local Civil Air Patrol social media programs, while also making suggestions for how the individual members' social media profiles could interact with Civil Air Patrol. The guide offers general social media maintenance tips, and it thoroughly reviews the specific social media platforms of Facebook, Twitter, Instagram, and LinkedIn. This thorough review instructs the user how to create a social media account, how to make posts, and it makes suggestions for the types of posts to be made. It also includes a comprehensive glossary explaining the terminology associated with each recommended social media platform.

This guide is intended to be updated as needed when social media platforms and standards change. If you have a comment, update, or suggestion, please email it to socialmedia@capnhq.gov.

Civil Air Patrol Social Media Hierarchy

National Headquarters Social Media Channels

The Civil Air Patrol National Headquarters (NHQ) channels will provide a consistent flow of content that reflect the variety of activities, initiatives, and missions that Civil Air Patrol participates in around the country. NHQ channels will act as a source of national-level interest content that can be shared through the local channels. Likewise, local units should tag/mention the national-level social media channels when mentioning Civil Air Patrol, which will also notify NHQ of particularly noteworthy content. This creates a flow of local information into the NHQ channels, allowing them to review and re-post/re-tweet local content as appropriate. A social media channel is an account setup for a specific purpose and set of goals.

Local Unit Social Media Channels

For the purposes of this document, "local units" are defined as wings, groups and squadrons that opt to manage official social media channels representing their local Civil Air Patrol activities. As a general rule, each organizational level (chartered unit) within CAP will only be authorized one channel per social media platform. This means if there are multiple Facebook pages/Groups, for example, representing the local squadron or wing, all will be merged into a single page representing that unit.

CAP's entire public online presence must be unified in a way that makes sense to the general public, media, and mission customers. In order to build the attachments and associations for effective website and social media channel recognition, branding efforts need to combine the current online presence in order to build a more credible CAP brand. A unified online presence at well understood organizational levels will take CAP from being "America's best kept secret" to a brand that is understood.

Posts to local channels should include announcements of upcoming events, photos, and videos of members participating in recent events and missions, and other content related to the local unit. Other posts should include sharing of content directly from NHQ social media channels as the source of the information. The purpose of each local social media channel must be addressed in the unit's annual PA Plan. Specific goals need to be set in order to measure the success of utilizing each channel.

Individual Member Social Media Profiles

Individual members are encouraged, but not required, to share their Civil Air Patrol experiences on their personal social media profiles. Operational Security (OPSEC), mission requirements, and CAP Core Values must be considered before posting anything, especially when on-duty, in uniform, or in any official capacity as a CAP member. In general, members are prohibited from using their official titles, CAP rank/grade, positions, or any authority associated with their membership for private gain. However, a member does not, for example, create the appearance of CAP or Air Force sanction merely by identifying his or her official title or position in an area of the personal social media account designated for biographical information. Members are encouraged to identify themselves as Civil Air Patrol volunteers and tag the national and local CAP channel in their profile. Members must use discretion when posting a personal profile image while wearing a CAP uniform. Wearing of the Air Force-style uniform and personal fundraising do not mix. Members will not use any CAP-owned logo, icon, or marking as their personal profile image.

General Guidance

Social Media Goals:
The primary goal of every local CAP social media channel is to raise awareness of CAP activities and members that positively reflect our Core Values of Integrity, Volunteer Service, Excellence, and Respect. Specific unit goals marketed on the unit's social media channels should be outlined in the annual PA Plan.

Official Use
You have two personas: an "official" you and a "personal" you. The "official" you represents and speaks on behalf of CAP. The "personal" you represents your own views and opinions. The difference between official use and personal use of social media is this:

> **Personal Use:** You can do anything that's not illegal.
> **Official Use:** You can only do what you are authorized to do.

This guide provides guidance on using social media tools in an official capacity. So, let's talk about the "official" you, which is when you are communicating in your official capacity using social media. These types of communications may typically occur in two areas — communication on CAP's official social channels as approved IAW CAPR 110-1 and/or communication on someone else's site, e.g., responding to a posting on another website.

> **What Official Capacity Means**
> You know you are communicating in your official capacity when your commander assigns this activity as part of your official duties. This is different from your personal use. The important point is that when you communicate in an official capacity you are communicating on behalf of CAP, just as if you were standing on a podium at a conference, communicating the organization's views to everyone.

> **What Personal Use Means**
> Personal use means you use social media to represent your own views and opinions. Obviously, you're allowed to have personal websites, Facebook accounts, blogs, and the like outside of CAP. However, it's important to remember that when you use your social media tools personally, you're not speaking for CAP, and it shouldn't appear to others as though you're speaking for CAP.

Administrators
Anyone with access to an official CAP account on any social media channel must be authorized by CAP and be under the guidance of a PAO. Reporting of every channel, which is defined as a CAP Internet Operation, and annual approval by the appropriate wing commander is required IAW CAPR 110-1 for all official social media channels representing CAP in any capacity. All channels must have at least two active CAP members with administration/password access. In the event that any administrator ends his or her duties with the organization, his or her rights as administrator of any Civil Air Patrol social media channel(s) should be transferred to another volunteer and the password(s) changed.

Safety
All official Civil Air Patrol channels must be public. Interactions with cadets on social media should mirror the guidelines for interacting with cadets in person. Social media activities should be conducted in accordance with existing Civil Air Patrol regulations and must not violate OPSEC requirements. No posts should be made on Civil Air Patrol social media channels that encourage members to divulge private information, such as a home address or phone number, in a public forum.

Security
Passwords to all social media channels should be changed quarterly. Official CAP email accounts should be used when setting up accounts, which match the website domain listed in the about section of the social media channel. Two-step authentication should be activated and used if available to secure all accounts. *Note — Facebook and Google+ Pages are managed through individual Profiles.*

Time Commitment
Starting a Civil Air Patrol social media channel represents a commitment of time. Social channels must be updated regularly to remain effective communications tools. Social media users are more likely to engage with active profiles.

Branding
Although CAP is a familiar acronym to most members, outside audiences who are less familiar with CAP will not be aware of its meaning. Because social media is a forum where we have the opportunity to draw new people in, be sure to spell out Civil Air Patrol at least once in any posts you make. It may take some practice to break the acronym habit. Also, the consistent and proper use of CAP rank/grade abbreviations IAW CAPR 35-5 should be used in social content. It is also sometimes appropriate to simply use 'Cadet' when spelling out a name. [Click here for a grade abbreviation sheet.](#)

Usernames
The usernames of all social media channels representing a local unit should be the same across all social channels, and it should match the unit's website address. As an example, the username of National Capital Wing's social channels is "NatCapWing" and its website is www.NatCapWing.org. A local social media channel will only link back to its own unit website in the about section to avoid confusion regarding who maintains and controls that particular social media account.

Making Posts
One of the most time-consuming tasks associated with maintaining a social media presence is regularly coming up with new content for posts. NHQ social media channels will provide a wealth of relevant content to post via sharing, along with your own local content. Local Civil Air Patrol social channels should have a mixture of national content and local content.

Tagging
Linking to another social media channel or profile is an important and easy way to notify friends and other pages that they were mentioned in a particular post. (See page 12 for more information.)

Metrics

Analysis of social data is critical for PAOs and Commanders at every level of the organization to understand. Here is a set of recommended, baseline social media metrics, developed and maintained by an interagency working group of the Federal Social Media Community of Practice. The purpose is to establish a common, yet customizable approach to analyzing social data using the most cost-effective methods available. It provides a framework for agencies to measure the value and impact of social media in addressing agency mission and program goals. The aim is to move beyond obscure results of social media activities towards more sophisticated and more accurate assessments, leading to better informed decision-making. See http://www.digitalgov.gov/2013/04/19/social-media-metrics-for-federal-agencies. Basic metrics to record for each platform are outlined in each section of this guide.

PAOs should also know their unit's level of social influence. Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence. A good measure of this clout is through https://klout.com. Sign-up for a free account and link all of your unit's social media channels together to get a 1-100 Klout Score. The average Klout Score is 40. Users with a score of 63 are in the top 5% of all users. The more influential you are, the higher your Klout Score.

Track growth and success month over month using a basic measurement tool. Most social media platforms provide integrated analytics. You can also use third-party programs like Hootsuite. Keep a document that charts your ongoing social media growth, including numbers of page Likes and Twitter/Instagram Followers, the number of posts per month, engagement, and reach. A simple spreadsheet works best.

Photo/Video

Photos and videos are compelling ways to tell a story. Social media users will connect better with what they see than with what we tell them. Depending on the situation, posting photos or video clips taken directly from a smartphone is the best way to share when immediacy of the content is important. *Note — When sharing posts of any disaster-relief or search and rescue activity, take care not to post any photos that could seem exploitative or insensitive to the victims of that particular disaster. Also, please always follow the media relations guidelines for 1st Air Force approval for release of photos related to AFAMs.*

Photo Release

A photo release is incorporated into the Civil Air Patrol membership application, so no additional photo release is required before posting photos of Civil Air Patrol members during CAP activities. However, if parents of cadets request that photos not be published of their child, then do make an attempt to honor their parental wishes.

Monitoring

After content development, monitoring is the second most time-intensive responsibility associated with maintaining a social media channel. Actively generating conversations, checking for comments, and responding to comments and messages are what produce an engaging channel. An active, engaging channel sets the best impression for both current and prospective members seeking to interact with Civil Air Patrol. Many prospective members send direct messages to the Channel, which must be answered promptly, just like an email message. Also, unmonitored social media accounts are vulnerable to hackers and spam much more than active profiles are. Leaving a social media channel inactive and unmonitored exposes the account and the organization to attacks.

Hashtags
A hashtag is a label commonly used on social media posts to help users find content with a specific theme. The # sign is placed before a word. No one owns any hashtags. They can be used as part of a #sentence or they can stand alone in a post. #StudentPilot

Use of hashtags is essential on both Twitter and Instagram, but they are not as important on other social media platforms. Here are common hashtags used in CAP:

#CivilAirPatrol   This should be used on Instagram, whereas tagging @CivilAirPatrol is more appropriate on Twitter.

#GoFlyCAP   Use this when talking about aerospace and flight activities.

#CAPCadet   Use this when talking about cadet activities.

#CAPNC15   Use this when talking about the CAP National Conference. Change the number to correspond to the appropriate year.

#CAPMission   Use this with any content about real-world CAP missions.

#CAPExercise   Use this when conducting practice ES missions and training.

#TotalForce   Use this when talking about conducting Air Force support missions and activities as part of the *Active, Guard, Reserve,* and *Auxiliary* total force.

Readiness, Recovery, Response
Cyber-vandalism presents a serious challenge to online-based communication tools. Users need available resources to counter intrusions of social media accounts. The link below provides guidance and security practices for federal, state, and local governments, which is useful to those who manage official CAP accounts. Suggestions and resources prepare users to respond to cyber-hijacking, and will empower digital users to make informed choices and enact future policy. This resource is a "living document" designed for continued contribution and expansion.

www.digitalgov.gov/resources/readiness-recovery-response-social-media-cyber-vandalism-toolkit

If your official social media channel is compromised, please send immediate notification to socialmedia@capnhq.gov.

Linking Accounts
Connecting your unit's Facebook page and Twitter account may be useful if you are growing your audience and short on staff. Go to facebook.com/twitter to manage linking.

Creating content from a website or blog is also a useful tool. The website must have an RSS feed to provide content. As an example, you can take the RSS feed from CAP eServices News and automatically post to your social channels. Twitterfeed is a good tool to accomplish this. However, if you have linking setup as discussed earlier, only link your RSS feed to Twitter to avoid duplicate posts.

Another great tool for linking social media accounts is called If Then Then That.

Social Media Dos and Don'ts for Local Units

Do:

- Be a good listener.

- Be positive and encouraging.

- Show gratitude toward those who promote Civil Air Patrol.

- Support other organizations and individuals who align with Civil Air Patrol.

- Support people contributing to the community.

- Build an audience by following people who might care about Civil Air Patrol (members and friends of members).

- Start and maintain conversations.

- Remember that Retweets on Twitter and Shares on Facebook are endorsements, whether they are intended to be or not. They will be seen as a reflection of Civil Air Patrol's values and priorities.

- Be mindful of implied Air Force endorsements when soliciting donations and conducting fundraising activities through official social media channels.

Don't:

- Don't talk politics, religion, or sports.

- Don't be snarky.

- Don't post someone else's material without asking permission.

Facebook Guidance

Facebook is the largest social media platform, with 1.35 billion users around the world. One in five web page views in the United States occur within Facebook. Because of its size, Facebook has been a favorite channel of organizations working to raise awareness.

Facebook has experienced "youth flight," meaning that it is no longer the preferred social channel of people less than 25 years of age. Its largest audience is 25–34 years of age (29%), which means Civil Air Patrol's Facebook content should aim to reach volunteers and cadets' parents.

An official Facebook page is managed through a personal Profile. Profiles must be real people and use a real name. CAP units may only represent their unit through an official page — not as a Group or Profile.

- Setup Personal Facebook Profile (2014 video): https://youtu.be/6cbDDg7rH0k
- Setup Facebook Page (2014 video): https://youtu.be/jjVWUXd65nM
- Online Basic Training: http://www.gcflearnfree.org/socialmedia/facebook101

On the initial "Create a Page" page, select "Company, Organization, or Institution," and select "Non-Profit Organization" as the category. Your "company" name should be "Civil Air Patrol" plus your unit's name as specifically outlined in the About Section guidance.

The national Facebook page is located at https://www.facebook.com/capnhq.

Administrators
Each Facebook page has administrators who have certain rights to the page. There are five levels of access, which can be found online at https://www.facebook.com/help/289207354498410. Each Civil Air Patrol Facebook page will have at least two admins with full access. Each page will also be accessible by a designee at the next higher headquarters, who will also have full admin rights. All administrators should have two-step authentication (login approvals) active on their personal Profile to protect the integrity of the page — see https://www.facebook.com/help/148233965247823.

About Section
Accuracy on the About area of the page is important. You can edit the information about your unit by hovering over the About area and clicking Manage or by clicking on the About tab, clicking on page Info, and hovering over each section to edit. Here are the sections to complete, which are important for website search engine optimization (SEO) and maintaining a consistent CAP brand:

Category: Companies & Organizations : Non-Profit Organization

Name: Civil Air Patrol Facebook pages will have "Civil Air Patrol" spelled out within their page name. CAP Wing pages will be named with the state name first, a comma, and Civil Air Patrol, e.g., *Alabama Wing, Civil Air Patrol*. CAP Local Squadron pages will be named with the official unit name first, e.g., *Montgomery Composite Squadron, Civil Air Patrol*. The name of the unit is displayed first for ease of searching for and tagging units in Facebook posts.

Subcategories: These help people find your page. Use of Community Organization, Disaster Relief, and Youth Organization are suggested.

Facebook Web Address: This is where you can set the username of your page and the specific link that people can type into a Web browser to get to it, e.g., facebook.com/capnhq. This can only be changed once without Facebook review. You can also go to facebook.com/username to learn more. The same username should be used for all other social media channels that represent the unit.

Address: Your unit's meeting address should be added to the Facebook page, which allows location-based services to find you. You can physically adjust the marker on the map to show the exact location if not correct. Check the box to allow the map, check-ins, and reviews on the page. By having this section active, members and visitors can "check-in" to your unit and share that information to their personal profile. This address should also match the information in Google Maps and CAP eServices to aid in search results.

Short Description: This brief summary of your page will appear below your profile picture. The limit is 155 characters. Wing pages will use the appropriate short description of "Official Page for Civil Air Patrol's Virginia Wing." Squadron pages will use the appropriate description of "Official page for Civil Air Patrol Montana Wing's Helena Cadet Squadron." Adding the wing name aids in search results and distinction of squadrons with the same names in different states.

Company Overview: Use the official CAP Vision Statement, which is currently: "Civil Air Patrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America."

Long Description: Use the official CAP boilerplate text, which is kept up-to-date online at http://www.capmembers.com/boilerplate. Update this text at least quarterly.

General Information: You can use this section for any specific information, e.g., the actual location of the front door or where to park.

Mission: Use the official CAP Mission Statement, which is currently: "Supporting America's communities with emergency response, diverse aviation and ground services, youth development, and promotion of air, space and cyber power."

Founded: Use CAP's founding date of Dec. 1, 1941, or use the date your unit was chartered.

Products: This is a good place to add our motto *Citizens Serving Communities* as the product that CAP provides to the community.

Phone, Email, Website: This basic information must be available. The wing administrator phone and email is an option for units without a dedicated contact.

The Milestones tab in the About section will only show up if a milestone has been posted to the page. These posts should include major events like a change of command, Spaatz award, or Level 5 award.

Featured Video
A video uploaded to Facebook can be positioned above the About Section of the page, which is more prominent when viewing on a mobile device. This video should be less than a minute and provide a short overview of CAP. NHQ will provide an optional video to post. For directions on adding this video, go to https://www.facebook.com/help/410687889107210.

Call to Action
All content posted to the page should give some sort of direction to the user, e.g., click on this, go here, learn this, etc. You can also add a call-to-action button to the page itself directing a fan/user to do something — Book Now, Contact Us, Use App, Play Game, Shop Now, Sign Up, Watch Video. A donation button is also being developed for future use. A call-to-action for recruiting new members is a good option to use. Select "Sign Up" and enter the link http://gocivilairpatrol.com/how_to_join. And a call-to-action link may also be added to a posted video by following the directions at https://www.facebook.com/help/1496002820644748.

Profile Image
The image used should be that of the unit patch or logo only. The same graphic should be used across all of the unit's social media channels for consistency.

Cover Image
A cover photo or graphic should depict the local character of the unit, and it should be changed every few months. At times, NHQ may direct all CAP social media channels to show the same cover image. This photo should be the same graphic used between all the unit's social media channels.

Groups
Facebook groups are dedicated spaces where you can share updates, photos, or documents and message other group members. Local units will not create or maintain groups that represent CAP in any capacity. However, a public or closed group based on CAP functional areas may be created and maintained at the national-level only under the guidance of NHQ/PA and the appropriate NHQ staff. Members may join these groups based on their duty position, which allow for specific discussion across the organization about that CAP functional area. Secret groups are prohibited.

Events
A Facebook event may be created by a profile, page, or group to organize a gathering and manage invitations. CAP activities that happen during specific dates, like encampments and conferences, should be added as an event, which allow members to tag the event in their personal photos. For more information, go to https://www.facebook.com/help/131325477007622.

Settings
There are a couple of important sections to note in the Page Settings section. The "Post Attribution" tab allows you to set your default "post as" to either your personal profile or as the page. Page roles is where you can add, delete, or edit people who administer the page. "Featured" allows you to add select pages followed by your page to show up on the home screen of your page. Selecting only three featured pages will ensure that only the pages selected will be visible. Wings should add the national CAP page and squadrons should add both the national and wing CAP pages there.

Tagging

Tagging is the core glue that makes Facebook's social network powerful, and strategic tagging makes a wider audience aware of Civil Air Patrol.

NHQ: Typing the @ symbol and the words *Civil Air Patrol* will pop-up the CAP page and allow you to click on it to tag the national CAP Facebook page in your posts. This allows the NHQ social media team to see and possibly share your content.

Friends: Typing the @ symbol before the name of someone in the caption of a photo allows you to tag them just like you would a page, which sends them a notification and makes the photograph visible to all of their Facebook friends.

Pages: Tagging pages by typing the @ symbol and the page name allows you to recognize community partners and other CAP units, which exposes your content to your audience-in-common.

Negative Comments

As happens in any public forum, users may make negative posts/comments on your page. Do not delete negative posts. Deleting a post without responding implies you or the organization might have something to hide. Instead of deleting the post, comment directly on the negative post as soon as you see it and suggest taking the conversation "offline." Do this by asking for their preferred contact information so that someone in the organization can get back with them. Determine the correct Civil Air Patrol representative to deal with the issue, and provide the person's contact information. This method allows you to deal with the issue directly while communicating to your watching public that, although there was a complaint, you were listening and responsive to the complaint. If a post or comment does not have anything to do with the content of the post, you should simply hide that comment or post.

Spam

Delete, report, and block profiles that post spam on your page.

Page Insights

You can see what content customers engage with (or don't engage with), so you can make informed decisions about what to post. It's a great way to see what gets the best results for your page and how you can build audience engagement. To learn more, click on the appropriate sections at https://www.facebook.com/business/learn/facebook-page-insights-basics.

Facebook Frequently Asked Questions

https://www.facebook.com/help/

Facebook Glossary

Page: allows real organizations, businesses, celebrities, and brands to communicate broadly with people who like them
Pages may only be created and managed by official representatives.

Group: provides a space for people to communicate about shared interests created by anyone

Profile: personal information that is displayed to the public
Your personal profile can be filled out as extensively or as little as desired. The information you put in your profile is how other people using the channel find you. For example, if you went to Montgomery Academy for high school and add this to your profile, old classmates can find you through Facebook by searching for Montgomery Academy.

Profile photo: a photo that lets people know who you are and what you look like
The profile photo size is 180x180pixels (px).

Cover photo: a large rectangular photo that sits behind your profile picture
The cover photo size is 851x315px, but it can be cropped within Facebook after uploading it.

Status/Post: an update in text, video, or photo format that is shown on your profile page and friends' news feeds
A status update is often used to state an opinion, keep friends updated on life, or announce an event.

News Feed: an ongoing list of updates on your homepage that shows you what's new with the friends and pages you follow
The news feed represents recent posts and shares made by friends, companies, and organizations you are following.

Comment: the opportunity to join in the conversation
Beneath any post, there is a field where users can type comments, allowing everyone seeing the post to contribute to the conversation.

Share: posting someone else's status on your own page
If a user likes a public post, that post can be "shared" with friends by pressing the "share" button and following the instructions thereafter.

Friend: someone who is following you or a person you are following
A friend will see your posts and vice versa.

Tag: a way of mentioning a friend or page within a comment so they will be alerted
To tag someone in a photo, type the @ symbol before typing someone's profile name. Members may also tag themselves in photos from your page.

Like: a means of telling someone you follow that you like what they have posted
A button or link that reads "like" can be clicked to do this.

Go to https://www.facebook.com/help/219443701509174 for a full list of Facebook terms.

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Twitter Guidance

Twitter has 883 million users worldwide. This channel is particularly strong among 18–34 year-olds and has a higher percentage of college-educated users. Because of its 140-character limit, Twitter is ideal for short messages or links to photos, videos, or more information. Unlike Facebook, Twitter is where breaking news happens in real-time! Twitter is most effective if you remain in your followers' news feeds, responding to their conversations, and reminding them of Civil Air Patrol's activities.

- Setup a Twitter Profile (2013 video): https://youtu.be/h08SlngA2zk
- Online Basic Training: http://www.gcflearnfree.org/socialmedia/twitter101

The national Twitter channel is located at https://twitter.com/civilairpatrol.

Administrators
Each Civil Air Patrol Twitter account will have at least two CAP members with administrator access, which uses an email login and password tied to the account. The email used must be an official CAP email address. Additional user access can be granted and administered through TweetDeck, which is online at https://tweetdeck.twitter.com.

Username
The username associated with the Twitter channel should match that of the unit's other social media channels and website address. A username can be changed as required. A wing account should use "wing" and "CAP" if possible in its username, and a unit account should use "CAP" along with the distinctive part or charter number in its username. The maximum character length for Twitter usernames is 15 characters, e.g., @NatCapWing is 10 characters long.

Profile Settings
To edit the profile information, click on "Edit Profile" on the Twitter channel homepage, which is at twitter.com/username. Replace *username* with your own username.

Header Photo: This is your cover image graphic, which should depict the local character of the unit, and it should be changed every few months. At times, NHQ may direct all CAP social media channels to show the same cover image. This photo should be the same between all the unit's social media channels. This photo can be cropped after uploading it to Twitter.

Profile Photo: The image used will be that of the unit patch or logo. The same graphic should be used across all of the unit's social media channels.

Name: Wings will use the standard naming convention of the two-letter state abbreviation and Civil Air Patrol spelled out, e.g., *SC Civil Air Patrol*. Squadrons will use the distinctive part of their unit name and the abbreviation CAP as the standard naming convention, e.g., *Charleston CAP*. Twitter names are restricted to 20 characters, including spaces.

Bio: This section allows for 160 characters to talk about what the organization stands for. All units will use a variation of the official CAP Vision Statement. Wings will use the following appropriate variation and tag the national CAP Twitter channel:

New Mexico Wing of @CivilAirPatrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.

Squadrons will use the following variation, with slight alterations if needed, to stay within 160 characters, and tag both their wing and the national Twitter channels:

Mount Vernon Squadron of @NatCapWing, @CivilAirPatrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America.

Location: Wings will enter the state name, e.g., *New York, USA*. Squadrons will enter the city and state where their unit meets. The location section becomes a hyperlink and a search term to aid users in finding tweets from specific areas. You can also click on it to see relevant tweets from that area.

Website: Enter the unit's website address, which should be the same across all social media channels for the unit.

Theme Color: Use the pimento red and ultramarine blue color from the CAP Logo. Enter "00529B" as the theme color.

Following

When you start your local CAP Twitter channel, immediately follow people whom you would consider community influencers or people whom you would like to follow Civil Air Patrol. Following them will make them aware of your Twitter channel, and they are more likely to follow you back if you have already followed them. To build your following, engage in this following activity on a regular basis. Most of the time, you should follow anyone who follows you.

Actions

Any time someone positively mentions your Twitter channel, reply to thank them, and put a period before their username if you would like your reply to be public, e.g., .@CivilAirPatrol ... If you start a tweet with just the username, only followers in common will see that tweet. If someone tweets information that you think would be of interest to your followers, retweet it.

Lists

A list is a curated group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of tweets from only the users on that list. For more information, go to https://support.twitter.com/articles/76460.

The national Twitter channel, which is simply referred to as @CivilAirPatrol, will maintain an official public list of all authorized wing-level Twitter channels. Once created, a link will be provided in the next revision of this guide. Public lists can be found on any channel homepage when available.

Also, all wing channels will create and maintain a public list of their subordinate squadron Twitter channels. You can see any list that you created and if you are on another user's public list by going to https://twitter.com/lists.

SOCIAL MEDIA
GUILELINES

★ ★ ★

Analytics
Twitter provides a monthly summary of your account at https://analytics.twitter.com.

Twitter Best Practices

Keep it conversational. Write a tweet like you're having a conversation with a good friend. Strive for a genuine, approachable communication style. Stay away from "marketing speak" — it'll go a long way in making your voice your own.

Employ your knowledge and voice. This is also your chance to show off your own brand of humor, wit and know-how. People seek education and entertainment online. Use Twitter as a way to provide it.

Make it shareable. What makes people share? Funny, helpful, newsworthy, or inspiring content. When you write a tweet, imagine how your followers will use it. How will it help them?

Tweet exceptional content. On Twitter, there's a pattern: the most retweeted content tends to contain links, pictures, videos or quotes. Paste a link of any length into the tweet box and it will automatically be shortened to fit the 140 character limit.

What's the best way to engage your followers? Ask questions. Listen. Then show people you're listening by responding. You'll be amazed at the valuable insights you'll get about your customers.

Watch the clock. Twitter happens in real time so there's plenty of opportunity to guide conversations when they are most relevant to users. Keep your messages timely by tweeting relevant tweets during events.

Iterate! Timeline Activity shows how every single one of your tweets is performing. Experiment with out how different wording and content affects mentions, follows, unfollows and more.

Monitor your campaign goals. Depending on the goal of your campaign — whether it's to increase your followers, or to create a wide-spread branding campaign — you may be more concerned about follow numbers vs. retweet numbers.

Twitter FAQ
https://support.twitter.com/articles/13920-new-user-faqs

Twitter Best Practices
https://media.twitter.com (See the government and nonprofit sections.)

Twitter Glossary

@username: how you're identified on Twitter, and is always preceded immediately by the @ symbol
For instance, the primary U.S. Air Force Twitter channel username is @usairforce. Capital letters do not matter in usernames.

Block: a function that helps you control how you interact with other users on Twitter
When you block another account on Twitter, that account will not be able to follow you or view your tweets when logged in. Blocked users do not receive any notifications alerting them that their account has been blocked. However, if a blocked user visits the profile of a user who has blocked them, they will notice they have been blocked (unlike mute, which is invisible to muted users).

Direct Message (DM): private conversations with people you follow who also follow you
DMs have a 140-character limit and can contain another tweet, text, hashtags, links, and photos.

Favorite: tap the star icon to favorite a tweet and the author will see that you liked it
You can find all of your favorite tweets by clicking the favorites link on your profile page. Favorites are publically visible.

Follow: subscribing to a Twitter account is called "following"
To start following, click the Follow button next to the user name or on their profile page to see their tweets when they post something new. Anyone on Twitter can follow or unfollow anyone else, with the exception of blocked accounts. Click the Follow button to follow (or unfollow) anyone on Twitter at any time.

Follower: another Twitter user who has followed you to see your tweets

Hashtag: a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic
Hashtags can be whatever you want them to be. No one owns a hashtag. Common hashtags are #followfriday (#FF) and #throwbackthursday (#TBT).

Mention: mentioning other users in your tweet by including the @ sign followed directly by their username is called a "mention"
For example, "Thanks @CivilAirPatrol for the scholarship!"

Notifications: displays your interactions with other Twitter users, like mentions, favorites, retweets and who has recently followed you

Pinned tweet: keep something important to you above the flow of time-ordered tweets by pinning a tweet to the top of your channel homepage
Click on the "…" icon on the tweet you want to pin to reveal the pin option.

Profile: information you choose to share publicly, as well as all of the tweets you've posted
Your profile along with your @username identify you on Twitter; it is your channel.

Timeline: a real-time stream of tweets.
Your Home stream, for instance, is where you see all the tweets shared by your friends and other people you follow.

Promoted Tweets: tweets that are paid for by advertisers
These appear in your timeline at the top of search results and elsewhere on Twitter, and are clearly marked as "Promoted."

Protected/private accounts: accounts are public by default
Choosing to protect your account means that your tweets will only be seen by approved followers and will not appear in search. No official CAP Twitter account will be private.

Reply: a response to another user's tweet that begins with the @username of the person you're replying to
Reply by clicking the "reply" button next to the tweet you'd like to respond to. If you put a period in front of the @username if at the beginning of the reply tweet, it will be seen by all your followers.

Retweet (RT): a tweet that you forward to your followers
Often used to pass along news or other valuable discoveries on Twitter, retweets always retain original attribution. RT by clicking the retweet button at the bottom of the tweet.

Suspended: accounts that have been prohibited from using Twitter, generally for breaking Twitter Terms of Service

Trends: a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment
You can choose to tailor Trends based on your location and who you follow.

Tweet: may contain photos, videos, links and up to 140 characters of text

- *Twitter will require 23 characters for photo attachments, leaving you with 117 characters.*
- *Twitter will require 22 characters for links starting http://, leaving you with 118 characters or 95 characters with a photo.*
- *Twitter will require 23 characters for links starting https://, leaving you with 117 characters or 94 characters with a photo.*

Verification: a process whereby a Twitter account receives a blue check icon to indicate that the creator of these tweets is a legitimate source
Verified users include public figures and those who may have experienced identity confusion on Twitter.

Twitter Business Basics
https://business.twitter.com/basics

Go to https://support.twitter.com/articles/166337 for a full list of Twitter terms.

Instagram Guidance

Instagram is a photo-sharing social platform that is mostly accessible via a mobile device. With 300 million users, it is quickly gaining steam among the younger demographics. Users can take a photo within the app or upload photos from their phone's photo library into the app. From the app, users share photos after adding captions, photo filters, and hashtags, which are all optional. Instagram offers the greatest opportunity to reach current and potential CAP cadets, as 90% of Instagram users are under 35 years of age (23% of teens say that Instagram is their favorite social channel).

- Create an Instagram Profile (2013 video): https://youtu.be/hz4JKFOcUt8
- Online Basic Training: http://www.gcflearnfree.org/socialmedia/instagram

Note — Even if your unit does not maintain an official Instagram channel, your can still use Instagram. It is owned by Facebook, so sharing Instagram links to already published photos works great. If you have an event or you know of a great photo posted by a member because it was linked to the #CivilAirPatrol hashtag, you can share that photo by simply pasting the link into a Facebook status update on your official Facebook page. When you paste the link into a Facebook post, wait a few seconds and the photo will appear. You can type your own message and click post. Click here to see an example of an Instagram photo shared to Facebook.

Content
Photos posted to Facebook may also make great Instagram content. Photos from missions or encampments would make good Instagram posts, as would photos of cadets participating in promotion ceremonies. Any special event or activity could offer good Instagram photo material.

Administrator
Each Civil Air Patrol Instagram account will have at least two CAP members with administrator access, which means that two people should have the email login and password tied to the account. The email used must be an official CAP email address. Instagram may only be administered from a smartphone or tablet with the app installed. More than one account cannot be logged into on a single device. *Care should be taken if a personal device is used.*

Username
The username associated with the Instagram channel should match that of the unit's other social media channels and website address. A wing account should use "wing" and "CAP" if possible in its username, and a unit account should use "CAP" along with the distinctive part or charter number in their username. The maximum character length for Instagram usernames is 30 characters.

Following
To build your list of Civil Air Patrol Instagram followers, follow people who you think would be most likely to be interested in your posts, which is accomplished by searching CAP related hashtags.

Tagging
Tag your photos with the #CivilAirPatrol hashtag at a very minimum. This hashtag will allow NHQ to track all CAP-related photographs/videos and reuse them when appropriate.

Instagram FAQ
http://instagram.com/about/faq/

Instagram Glossary

Caption: a description of the photo/post

Feed: display of photos posted by the profiles a user is following
Like a Facebook news feed, one's Instagram feed consists of photographs posted by individuals, brands and organizations a user has opted to follow.

News: recent activity and notifications such as likes and comments
News also shows what photos and accounts people you follow have liked, commented on, and followed.

Filter: effect applied to your photo to make it look like a professional photograph
Applying filters through the Instagram app is appropriate for photos/videos produced directly on the mobile device. You may only post your own photos.

Direct Message: private message, sending a photo from one user to another user or group of users

LinkedIn Guidance

LinkedIn is a professional networking site designed to be a career development tool. Users make connections with current and former colleagues and work to cultivate new working relationships. On LinkedIn, users find information relevant to their industries and interests.

- Create a Personal LinkedIn Profile (2014 video): https://youtu.be/1BMPoYosybY
- Online Basic Training: http://www.gcflearnfree.org/socialmedia/linkedin

Civil Air Patrol has an official company page managed by NHQ. Local units will not create any channels (a separate company page or group) representing CAP in any fashion. Having a single Civil Air Patrol presence through LinkedIn will provide the most benefits to our members.

If you have a personal LinkedIn profile, please "Follow" the national Civil Air Patrol LinkedIn page, found at https://www.linkedin.com/company/civil-air-patrol.

Adding your Civil Air Patrol involvement to your professional/personal profile will raise awareness for Civil Air Patrol among your own LinkedIn network. Following Civil Air Patrol on LinkedIn will also help you connect with other members around the country.

Adding Your CAP Volunteer Work
By adding your personal work to LinkedIn in a uniform manner, you are adding to the credibility of all volunteer hours under Civil Air Patrol. To add your CAP duty position to your personal profile, select "+add position" and follow these guidelines:

Company: Enter "Civil Air Patrol" and verify that it is linking to the official CAP company page.

Title: Enter your duty position title preceded by the unit of responsibility the same way you enter your title in the email signature block guidance IAW CAPR 10-1, e.g., Colorado Wing Director of Emergency Services, National Blue Beret Activity Director, Virginia Beach Cadet Squadron Public Affairs Officer, or Southeast Region Commander.

Location: Enter the area of responsibility of the unit or where your volunteer work was done.

Time Period: Enter the inclusive dates of your volunteer duty position assignment. Click on "I currently work here" if you are still assigned to the position.

Description: Ensure that you say "volunteer" if a CAP member.

After you click "Save," you have the option to "Add Media" to the listing. This is where you can add a link to your unit website or any other relevant product.

LinkedIn Glossary

Profile: your personal LinkedIn page
This page on LinkedIn shows your photo and credentials. Depending on how much information you upload, connections can view your job history, work samples and/or a resume.

Connection: LinkedIn terminology for a 'friend'
Your network on LinkedIn consists of connections made by extending or accepting invitations to connect. By making a connection with someone via LinkedIn, you are able to look at their profile and write them a personal message.

Inbox: where you view personal messages sent to you by other LinkedIn members

InMail: messages to second or third degree connections, only available through premium subscription LinkedIn packages

Invitation: a request for someone to become a connection and join your network

Groups: LinkedIn users within a discussion or forum
Groups are used for people to connect or get advice and job postings.

Network: the group of your connections
You are the center of your network. It can also include the connections of your connections.

Degrees: levels of connection with another LinkedIn user
A second-degree connection is someone that one of your connections is connected to. A third degree connection is a connected to a friend of a friend.

Skills and Endorsements: attributes you give to your connections, and ones that are given to you by your connections
When visiting your profile, connections will be prompted to endorse you for specific skills.

Introduction: a request to join the network and become connected to someone you do not necessarily know
LinkedIn limits the number of introductions you can make at one time.

Recommendation: a request can be sent out to another LinkedIn member
If they agree, they will then write a short paragraph recommending you. This is visible to anyone who views your profile.