



## Pinterest

Pinterest is the third most popular social media platform. Nearly 85% of its users are female. Pinterest is an idea-sharing platform and a great way for everyone to post their ideas; though graphic creation can be time consuming.

## LinkedIn

LinkedIn is the professional social network. It's great for professional networking and content sharing.

As a key spouse, you are integral to the success of the Air Force. Without your support, Airmen wouldn't be able to accomplish the great work they do every day. You are encouraged to use social media to keep in touch with other spouses. However, it is important for you to safeguard information about military operations. Posting too much information could jeopardize Airman safety, and social content shared by Airmen and their families is a major target for those looking to gain access to sensitive information.

- If you wouldn't want to see it on the news, don't post it to the internet. Even information shared in private groups can easily be shared or reposted, even by well-meaning friends and relatives.

- Don't post the exact whereabouts and activities of deployed Airmen. The enemy has computers too.

- Be general about the dates and locations concerning an Airman's trip arrival and departure.

- Don't make your vacation dates public on social networks. Criminals could use this information to break into your home.

- Be careful about posting children's photos, names, schools, ages and schedules.

- Consider the image you portray on social media. As a key spouse, you represent the Air Force Reserve, and you are integral to how the public views Reservists.

If you decide to have a presence on Facebook, you have several options; you can create a page, open group or closed group. When logged into Facebook, there is both a "Create Page" and "Create Group" on the left side of your screen. To create one, simply click on the link and follow the instructions.

### Facebook – Page

The major advantage of a Facebook page is the ability to be found using a search engine, such as Google, allowing new spouses looking for information to find you.

Facebook pages also allow for vanity URLs (also called “usernames”). Vanity URLs are the unique URLs that redirect people to your Facebook page, so your page would be [www.facebook.com/coolspouses](http://www.facebook.com/coolspouses) instead of [www.facebook.com/12847391](http://www.facebook.com/12847391). Facebook groups do not have this functionality as they are tools for discussion.

Though anyone can join and see a Facebook page, administrators can ban harassing people from posting as well as set a content filter. The content filter, which can be found in settings, is much like parental controls, which can prevent people from posting offensive language or using other specific set words

#### Facebook – Group

One of the best features of groups is the ability to send messages directly to members’ Facebook inboxes, though messages are restricted once a group surpasses 5,000 members.

Another benefit of groups over Facebook pages is the ability to restrict who can access them. There are three types of groups: open, closed and secret. Open groups function just like Facebook pages: anybody can join them. Closed groups appear in Facebook search results. However group administrators must approve all members of the group. Secret groups are not visible in Facebook search results and are accessed by invitation only. In contrast to groups, Facebook pages are always public and there is no option to make them private.

Also, groups have the ability to upload documents in the files tab. This will allow you to upload a new spouse’s guide or any other document you want to keep for reference.

#### Open vs. Closed vs. Secret

If you choose to create an open group, you can make it closed at any time; however, closed groups cannot be made open. The benefit of an open group is that it is inclusive, and spouses new to the unit can search in Facebook and find it. Also, spouses who aren’t sure if they want to join at first can look at the posts to see if there are items of interest before they join.

Closed groups allow for stricter membership, as all members must be approved by the administrator before they can see posts or share in the community. However, when posting, members must still remember that posts can be shared to open news feeds by other members and, therefore, can quickly become public.

Secret groups are not recommended, as they exclude people and encourage cliques and diminish open communication.

#### Social Media Tips:

- Facebook posts with a photo generate 120% more engagement than simple text.
- Posts shorter than 250 characters have 60% more engagement than longer posts.

- Ask questions to get people involved and talking.
- Regular posts, even of a social not official nature, will let others know the page is active and encourage them to post as well.

#### What should I post?

- Information about family events, without exact dates/times so new spouses can get involved.
- Information given out by a unit that might not reach spouses who reside out of the local area.
- Pictures of spouse/unit activities.
- Information about Reserve spouse life. The best source on how to get through a trying time is from someone who has been there before.
- Helping resources, information about the Airman and Family Readiness Center, Yellow Ribbon or Military One Source. Sometimes people need to be reminded help is there.
- Kid craft ideas, especially ones that help children through deployments.
- Advice from spouses who have been there, and questions from those who haven't. Even if you have the answer, posting the question without the name to the platform will spur discussion.
- Anything else, with security in mind, that might interest other spouses!

#### Helpful Social Media Pages:

Air Force Reserve - <https://www.facebook.com/usairforcereserve?ref=share>

Citizen Airman Magazine - <https://www.facebook.com/usairforcereserve?ref=share#!/CitizenAirman>

Yellow Ribbon Program - <https://www.facebook.com/usairforcereserve?ref=share#!/afrcyellowribbon>

Wingman Toolkit - <https://www.facebook.com/usairforcereserve?ref=share#!/AFRCWingmanToolkit>

Military One Source - <https://www.facebook.com/usairforcereserve?ref=share#!/military.1source>

Betty Welsh, Air Force Chief of Staff Spouse - <https://www.facebook.com/usairforcereserve?ref=share#!/CSAFSpouse>

#### For More Information:

Detailed guidelines are available at <http://www.af.mil/Portals/1/documents/SocialMediaGuide2013.pdf>

If you have additional questions about social media, please contact your unit Public Affairs office.