NAVY LIFE SOUTHWEST

SOCIAL MEDIA STYLE GUIDE FY23

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#MWRFitness

Introduction

What is a social media style guide?

It's a reference tool that helps our region maintain consistency in what our brand looks, feels and sounds like. Think of it this way - it's the heart and soul of Fleet and Family Readiness (FFR), that encompasses our mission, vision and values - translated in design.

FFR N94 Marketing Mission Statement

Engage the military community where they are, with consistent, and convenient digital communications.

" We care. That's our mantra. "
FFR Facility Manager

Our Promise

As a brand, we promise to deliver a **full-range of quality services that enhance the lives** of active duty military, reservists, military retirees and their families.

The Power of Social Media

Social Media is an inexpensive way to advertise FFR N9 programs across multiple online platforms, such as Facebook and Instagram. So, **What's in It for Your Program?**

Increases Brand Awareness & Loyalty - Greater Reach for Potential Customers

60% of Instagram users say they discover new products and services on the platform, according to Facebook Business stats. When we create an online environment of engagement, we are interacting with customers beyond print mediums.

Increased Sales & Customer Retention

With social media, new followers find us daily. The goal is to convert our followers into our customers - leading to growth in sales. When you interact with customers and build trust, customers listen and will respond most commonly through sales. They will come to our facilities, purchase our products, participate in our activities and refer others.

Increases Website Traffic & Conversion Rate

Your social media posts should frequently link back to our FFR N9 website(s). The more people visit our websites, the higher our site ranks on Google, and the higher our site ranks with online search engines, the more organic traffic we obtain. More web traffic can lead to advertising sales to enhance our programming.

Social Media Statistics

Social media users are inarguably spending more time consuming content on social channels. According to the Global Web Index (GWI), internet users on average spend 2 hours and 22 minutes per day on social networking and messaging platforms. To no surprise, social media can be considered one of the strongest tools FFR N9 programs can use when trying to expand our reach and grow business. Why? Because our customers are likely online!

Facebook at a Glance: Founded 2004
- 58 Minutes of Time Spent Daily
- 300 Million Photos Uploaded Daily
- 1.4 Billion Active Users Daily
- 8 Billion Video Views Daily

YouTube at a Glance: Founded 2005
- 40 Minutes of Time Spent Daily
- 5 Billion Videos Uploaded Daily
- 30 Million Active Users Daily
- 40 Mins Avg. Length of Site Visits

Twitter at a Glance: Founded 2006
- 1 Minute of Time Spent Daily
- 140 Million Tweets Published Daily
- 100 Million Active Users Daily
- 460K New Accounts Created Daily

Snapchat at a Glance: Founded 2011
- 49.5 Minutes of Time Spent Daily
- 3 Billion Snaps Created Daily
- 178 Million Active Users Daily
- 10 Billion Video Views Daily

Instagram at a Glance: Founded 2010
- 53 Minutes of Time Spent Daily
- 95 Million Photos Uploaded Daily
- 500 Million Active Users Daily
- 250 Million Stories are Viewed Daily

Reach New Heights
Your Next Adventure Awaits

#MWRTickets

WE ARE

Genuine

Professional

Friendly

Resourceful

WE ARE NOT

Unprofessional

Insincere

FFR N9 programs range in type - everything from Fitness, Dining, and Golf to Child and Youth Programs, and Family Support Services.

We've built a community of programs that bring our military members and families together. For many, home is far away. **Our brand is considered "home" in the present.**

- Our Goal = To create and deliver relevant services that enhance our customers quality of life.

Social Media allows us to share and engage with our customers beyond our facilities. Social share allows our business to reach potential customers who have yet to experience our FFR N9 brand.

Brand Identity

With every piece of content we distribute on social media, we aim to publish accurate information in a personable way.

We are **professional**, **resourceful** and **friendly**. We believe in offering low prices, great products and services for our customers.

. . . .

When we write for social media:

we are clear and concise...
Use simple words that are clear and succinct. We don't want to lose our audiences with too many descriptive words, acronyms or military jargon. Simple words that are easy to understand and sentences.

we are appropriate and honest...
Although we are personable and funny at times, our humor is appropriate and we are honest with our delivery. We adapt our tone based on the audience type and content.

#MWRGolf

Brand Voice

We are **genuine**. We believe the FFR N9 brand enhances the quality of life of our customers. As marketers, we create content that promote the products and services **we stand by**.

When we communicate through social media channels, we are informal, yet professional. We are relatable. Generally, folks respond to relevant information that's relatable and easy to understand, consistently. **We aim to provide that**.

When writing your content…

- **Write with a positive tone.** Sometimes you may have to write to inform your audience of an unforeseen closure or disruption of service. Use positive language rather than negative, i.e., Remember, while the #NBPL pool is being renovated, all swim lessons have ceased. Regular schedule will resume after March 2020.

- **Do not oversell your services.** When using social media, be sure not to oversell on your page. Remember, social platforms should not be used to primarily distribute ads - it is more impactful to build engaging content that is relevant and shareable. User Generated Content (UGC).

#MWRTravel

Use High Quality Stock Photos

Social media are visual boards. The high quality stock photos paired with relevant text is a fantastic way to showcase FFR. *Resources on page 35.*

Create Good Content

Work with a team to collaborate and develop good content for your posts that are simple, funny when appropriate and timely.

Take Great Pictures and Videos

Mobile devices have exceptional cameras nowadays. Professional photographers are not always available, take advantage of simple tricks such as lighting and camera focus to enhance the quality.

#MWRLeagues

Proper Use of Social Media Platforms

FFR uses Facebook to tell our story.
It's a place where we share interactive photos, heavily promote campaigns, and upcoming initiatives. FFR uses Facebook as our main social media platform.

FFR uses Instagram as our creative social platform. We use it to drive campaigns and programming offerings in the most visual way possible. We use this platform at a very high-level to start and capture conversations.

FFR uses Twitter to engage and create conversations. We share upcoming events and current campaigns and/or initiatives.

FFR uses Snapchat to quickly communicate direct person-to-person interaction.
We share video or picture captured stories showcasing our FFR lifestyle brand. Everything from contest giveaways and scavenger hunts promoting our programs.

This Social Media Guide will focus on our most utilized social channels: Facebook and Instagram

#MWRComRec

Social Media 101 "The Set-up"

Branding Checklist:

1. Profile Picture - NRSW FFR Logo
2. Banner Image
3. Profile Description

Profile Photographs

Profile image should be an official FFR logo or installation logo
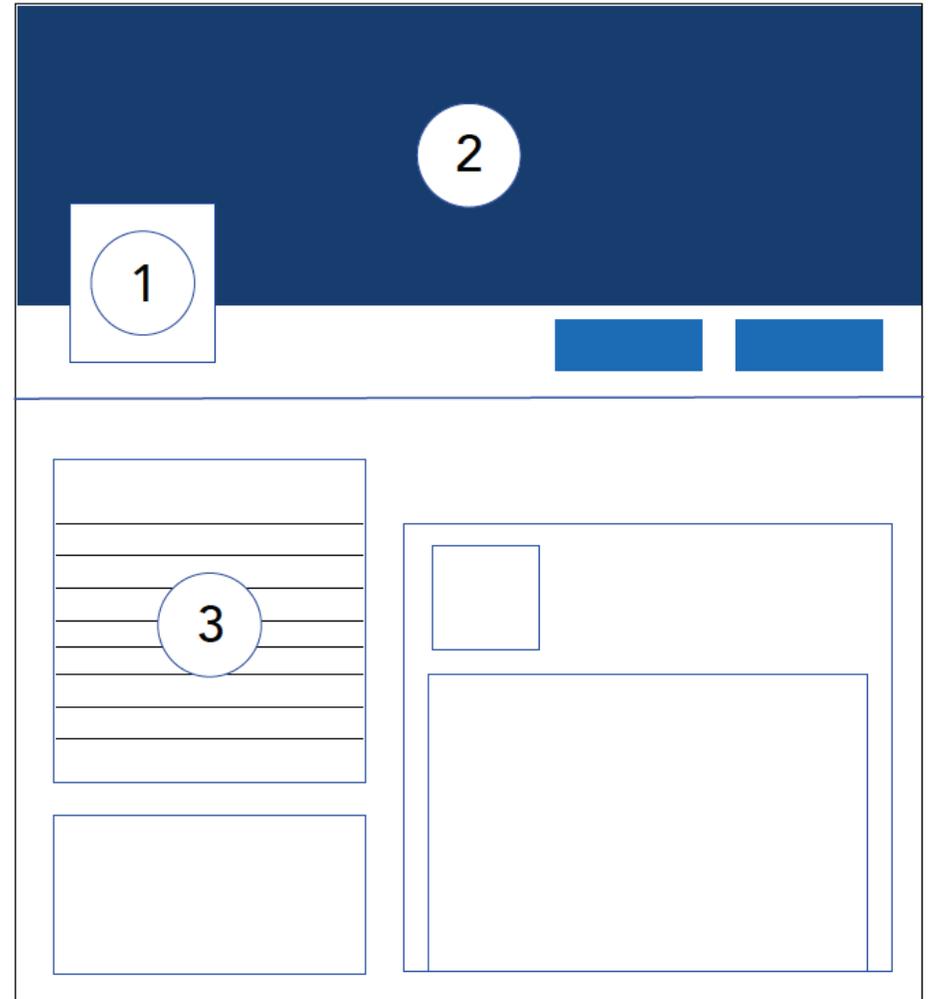
Banners

We recommend banner images include FFR N9 program promotions and offerings.

Profile Description

All profiles will link to Region FFR website and post disclaimer and user text:

https://go.usa.gov/xPQr7

Facebook 101

 Facebook

1. **Profile Image: 180x180**
   This is the photo representing FFR on your installation. It will also appear when you post to others Facebook pages and/or share content. This should be an approved FFR N9 logo and/or installation logo.

2. **Banner Image: 820x312**
   This is your Facebook page cover photo. Anything less than 820x312 will be stretched and distort image quality. For best result upload an RGB JPG file less than 100KB. Banners designed with logos and text may be best as a PNG file.

3. **Shared Image: 1200x630**
   Image will appear in news feed at a maximum width of 504 pixels. Facebook will scale photos under minimum dimensions.

#MWRFitness
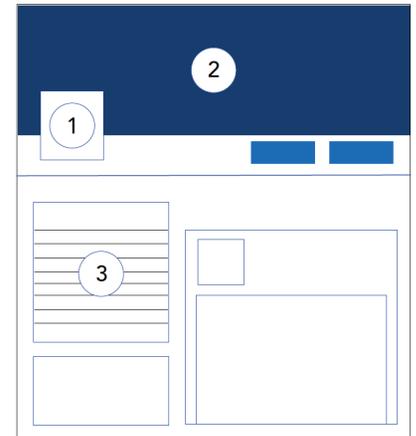
Facebook Sample Post

There are many ways to structure your social media posts that will appeal to a variety of audiences. When posting we ensure we are genuine, accurate and honest. We use humor as appropriate. **Remember, we use Facebook to tell our story...**

Short, Engaging Caption with a Call to Action (CTA). Whenever possible and appropriate, use a link to website for further information.

Visually Enhanced Photo with Minimal Copy on Pic

Level of Engagement Through Likes, Shares and Comments
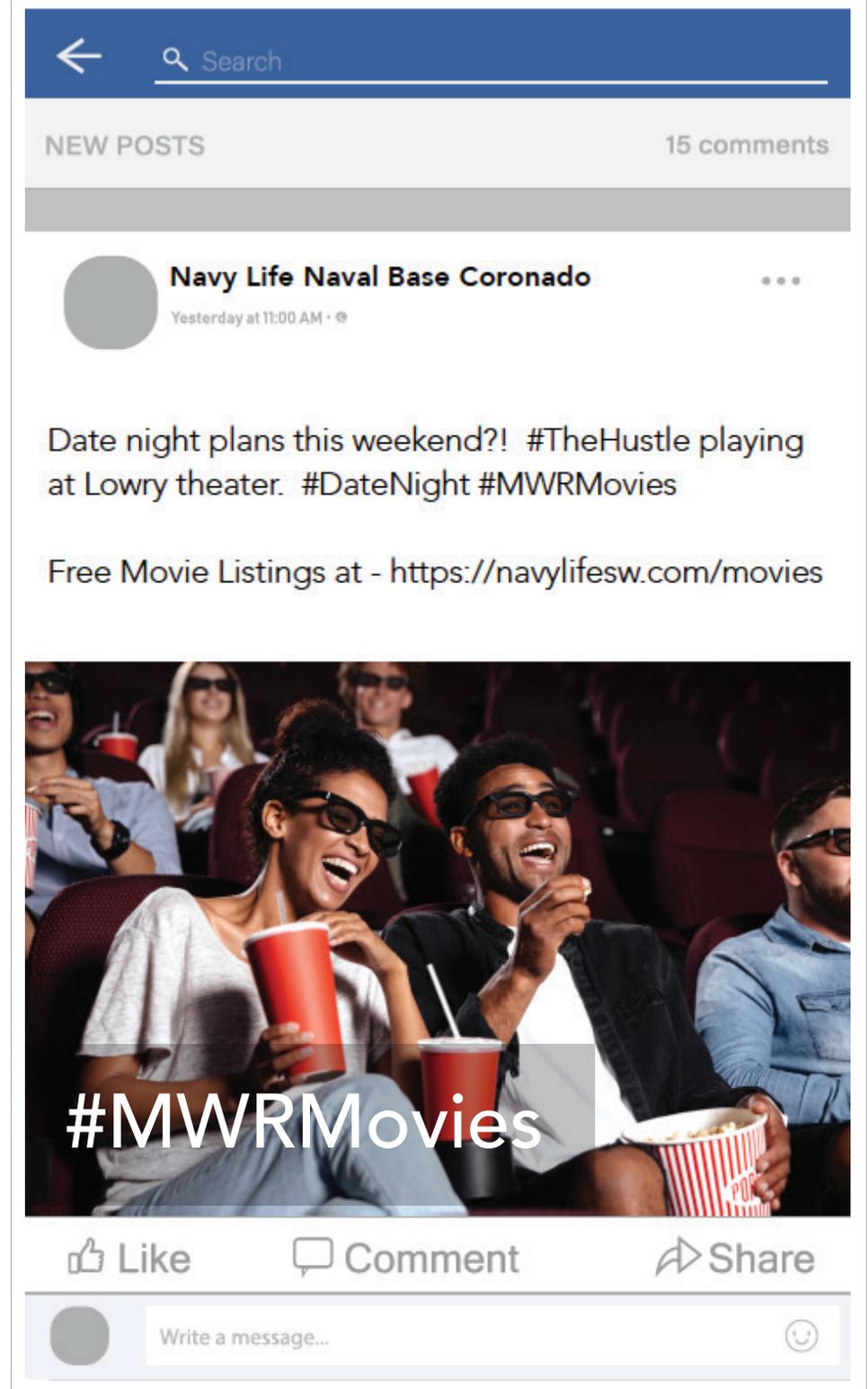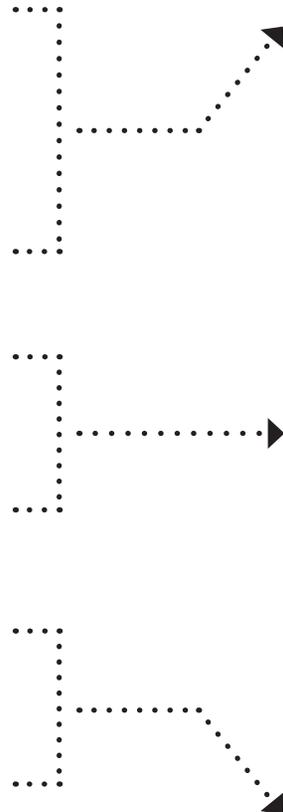
Facebook Groups

Facebook groups allow members to start conversations more seamlessly than a Facebook Page does. It's a part of the broader shift away from public sharing to discussions and notifications in a more enclosed, private space.

We care about our military communities. The more we interact with members of the community in an authentic way through direct conversations, soliciting their opinion and allowing them to influence our offerings - we build brand awareness through engagement. **Facebook Groups** are natural tools to help forge new kinds of connections.

#SLOChinaLake

Benefits of Facebook Groups

Facebook Groups can be a solution to engage smaller segmented audiences within a brand to encourage interactions at no cost.

When managing your Facebook Group:

1. **Set the Rules.** Establish user rules for maintaining order. Keywords like 'no spam,' are necessary in order to set the tone for members to abide by.

2. **Post Regularly.** Consistency is key to building Facebook group engagement. Weekly themed prompts with openended questions get members to engage.

3. **Offer Exclusive Content.** Nothing complicated, however, offering group-only access to content would most likely keep members attention.

4. **Host live sessions** within your group where a program, product, or offering is explained.

General Facebook Group Questions:

https://www.facebook.com/help/1769476376397128/?helpref=hc_fnavw

Facebook Advertisements

Let's explore the facts first. **Facebook has over 1.4 Billion users daily, and on average, each user spends 58 minutes liking, commenting, and sharing content every day.** Through targeted ads for a specific event, initiative, or service, we can easily share our message to audiences who are not exposed to FFR N9 via Facebook Ads.

Still not convinced? Unlike banners, flyers at front desks or general tweets, Facebook ads allows us to reach our intended audience who may never walk through our facilities; i.e., If you're promoting an upcoming Air Show, you can target the ad based on age range, location, hobbies, interests, behavior, and location.

There is a cost to Facebook Advertising. The duration of the ad will determine the ultimate costs, however, typically, $50 will get your message in front of 5,000 to 10,000 people.

For more information on Facebook Advertisements:

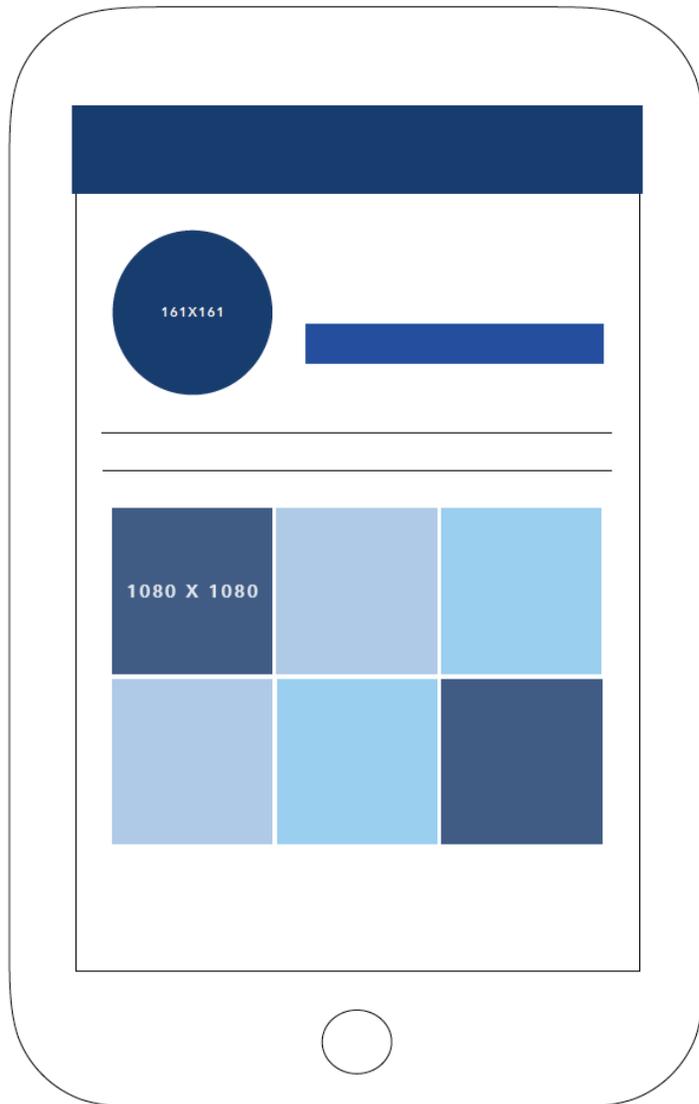https://www.facebook.com/business/ads-guide

https://www.facebook.com/business/ads

#NavyLifeNBVC

Instagram 101

Instagram

1. **Profile Image: 161x161**
   This is a photo that appears on your home screen. For squared photos, be sure to maintain an aspect ratio of 1:1.

2. **Shared Image: 1080x1080**
   Instagram will scale these photos to 612x612 pixels.

3. **Instagram Stories: 1080x1920**
   Recommended resolution is 1080x1920. Maximum file size is 4GB. There are video and image options for story creation. For more on Instagram (IG) stories, visit page 21.

161x161

1080x1080

1080x1920

Instagram Sample Post

#CYPTeens

Before Stranger Things Existed 💡 #FlexFriday at #NavyLifeNASF #Youth center. Sign up for our #Friday game nights!

www.fallon.navylifesw.com/teen_center

#NavyLifeSW #NavyLifeNASF #CYPTeens #FridayNights #GameNight #StrangerThings

#FFSCLemoore

Caring is a small feat for us. #FFSCLemoore Strengthening families at home, sea and air. Register for our Relationship Proof workshop today!

www.lemoore.navylifesw.com/ffsc_counseling

#NavyLifeSW #NavyLifeNASL #NavyFamilies #MilitaryFam #RelationshipWorks #FFSC

Instagram - It's all about the images. Without great images, you've got nothing.

The message still matters. Although image is King, wellthought out captions that are clear, error-free, and engaging are necessary.

When Using Instagram, Remember...

- **Post Consistently.** Post at least one time a day and include common lifestyle postings such as, #NationalCupcakeDay #ThrowbackThursday #FlexFriday #NationalSmileDay

- **Use Videos and Instagram Stories**

- **Share User-Generated Content.** Share posts that you have been tagged in.

- **Host Contests.** Offer your audience a chance to experience FFR programs and initiatives in a fun way. But remember: normal Navy rules apply.

- **Run Polls.** Ask your audience questions and requestfeedback on recent base events and/or changes.

- **Use Hashtags!**

#MWRGetaways

Instagram (IG) Stories

Create quick videos that last 24 hours on your Instagram profile before disappearing. IG stories appeal to the majority of social media users who want quick, engaging content. FFR programs, through stories, can showcase our personality providing yet another way for our brand to connect with audiences.

#MWRLiberty

How to Use Instagram Stories

1. Open Instagram app, and tap the camera icon on the top left hand side of phone/tablet.

2. Share a photo or video already captured within your gallery, or tap the white circle in middle to take a picture or capture live video.

3. Prior to posting, we recommend you edit the photo or video using Instagram's various editing options.

4. Once your video and or photo is ready to publish, tap "Your Story" button to post your story publicly. Once you publish your story, it will appear at the top of your followers' feed.

5. You can also share your story through 'Direct Message.'
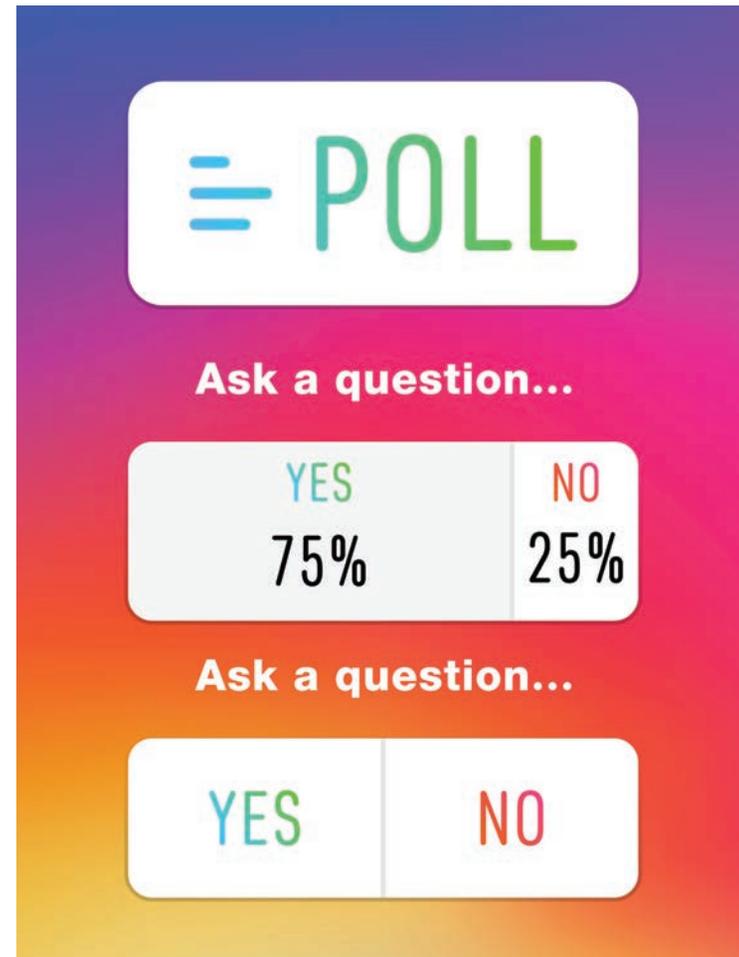
Unlike the dimensions for standard Instagram posts, stories are shot vertically. Your photos and videos should be sized accordingly, at 1080 pixels wide and 1920 pixels tall.

Twitter 101

![Twitter] Twitter

1. **Profile Image: 400x400** - This is the photo representing FFR on your installation.

2. **Banner Image: 1500x500** - This is your header photo for this platform. The header image should reflect FFR N9 programs.

3. **In-Stream Photo: 506 x 253** - Post photos, video and GIFs. Max file size of 5MB for photos, and 3MB for animated GIFs.

Twitter Sample Post

Naval Base San Diego Navy Life
@ NBSDNavyLife

⚙ 👤+ FOLLOW

@ NBSDNavyLife

🌐 Translate from …

At #TakeFive we're featuring our famous burgers sunny side up. Special item available until OCT5. #NBSDNavyLife #MWREats
Order online www.dineonthego.com

LIKES
353

11:04 · 29 dec · 2016

↩ 4   🔁 15   ♥ 353   •••

Reply to

Twitter is a fast moving social network, where you may only have your audience's attention for a moment. A good rule for conversations – only talk when you have something worthwhile to say.

Short, Engaging Caption with a Call to Action (CTA) and Hashtags.

280 characters is a boundary on what you can type in a single tweet. Use links to share our FFR websites that provide more information. Reminder, when possible, use short links!

Research from Buffer shows that tweets with images received 22.8% more retweets, favorites, and replies combined when compared to tweets without images.

Anatomy of a Great Post

Some social media platforms have character limits; others don't. As a general rule, keep social media copy short. Aim for 2-3 short sentences.

Your message matters. Post **funny**, **inspirational** and **positive** messages for more engagement from your audience. With such content, audiences will most likely comment and share.

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- **Add Links.** For call to action posts, like registration, attempt to use short links, i.e. bitly.com

- **Use Location.** Use locations when posting to connect.

- **Post Relatable Content.** People follow pages with content they relate to - whether they are inspired, intrigued or entertained.

- **Customize Posts.** Use filters, tags, and hashtags to expand your reach and engagement.

#MWRComRec

#CYPSanDiego

Hashtags

Hashtags are still an effective way to get more eyes on your social media posts. Posts with hashtags lead to greater engagement and brand exposure leading to business and audience growth. Don't post without one!

Most social media platforms such as, Instagram, Twitter and Facebook organize and categorize content with hashtags. When using hashtags in your posts, it will help with the process of content discovery - leading to exposure beyond followers of your page.

For example, when you post a picture to promote offerings at your local MWR Tickets and Travel Office, you may want to use hashtags such as,

- #TravelLife
- #MWRTravel
- #Explore
- #TravelMore

By using selected hashtags, the image posted is categorized so other users who enjoy travel can easily find it, even if not followers of your page.

Our Common Hashtags

#NavyLifeSW

#NavyLifeNBPL

#NBSDNavyLife

#NavyLifeNBC

#NavyLifeNASL

#NavyLifeNSAM

#NavyLifeNAWSCL

#NavyLifeNASF

#MWRLiberty

#MWRFitness

#MWRComRec

#MWREats

#MWRCatering

#MWRYouthSports

#MWRLeagues

#MWRMovies

#MWRGolf

#MWRMarinas

#FFSC

U.S. Navy released a Navy Hashtag Guide in 2018

We agree...

Best Practices, Tips and Tricks:

- Always research a hashtag to determine who is using it and how it is being used.

- Don't reinvent the wheel, i.e., use #BlackHistoryMonth instead of reinventing your own local hashtag.

- Capitalize first letter of each word in hashtag for readability. #NavyLifeSW

- Try to keep hashtags short and simple.

- When appropriate, incorporate hashtags directly into the text caption of your post.

- Do not use spaces, special characters, or emojis within your hashtags.

#MWRYouthSports

More than a #Sport. We forge friendships and reinforce positive character building. Oh, and we win championships! Sign your #Kid up today.

www.sandiego.navylifesw.com/youthsports

#NavyLifeSW #NBSDNavyLife #MWRYouthSports #YouthSports #Soccer #Athletics #Motivation

Contests

Contests are a great way to grow followers, engage audiences and amplify the FFR brand. A contest, as simple as offering a giveaway or a marketing campaign, should be a staple in your social media strategies.

When Considering a Contest:

1. **Establish Contest Goals**. Are you trying to promote an email list, increase social followers or engage with a target audience?

2. **Choose Your Prizes.** Select prizes that will entice entry and engagement. A prize could be a product or service related to FFR; i.e. Pizza coupons at bowling centers, 50% off your next ticket purchased at ITT, etc.

3. **Determine Contest Ad Copy.** Once you establish the prize, you can develop the hook to get audiences interested in your contest.

4. **Choose Contest Entry and Rules of Engagement.** Determine if you will run a photo contest, drawing, like, share and/or reply contest, or vote to win. Once you establish the structure, you will need to provide the rules publicly.

#MWRBowling

#MWRComRec

#MWRCatering

Making Memories Memorable!

#MWREats

4 Types of Instagram Posts To Consider

1. Food-centric posts

Whenever posting to promote the Take{Five} and/or Starbucks brand, all photos must be approved by your N94 Region Marketing Rep prior to release on social platforms*

1

2. Motivational and Inspirational posts

2

#MWRAquatics

#MWRRVParks

3. Contests, Giveaways and Polls

3

4. Employee-centric posts releasing behind the scenes happenings

4

Typography General Rules

Three Levels of Typographic Hierarchy

- **HEADLINE** level one is the most important content
- **SUBHEADS** level two helps viewer navigate design
- **TEXT** level three is the ad copy/message

#MWRComRec

Best Practices

Social media sites such as Facebook and Instagram are not a place for reformatted flyers to live. Below, find a couple of tricks to consider when deciding how to visually organize your design.

- Choose a couple of contrasting typefaces
- Adjust font sizes for call-out messages
- Less is always more. Use great visuals that represent the business and appeal to your target audience.

#MWRFitness

Escape on the Water.
We Get You There…

#MWRMarinas

Navy Region Southwest FFR N9 Social Media Official Installation Channels

Facebook	Instagram	Twitter	YouTube
Naval Base San Diego Navy Life	@NBSDNavyLife	- - -	- - -
Navy Life Naval Base Coronado	@NavyLifeNBC	- - -	- - -
Navy Life Point Loma	@NavyLifeNBPL	- - -	- - -
Navy Life NSA Monterey	@NavyLife.NSAM	- - -	- - -
Navy Life NAS Lemoore	@NavyLifeNASL	- - -	- - -
Navy Life NAWS China Lake	@NavyLifeNAWSCL	- - -	- - -
Navy Life Naval Base Ventura County	- - -	- - -	@NavyLifeNBVC
Navy Life NAS Fallon	@NavyLifeNASF	- - -	- - -
Navy Life NWS Seal Beach	@NavyLifeNWSSB	- - -	- - -
Navy Life Southwest Region	- - -	@NavyLifeSW	- - -

Further questions? Contact social media at Navy Region Southwest N94.
Email: sabrina.griffin@navy.mil and make sure you're following along…

Do You Want to Learn More?
Good, We Can Help!

I Want To Use Great Photos for my Social Media Posts, Where Do I Start?

1. Unsplash Photo - FREE online sources of photos. https://unsplash.com
2. Canva Photo - FREE online library of a million+ photos to download. https://www.canva.com/photos/free/
3. Pixabay Photo - FREE online library of a million+ photos. https://pixabay.com

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I Am Not a Social Media Expert, Is There Online Training To Grow my Skills?

Facebook Business has online training courses for anyone to take at your own pace for FREE. Learn about Facebook Ads, Facebook Basic Functions, Instagram, Targeting your Audience on Social and more.

Browse by Category:

Facebook: https://www.facebook.com/business/learn/courses

Instagram: https://www.facebook.com/business/learn/categories/instagram?ref=ens_rdr

Twitter Basics: https://business.twitter.com/en/basics.htmlv

"We don't have a choice on whether we DO social media, the question is how well we DO It."

ERICK QUALMAN