

MEGAN DEESE

U.S. PACIFIC FLEET: SOCIAL MEDIA REPORT TWO

REPORTING PERIOD: SEPT. 12 - OCT. 11 COMPARED TO AUG. 12 - SEPT. 11

All data collected through primary research unless otherwise noted. No sampling rate was used.



GOALS

Determine which types of social media posts by U.S. Pacific Fleet and which topics receive the most interaction.

Use results to increase interaction on Facebook, Twitter and YouTube.

OBJECTIVES

- By the next reporting period, increase interaction on U.S. Pacific Fleet posts by **3 percent** on Facebook, **5 percent** on Twitter, and **5 percent** on YouTube.
- Increase positive comments on Facebook by **5 percent**.

TARGET AUDIENCES

Primary: Active, retired and reserve military, military families, and general civilian supporters

Secondary: Media, potential recruits, other branches of military



Total Number of Tweets
R1: 83 R2: 52

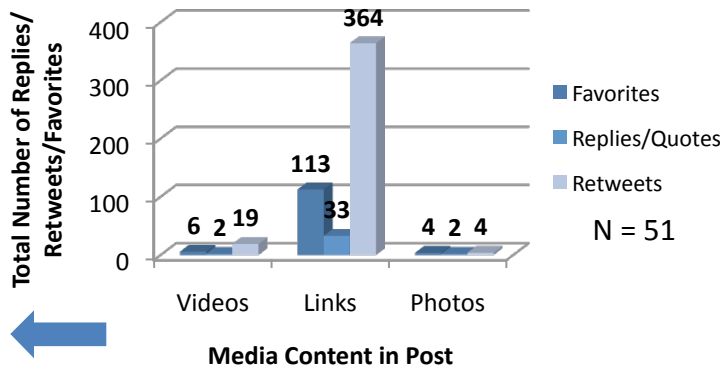
37 percent decrease

↓ 6.1 percent
decrease in number of favorites from R1

↓ 10 percent
decrease in number of retweets from R1

↑ 8.8 percent
increase number of replies from R1

WHICH TYPE OF POST RECEIVES THE MOST AUDIENCE INTERACTION?



U.S. PACIFIC FLEET (COMPACFLT)

BY THE NUMBERS:

5 video uploads

49 video likes

6 comments

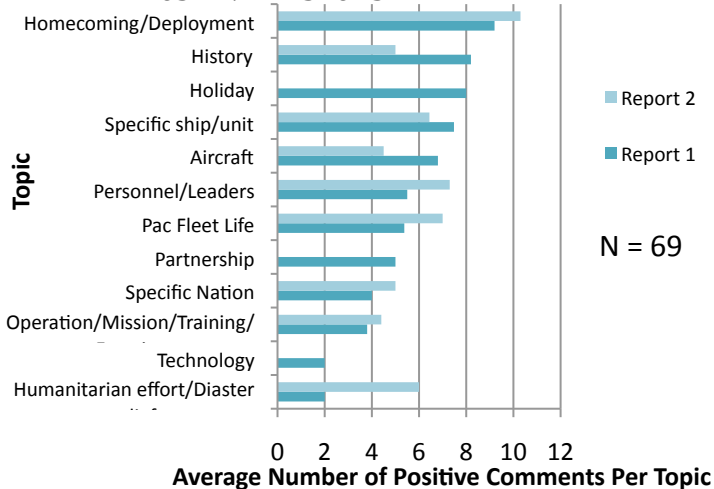
2,694 views

Most popular video:

7 in :70 (Sept. 27, 2013)

with 1,243 views

WHICH TOPICS RECEIVE THE MOST POSITIVE RESPONSE?



25

Comments posted by family and friends

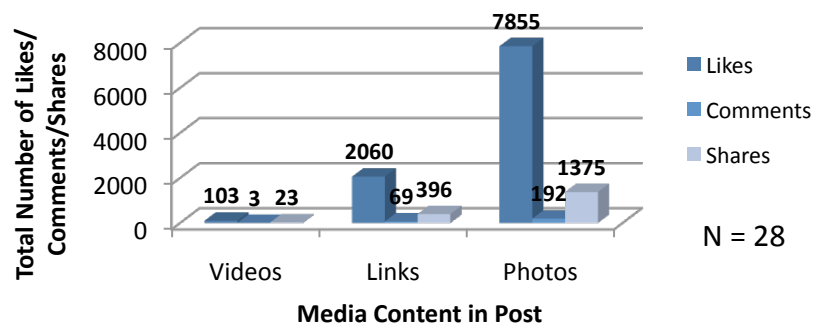
130

Comments by general public/supporters

24

Comments posted by affiliated members

WHICH TYPE OF POST RECEIVES THE MOST AUDIENCE INTERACTION?



MOST POPULAR POST

Sept. 30: "Forward presence, aye"



TAKE ACTION:

The decline in interaction and decrease in social media posting in R2 compared to R1 was mainly due to the government shutdown that began on Oct. 1, 2013.

Facebook: Continue to post updates that contain a photo. These posts receive the most interaction. Increase posts about personnel/leaders, specific ships and homecomings/deployments, as well as add links to increase positive interaction. **Twitter:** Continue to interact more with other users through retweets to build following, include pictures to make tweets more interesting and to gain more interaction. **YouTube:** Weekly recap videos continue to receive most positive feedback. Continue to make videos less than two minutes long to keep viewer attention. Provide more information or video "teasers" on other social media channels.