

Using Social Media



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Communication in the Auxiliary

Who:

The Public

Our Members

Why:

Normal Messages

Special Messages

Emergency Messages

Robert Babezki

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



How the Auxiliary Communicates With the Public

Static Information on Websites

Press Releases to Local Media

Posters and Handouts

Radio & TV Public Service Announcements

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



How the Auxiliary Communicates with Its Members

Static Information on Websites

E-Mail Notifications

Word of Mouth

Phone Calls

Mail

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



How Does the Public Communicate with the Auxiliary?

Phone Calls

e-Mails

Letters

Personal Contact

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Why Communications is Important

- Shares the Message of Our Mission
- What to do and when to do it
- What we have done
- What we want to do
- Emergency Messages

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Why is Communication Important?

- Sharing of our Mission Statement
- Announces Important Events and Meetings
- Announces Education Events (both PE & MT)
- Access to Resources
- Announces Emergency Messages

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Communication Models

One-to-One Communications:

Most Phone Calls - Letters & Cards

One-to-Many Communications:

Newsletters & Radio Broadcast

Many-to-Many Communications:

Conference Calls & Meetings

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Social Media has Impacted Communications

- E-Mail has become most common form of written communication (allows both One-to-One and One-to-Many communication)
- Texting is replacing phone calls (One-to-One communication)
- Social Media is augmenting these new ways people communicate by facilitating group communications (Many-to-Many)
- Social Media is *Multi-Media*

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



What is the Power of Social Media

- Grassroots communication – connects to thousands
- Access from many types of mobile devices
- Has the power to share ideas and promote events
- Is a powerful tool of influence

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



What is the Power of Social Media

- Mass Communication NOT Controlled by Owners of the Media
- Bi-Directional Communication
- Gives a voice to the common man
- Does for the Internet what Talk Radio did for Broadcasting
- Allows for debate in a structured forum

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Value of Better Auxiliary Communications

- Regularly Keep in Touch with People
- Knowledge is Power – We *Empower* People by Sharing Access to Information
- Encourages Involvement & Grows Interest
- Allows the Exchange of Ideas in Multiple Formats

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Changing How We Communicate as the Auxiliary

- Auxiliary is Reluctant to Change
- Perception of Change is Personally Focused
- Personal Focus is Impacted by Age
- Need to Change Mindsets by Explaining Reasons for Change
- Changing How We Communicate as the Auxiliary

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Resistance to Use of Social Media

- Many Auxiliary Members are not “Computer Literate”
- Members Do Not Want to Depend on Computers
- It’s a “Kids Thing”
- Don’t Understand Value of Social Media
- Don’t Want Their Privacy Invaded

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Auxiliary Dedication to Social Media

- Coast Guard Auxiliary is Committed to Social Media
- Coast Guard Auxiliary will be Standardizing their Policies and Practices Regarding Social Media
- Social Media will become an Integral Part of Each Coast Guard Auxiliary Unit

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



What Does Social Media Do for the Auxiliary?

- Provides a way to communicate with the public
- Provides a way to get out time-sensitive messages
- Provides a way for members to share their experiences
- Provides a feedback loop

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



How Can the Auxiliary use Social Media?

- Use Facebook to announce an upcoming event
- Use Twitter to remind people that the event is about to happen
- Use Flickr & Pintrest to share photographs of the activity so that others can see what they missed
- Use Facebook as a feedback mechanism on the success of the event.

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Auxiliary Social Media Guidelines

- Policy and Practices Being Developed by National Public Affairs Office (AUXPA)
- *Do Not* Have to Follow U.S. Coast Guard Policies
- Practices Will be Tailored to Auxiliary
- All Sites *MUST* be Moderated

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



District 5NR Social Media Programs

- District *Facebook* Page
- District *Twitter* Page
- District *Flickr* site
- District *YouTube* Channel
- District Social Media Training

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Benefits of Use of Social Media

- Recruiting (Targeted & General)
- Public Education
- Public Affairs Events
- Vessel Exam Events
- Public Information/Notices

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



District 5NR Social Media Sites

- www.facebook.com/USCGAux5DNR
- www.twitter.com/USCGAux5DNR
- www.flickr.com/photos/uscgaux5dnr
- www.youtube.com/user/USCGAux5DNR

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



District 5NR Social Media Sites

- Contributions are to be submitted to District Social Media via email to: 5nrsocialmedia@gmail.com
- Contributions will be Posted & Monitored by the Social Media Team.
- Inappropriate Postings and Conversations
“Will Be Removed!”

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Posting Schedule

- Public Affairs would like to establish a schedule for the submission of content and its subsequent publishing onto the District Social Media outlets.

- Planned Schedule of posts
 - ▣ Monday - weekend events
 - ▣ Tuesday - historical post
 - ▣ Wednesday - VSC post, etc.
 - ▣ Thursday – PE Class Schedules

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Using District 5NR Social Media Sites

- Link your local unit website to the District Facebook page, Twitter site and YouTube channel.
- Insert links to District Social Media onto all communications, written, hardcopy and electronic.
- Link your local unit website to a specific gallery on the District Flickr site.

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Why The Auxiliary Uses Social Media

- Communication
- Collaboration
- Education
- Entertainment

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Strategies for Using Social Media

- **Marketing of PE Events**

- Posting of class schedules
- Posting of course locations
- Posting of changes (times, locations, etc.)

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Strategies for Using Social Media

Marketing of VE Events

- Posting Locations of VE Events
- Requests for Examinations
- Questions on preparing vessels for examination

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Strategies for Using Social Media

New Member Recruiting

- Why you should join the Auxiliary
- Having Fun with the Auxiliary
- Available training from the Auxiliary

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Strategies for Using Social Media

Marketing of Public Affairs Events

- Presence at Boat Shows
- Maritime Memorial Events
- Participation at Public Events

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Strategies for Using Social Media

- Notification of What You are Going to Do
- Sharing of What You Have Already Done
- Discussions of Why you did it

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Effective Use of Social Media

- Have a Marketing Plan
- What Are You Trying to Accomplish?
- Who Are You Trying to Recruit?
- Why Are You using Social Media for This Purpose?

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Common Misconceptions of Social Media

- ***Privacy*** – The Communication Media is the Internet.
You can and will be heard around the world
Do *NOT* Expect It
- ***Control*** – As a user of Social Media, you cannot control the course of a discussion that you have started
- Use ***Wisdom*** in Your Postings – Others will form opinions of you based upon what you post

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Auxiliary Social Media Call To Action

- Each Member to sign on to Facebook and “Like” the District Facebook page
- Each Flotilla to post its PA Schedule on Facebook
- Each Unit to post its upcoming meeting schedule on Facebook
- Each Member to submit photos of Auxiliary Activities to Facebook, Flickr and Pintrest

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



District 5NR Social Media Team

DSO-PA Robert Babezki – Team Leader
rbabezki@uscgaux-ocnj.org

SPO-PA Social Media East- Paul Casalese
shaefltc@aol.com

SPO-PA Social Media Central – Larry Ogintz
logintz@gmail.com

ADSO-PA Social Media West – Angela Chernitsky
angiemcalonan@cs.com

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Social Media

Q&A

Robert Babezki District Staff Officer-Public Affairs 5th Northern District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region

