

Month in Review: April 29 – May 31
U.S. Army Corps of Engineers use of Social Media

Facebook by the Numbers:

Status Updates:

Event	# of Status Updates	# of Likes	# of Comments On post	# of Wall Post & Comments
Chief's Relinquishment	3	13		
Flooding	281	1,688	358	171
Tornado	33	82	23	6
Misc. Updates	59	516	80	19
TOTAL	386	2,299	461	196

Videos:

Event	# of Videos	# of Likes	# of Comments
Flooding	46	248	25
Tornado	71	26	26
Misc.	4	11	
TOTAL	121	285	51

Photos:

Event	# of photos	# of Likes	# of Comments
Chief's Relinquishment	20	23	0
Flooding	164	44	18
Tornado	69	10	4
Misc. photos	45	10	0
TOTAL	298	87	22

Facebook	APRIL 29-MAY 31	
Fans	7,547 (+3,441)	▲
Likes	5,671 (+2,423)	▲
Comments	730 (+604)	▲
Daily Post Feedback	3,215 (+ 127%)	▲
Twitter		
Followers	3,172 (+573)	▲
Following	2,501 (+6)	▲
Tweets	3,326 (+665)	▲
Flickr		
Photos Added	298 (+272)	▲
Total Views (all time)	234,518 (+48,492)	▲
Photo Stream View	38,282 (+1,537)	▲
YouTube		
Videos Added	14 (+12)	▲
Channel Views	33,790 (+1,498)	▲
Upload Views	275,779 (+15,411)	▲

It has been an historic month in social media for the U.S. Army Corps of Engineers Social Media Teams across the United States. Over the course of the past month there were several **key events**:

- **Chief of Engineers Relinquishment Ceremony** (Headquarters)
- **Wallapello Lake Flooding** (Headquarters, St. Louis District)
- **Ohio and Mississippi Rivers Flooding** (Headquarters, Joint Information Center, Great Lakes & Ohio River Division, Louisville District, Mississippi Valley Division, Vicksburg District, New Orleans District, Little Rock District, St. Louis District)
- **Tornados in the South** (Memphis District, South Atlantic Division)
- **Missouri River Basin Flooding** (Omaha District)

It was a collaborative effort between the Joint Information Center, Headquarters, Vicksburg District, Louisville District, St. Louis District, Little Rock District, Memphis District, New Orleans District, Great Lakes and Ohio River Division, Mississippi Valley Division and South Atlantic Division.

Headquarters captured all Joint Information Center, Division and District updates and reposted via HQ Facebook, Flickr, and Twitter Accounts in order to reach a larger audience.

Headquarters also captured and posted updates from FEMA, The National Weather Service, and the National Guard.

USACE Joint Information Center set up “Birds Point New Madrid Floodway Joint Information Center” [<https://www.facebook.com/BPNMFloodway>] Facebook Page April 30, 2011. The page when viral very rapidly gaining 16,340 fans within the first week. The team on the ground provided up to date photos/videos/updates and answered questions by citizens affected by the New Madrid levee. As soon as the flood water started moving towards the Gulf, the Joint Information created the “Floodfight 2011 – Operation Watershed” [<https://www.facebook.com/OperationWatershed2011>] Fanpage May 6 and has more than 9,200 fans.

****Lesson Learned** – When working contingency operations informing the public via social media sites USACE needs to collectively come up with *one* fanpage for the entire mission, or rely on the *existing* Division and/or District Fanpages (this is the main reason that they exist). The BPNM page went up quickly and was a huge success; however, once the floodwater moved south, a new page had to be created and it was difficult to get the fans of the BPNM page over to the Floodfight 2011 page.