U.S. Navy Social Media Monitoring

April 9 – April 26 compared to March 9 - March 26

Ansley Rushing

Internal Content & Goals

Goals:
- Discover what topics generate most audience response
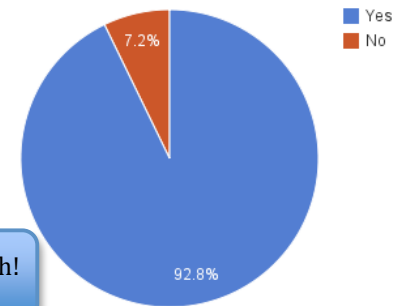- Increase interaction on social media

Objectives:
- Increase audience interaction by 5% by May 9 (comments and RTs)
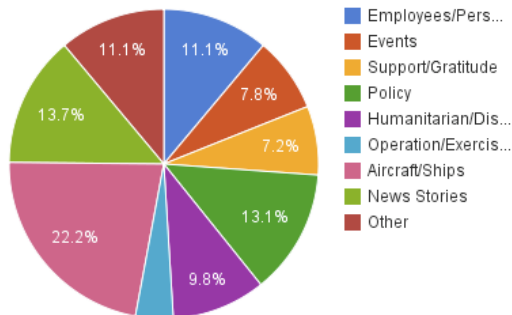- Increase Navy Facebook posts by 5% by May 9

Target Audiences:
- **Primary**: Navy members and supporters, members' families
- **Secondary**: general American public
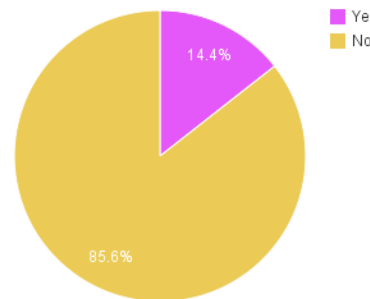
Percentage of Posts With Links

- Yes
- No

7.2%
92.8%

Percent of links went up 6% this month!

Topics Posted by U.S. Navy (Facebook and Twitter)

- Employees/Pers... — 11.1%
- Events — 7.8%
- Support/Gratitude — 7.2%
- Policy — 13.1%
- Humanitarian/Dis... — 9.8%
- Operation/Exercis...
- Aircraft/Ships — 22.2%
- News Stories — 13.7%
- Other — 11.1%

Percentage of Posts with Videos

- Yes — 14.4%
- No — 85.6%

Percentage of Posts with Photos

- Yes — 33.3%
- No — 66.7%
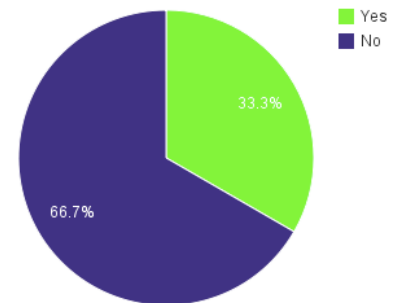
External Content & Audience Data

Poster's Association to Navy

- Recruit — 25%
- Navy Member — 11.4%
- Family of Member — 18.2%
- General Supporter — 18.2%
- Organization — 9.1%
- Unable to Determine — 18.2%
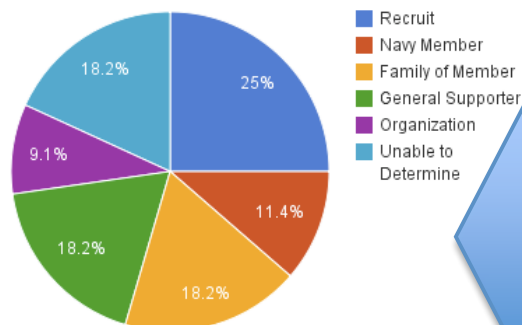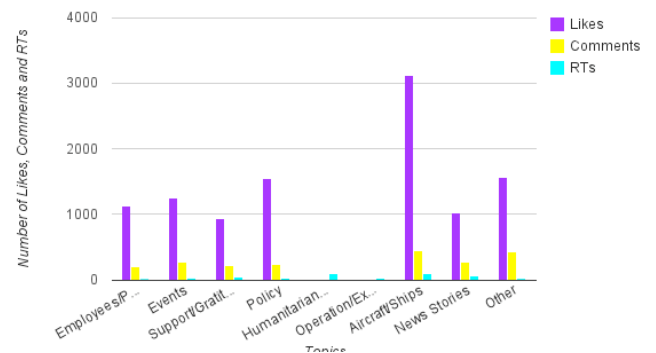
Sample size: n=10

The recruits are highest, up from last month!

Number of Likes, Comments and Retweets Per Topic

- Likes
- Comments
- RTs

Topics: Employees/P..., Events, Support/Gratit..., Policy, Humanitarian..., Operation/Ex..., Aircraft/Ships, News Stories, Other

Recommendations and Facts

- Twitter changed its format and appearance this month, which might be the reason that @NavyNews content was lower
- Retweet information may be less accurate with the new setup because it doesn't specify a number, but rather provides a list of posters' pictures, which might not be a complete list
- Lots of recruits are asking questions on Facebook. The Navy could start having recruiters answer questions.
- The Navy should encourage Navy members to interact more.
- People like to read about aircraft and ships the most, and they tend to interact more if there is a photograph.
- Increase internal posts about operations on Facebook

What opinion does the author have of U.S. Navy?

- Asking a Question — 36.4%
- Positive — 47.7%
- Negative
- Neutral — 13.6%
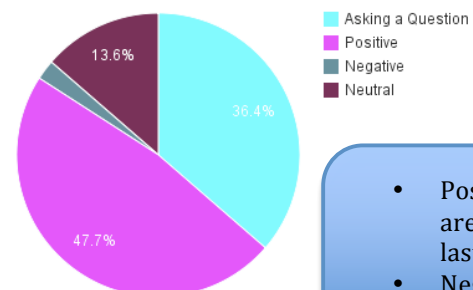
- Positive opinions are up 10% from last month
- Negative opinions are down 4% from last month