

Subj: FEMALE MARKETING AND ENGAGEMENT DACOWITS RFI FOR JUNE 2017

1. Purpose. To answer Request for Information from the Defense Advisory Committee on Women in the Services (DACOWITS):

"The Committee requests a written response from the Military Services...on progress that has been made...to incorporate gender neutral language on Service branch controlled webpages, social media, recruiting outreach, retention outreach, training materials and other Service branch verbal and non-verbal environments to encourage recruitment, retention, and lateral moves into the combat roles opened to women since December 3, 2015."

2. Key Initiatives

- The Marine Corps' collective efforts to highlight/promote service-level gender integration continues to be a strategic priority. Even prior to December 2015, the Corps took a deliberate yet unobtrusive approach to capture and publish content of our women during the experimental Ground Combat Integrated Task Force across our official web and social media platforms. Since then, we have strived to achieve relative balance of the content published regarding our integration efforts, and continue to refine and update all websites of our units, bases, and stations to lexicon approved by the DOD and Department of the Navy.
- However, in regard to the online content sampled by the committee-cohort, it is important to understand that the Marine Corps' flagship website, "Marines.mil", is one of many official sites and platforms which our content is curated and marketed. And, while we remain cognizant in promoting significant contributions and recent historic accomplishments of our women on Marines.mil, these stories have shown to be more impactful when generated/released at the local unit/base or duty station level (via their respective websites and social media platforms). That content is collected and marketed for the service by the Defense Video Imagery & Distribution System--which feeds not only Marines.mil, but also to media outlets across the national and worldwide.
- Language on the Marine Corps' service-level social media sites reflect the most current MOS naming conventions. In line with the removal of all MOS restrictions milestones, we continually look for compelling stories of our Corps and individual Marines. Our service-level websites include more than just Marines.mil. The Office of Marine Corps Communication (OMCC) also manages the Corps' official Facebook, Instagram, Twitter, YouTube, Snapchat, Flickr social media websites that frequently highlights achievements by our female Marines. Outside of recognizing historic achievements, our service-level platforms and websites regularly feature female Marines. However, their gender is not a focus of the communication, these are simply Marines being

recognized for performing their jobs exceptionally well. A brief sample of some of our recent highlights include:

- o Lt. Polatchek, the first female tank officer (more than 5.8 million users reached).
  - o <https://www.facebook.com/marines/videos/10154225306720194/>
  
  - o Lt. Brodie and Lt. Boy, first female Marines to graduate the U.S. Army Field Artillery Basic Officers Leaders Course (more than 1.3 million users reached).
  - o <https://www.facebook.com/marines/videos/10153401022010194/>
  
  - o Pfc. Daume, first female Marine to enter Corps with an infantry contract and graduate from infantry training (more than 330,000 users reached).
  - o <https://www.facebook.com/marines/videos/10154174957330194/>
  
  - o Staff Sgt. Ruiz, MCMAP instructor trainer (more than 1.8 million user reached).
  - o <https://www.facebook.com/marines/videos/10153379550565194/>
  
  - o Sgt. Vazquez, drill instructor (more than 960,000 users reached).
  - o <https://www.facebook.com/marines/videos/10153296453290194/>
- Likewise, the Marine Corps is persistently identifying the most effective stories of our current Marines, as well as stories that inspire others to raise their hand and volunteer. Since the opening of all military occupations to women, and in support of the Commandant's goal to increase the percentage of women in the Marine Corps, we have increased the amount of female-inclusive or female-specific marketing and advertising initiatives to generate awareness about what it means to be a Marine and opportunities for women in the Marine Corps. Over the span of the past 16 months, OMCC has coordinated closely with the Marine Corps Recruiting Command (MCRC) to develop and promote their "Battles Won" campaign, which includes the groundbreaking national-advertisement: "Battle-Up" that was released on 12 May 2017--the first ad campaign in the Corps' history which exclusively features a female Marine, and was actively promoted across all of the Marines Corps' web and social media platforms.