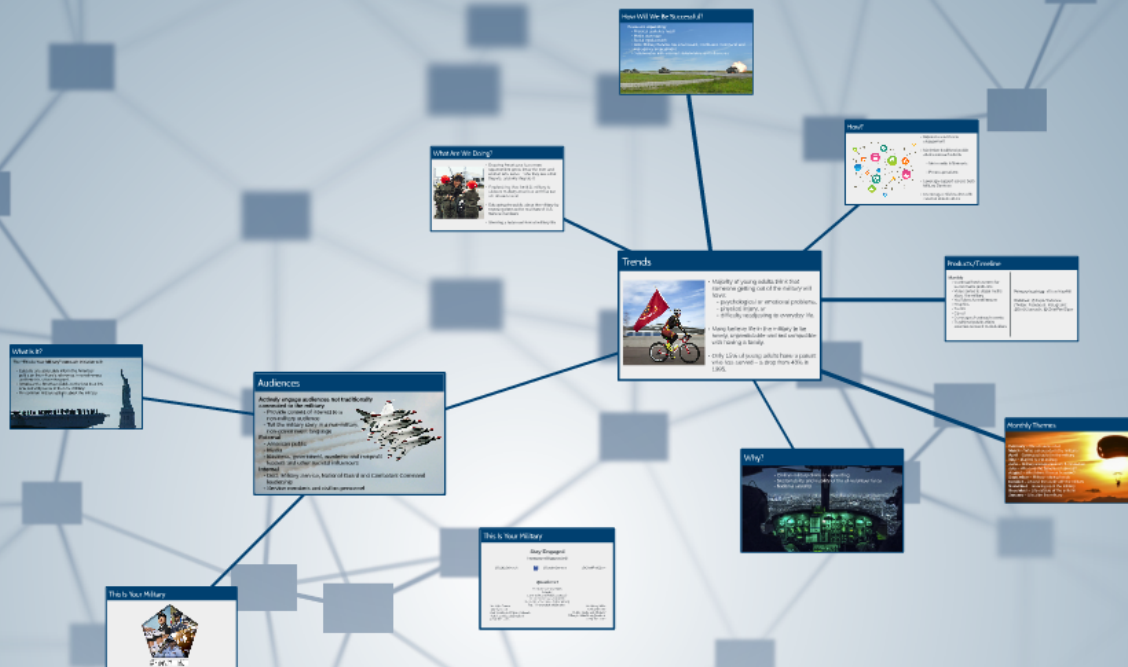




This Is Your Military

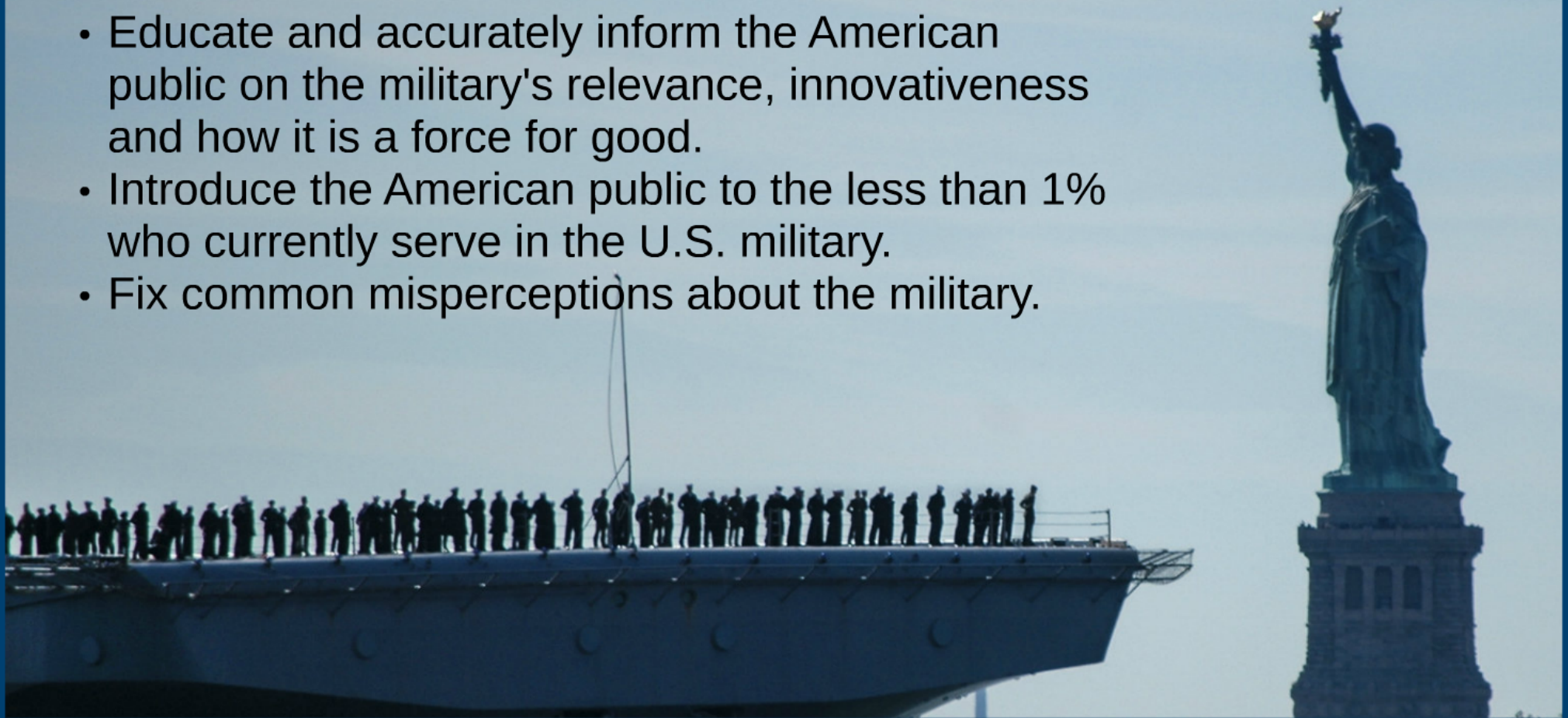
U.S. Department of Defense



What Is It?

The “This is Your Military” outreach initiative will:

- Educate and accurately inform the American public on the military's relevance, innovativeness and how it is a force for good.
- Introduce the American public to the less than 1% who currently serve in the U.S. military.
- Fix common misperceptions about the military.



Audiences

Actively engage audiences not traditionally connected to the military

- Provide content of interest to a non-military audience
- Tell the military story in a non-military, non-government language

External

- American public
- Media
- Business, government, academic and nonprofit leaders and other societal influencers

Internal

- DoD, Military Service, National Guard and Combatant Command leadership
- Service members and civilian personnel



Why?

- Civilian-military divide is expanding
- Sustainability and viability of the all-volunteer force
- National security



Trends



- Majority of young adults think that someone getting out of the military will have:
 - psychological or emotional problems,
 - physical injury, or
 - difficulty readjusting to everyday life.
- Many believe life in the military to be lonely, unpredictable and not compatible with having a family.
- Only 15% of young adults have a parent who has served – a drop from 40% in 1995.

What Are We Doing?



- Ensuring Americans have more opportunities get to know the men and women who serve – who they are, what they do, and why they do it
- Emphasizing that the U.S. military is relevant to every American and that we are all connected
- Educating the public about the military by exposing them to the real lives of U.S. Service members
- Showing a balanced view of military life

How?



- Expand social media engagement
- Maximize traditional public affairs outreach efforts
 - Non-media influencers
 - Press operations
- Leverage support across DoD/ Military Services
- Encourage collaboration with external stakeholders

Monthly Themes

February – We are connected

March – What can you do in the military?

April – Getting schooled in the military

May – Married to the military

June – Military entrepreneurship & innovation

July – What are the benefits of service?

August – What does it mean to serve?

September – Military helping hands

October – Around the world with the military

November – Growing up in the military

December – Life outside of the uniform

January – Life after the military



Products/Timeline

Monthly

- Continual fresh content for social media platforms
- Video series to dispel myths about the military
- YouTube channel/feature
- Graphics
- Toolkit
- Op-eds/blogs
- Coverage of outreach events
- Traditional public affairs activities to reach stakeholders

Primary hashtag: #KnowYourMil

Handles: @DeptofDefense
(Twitter, Facebook, Instagram);
@DoDOutreach; @ChiefPentSpox

How Will We Be Successful?

Focus on expanding:

- Physical audience reach
- Media coverage
- Social media reach
- DoD, Military Service, National Guard, Combatant Command and interagency engagement
- Collaboration with external stakeholders and influencers



This Is Your Military

Stay Engaged

knowyourmilitary.osd.mil



@DODOutreach



@DeptofDefense



@ChiefPentSpox

Questions?

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