

Get strategically connected with the USAWC on Facebook

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(July 9, 2010)—Looking for housing information? Don't know where to go for Army Community Services? Have a few comments about one of the latest Strategic Studies Institute's research publications? Then find us on Facebook!

Facebook is one of the fastest growing web-based applications which builds online communities, and organizations and businesses are taking advantage of the wide audience that tunes in on a regular basis, including the Army War College www.facebook.com/USAWC.

With Facebook, the Army War College can reach students, staff, faculty and community members regarding important information such as post closures and community announcements, as well as news feeds featuring photo and video galleries. Alumni can keep up with the latest events and tap into some of the expertise that resides at the college.



Look for the U.S. Army War College coin on Facebook! Find us at www.facebook.com/USAWC and gain a strategic connection!

How does it work?

If you are already a Facebook user, simply type facebook.com/USAWC in your browser or U.S. Army War College in the Facebook search engine and “Like” our page, thus becoming a USAWC follower. You will receive updates on what is happening on post and the work that many of the community members do within the Defense community and beyond.

If you are new to Facebook and need to create a profile, the steps are simple and all you need is an active email account and creative password.

1. Go to www.facebook.com.
2. Fill out the spaces below the “Sign Up” section and proceed to the next page. You will have to

- verify and activate your account after receiving a system-generated email message.
3. Answer the questions to create a profile and advance to the privacy settings. Read the privacy settings carefully and choose the degree of privacy you are most comfortable with. Note that you have the option to keep your profile completely private, restricting other online community members' access to your profile as well as eliminating it from search engine results.
 4. Follow the above instructions to find our page (facebook.com/USAWC) and become a fan of the Army War College.

A word of caution

While Facebook has proven to be an excellent way to keep up with Army War College happenings and family and friends who may live far away, it has the potential to publicize private photos and information when a few rules of thumb are ignored.

1. Don't post inappropriate photos or information that could be considered detrimental to your personal and professional reputations. Remember, if you have opted to keep your profile public and available through Google searches, your name and photo will appear in search engine results. Think carefully about what side of yourself you choose to reveal in public.
2. Remember operational security. Take a look at your photos or posts carefully to make sure they don't contain sensitive information, equipment or locations if deployed.
3. If you don't want something repeated, don't post it. Just like social graces dictate, if you don't have anything nice to say, don't say anything at all. In the age of instant access, your comments can be found forever if you choose not to display tact.

So go ahead and become a USAWC Facebook fan today! It's a wonderful way to share photos and the latest in your lives with friends and family. You can stay connected with the Army War College and Carlisle Barracks communities no matter where you are and through our regular posts, friends, family and coworkers can see how your experience is taking shape at the Army War College.