



# Digital Media

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## Digital Media Strategy

The goal of U.S. Army Europe and Africa's digital media strategy is to ensure messages are delivered to the right audiences through the appropriate channels. This product serves as a guide for crafting messages best designed for strategic amplification.

Discussions and coordination vis-à-vis this strategy will be conducted at our biweekly production and social media working groups, which all MSCs and interested organizations should attend.



### WHY we are here

- Theater Army responsibilities
- U.S. commitment to NATO

#### Success looks like:

- Congress/DoD leaders are informed about USAREUR-AF mission and activities
- Allies and partners see U.S. as reliable partner and welcome
- U.S. activities Adversaries don't want to fight us



### WHAT we are doing

- OAls
- KLEs
- OAR
- SAG-U
- NSAT-U



### HOW we communicate

- Make connections between the "why" and "what" explicit
- Relate topics to what our audiences care about
- Use infographics/visual communication
- Planned deliberate engagement windows

#### Way Ahead:

- Quarterly plan
- Sync matrices
- MSC production sync



### WHO we communicate to

1. NCR Leadership
  - a. HASC/SASC,
  - b. Foreign Affairs
  - c. Appropriations
  - d. HQDA/joint force leaders
2. HQDA/joint force leaders
3. Allies and partners
4. Adversaries
5. Service members



#### Channels / Audiences:

- Mass Media
  - Tier 1 (1-5)
  - Host Nation (3, 4)
  - Trade (1, 2)
- Social Media
  - Facebook (2, 3, 4)
  - X (1, 2)
  - IG (3, 5)
  - Website (1-5)
  - YouTube
- Thinktanks (1, 2)