Marketing & Communications

Encampment, NCSA, and Activity Marketing Playbook

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SECTION 1: INTRODUCTION

The purpose of Marketing and Communications in Civil Air Patrol is to connect with internal and external audiences to show our national value, manage the brand, and strengthen relationships with key audiences and customers to enable the organization to grow.

This playbook aims to provide a high-level guide to train members who serve on the PAO staff (adult volunteers and cadets) at a wing encampment and/or an activity — state, regional, and/or national cadet special activity (NCSA). This is meant to provide a framework for consistent and intentional communications for these activities.

The PA staff develops and assists in executing the activity's marketing program goals and objectives, with oversight as needed by the appropriate PAO — wing, region, or national (CAP/MC). By using this guide — and the attached plan template — the activity goals will align with the goals of the wing and the corporation to promote a cohesive nationwide program.

The program's core competencies, described below, are the primary contributions to overall mission accomplishment:

- **Trusted Counsel to Leaders.** Deliver candid communication, counsel, and guidance to activity directors, encampment commanders, and leaders at the appropriate levels.
- **Member Morale and Readiness.** Contribute to member morale and readiness by providing members and their families with the encampment and activity experience in a brand-appropriate structure in the digital age.
- **Public Trust and Support.** Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.
- **Brand Persuasion.** Directly affect operational and service environments at all levels by engaging the public and members with information through the appropriate channels that support and build a positive CAP narrative.
- **Organizational Growth.** Contribute to growing the organization's membership and donor base through appropriate content.

SECTION 2: PLAN CONTENTS

The objective of every Marketing and Communications plan is to raise awareness, engage the target audiences, generate demand, and create an affinity and lasting emotional bond with the brand. The concept behind the activity plan template is to coordinate for greater national impact using standardized, properly branded marketing assets and strategies such as images, newsletters, social media postings, etc. Other activities can and should be included as the wing marketing and communications team deems appropriate for the size of the wing and resources available.

Encampment and activity PAO staff should customize their activity plans to meet the identified marketing and communications needs using the *Encampment, NCSA, and Activity MAC Plan* on Page 13.

The Activity Plan includes the following sections to be completed by the activity PA staff:

- Part 1: Introduction. This section describes the activity and its approximate participation of cadets and adult members.

- Part 2: Marketing Needs and Objectives. This section analyzes the activity's marketing and communications objectives and strategies, including identified measures of success.

- Part 3: The Marketing Room. This section details what administrative taskings the activity PA staff may leverage to complete the objectives in *Part 2: Marketing Needs and Objectives*.

- Part 4: Social Media. This section details social media taskings the activity PA staff may leverage to complete the objectives in *Part 2: Marketing Needs and Objectives*.

- Part 5: Roadmap. This section provides a roadmap guideline for establishing a timetable to complete pre-activity and at-activity taskings to ensure proper planning.

- Part 6: Supplies. This section provides guidance on planning for activity supplies.

- Part 7: After-Action Report. The section provides guidance for collecting After-Action Reports from all activity MAC staff for future planning.

- Part 8: Summary.

- Part 9: Distribution.

SECTION 3: HOW-TO GUIDE FOR ENCAMPMENT, NCSAS, AND LARGE-SCALE ACTIVITIES

This is a how-to guide for a basic Marketing and Communications plan for encampments, NCSAs, and large-scale activities that outlines the activities that should occur and how to best execute them. For encampments, the wing PA team is the single, consolidated office that directs the wing's marketing and communications efforts and maximizes available resources within the wing. NCSAs may work with the appropriate PAO at the wing, region, or national level (CAP/MC).

Using both the plan and materials available on the CAP Brand Portal will relieve the burden on commanders, wing public affairs officers, and activity PAOs, and will help the national effort to raise awareness of Civil Air Patrol.

Part 1: Key Messages

The key messages should focus on these primary themes:

- **Support and accentuate the CAP mission/vision statement:**
  Volunteers serving America's communities, saving lives, and shaping futures. This encompasses the organization's three major programs: emergency services, aerospace education, and cadet programs.

- **Encampments and Activities:**
  Encampments are a key part of cadet life. These are typically 7- to 10-day events held during the summer, where cadets develop leadership skills, explore aviation and science, improve mental and physical fitness, and apply CAP's core values of respect, excellence, integrity, and volunteer service.

- **National Cadet Special Activities:**
  National Cadet Special Activities are designed to give cadets hands-on experience with

various aspects of the Civil Air Patrol program. These are typically 7– to 10-day events held during the summer, where cadets gain valuable experience and explore potential careers. Activities focus on robotics, flight training, leadership schools, officer training, cyberspace and cybersecurity, search and rescue, honor guard, and more.

Part 2: PAO Tools

Several tools will be needed by a PAO for these activities:

- A laptop is the preferred tool to edit photos, post to private social media channels, upload to photos.cap.gov, and perform other duties. PAOs may consider an external drive to store photos before selecting the best ones to post.
- Digital camera with video recording option and/or small video camera. It will be helpful to have external lighting/flash and a tripod.
- A smartphone will suffice as backup for taking notes, photos, etc., and act as a calendar of scheduled events.
- Prior and on-duty access to the Brand Portal to comply with CAP's branding requirements – brand.GoCivilAirPatrol.com.
- Wireless hotspot dedicated to just the activity MAC team for photo uploads.
- Preformatted and created templates for daily newsletters, if planned.

Part 3: Plan Ahead

One of the first things to do is develop a plan that creates a framework for the activity. This is the working document you will use as your game plan to ensure mission success. See *Encampment, NCSA, and Activity Wing MAC Plan* on Page 13 for details.

Advance planning is a very important part of the PAO role for any encampment, NCSA, or activity. This planning should be made at least two months out and include the following:

- Train ahead of time. Put together a training brief or slide deck, or both, for your PA staff to run through. Don't make it long; it should be brief. Include topics such as: how to hold a camera; how to frame a shot; how to make a photograph, not take a photograph.

- How will each day look? Obtain an activity schedule of events two months out from the event so you know what will most likely be occurring each day. Understand that changes may happen, but you will be better prepared.

- Make a daily itinerary, a task list of things to do based on the events schedule. Plan for and schedule time in the office to curate and process photos and other administrative work. Include a brief camera tutorial for the first day, covering the basics from your training brief in bullet #1. This small focus will improve shot quality for the PA team for the activity.

- Make a photography "shot list " and task assignments, and assign photographers to cover those. It's best to pair better photographers with less experienced ones and encourage the more experienced to give tips and advice.

- Create a social media planning calendar for the activity's private Facebook group and/or the activity's event. Depending on the activity, these events should be co-hosted by either the wing or HQ/CP. This is important to ensure that the posts are intentional and not just thrown together at the last minute. Base your post topics on

the event schedule.

Encampments/Wing Activities: For example, your wing should have an event set up on Facebook where the wing PAO can post up to five curated photos and a small blurb describing the day or activity, along with a link to the activity's photos.cap.gov album for more pictures for parents.

NCSAs: For example, you should set up an event in your private Facebook group and add the National Cadet Programs page as a co-host. Posts to the event can be made with up to five curated photos and a small blurb describing the day or activity, along with a link to the photos.cap.gov album for more pictures for parents.

- Determine if a member of your team, adult or cadet, is fluent in using the social media platforms that you plan to use and have him or her help with planning content. Make sure that you review before the "post" button is pushed.

Part 4: Best Practices - Storytelling

Some tips to make a story or photo more noteworthy:

- The story must have a human element.

- Create stories that talk about what cadets want to do in the future.

- Show and tell how CAP has helped cadets mold their career aspirations.

- Stories must have motion, humanity, and show camaraderie.

- Always look for a hook — the unusual stories such as trips to a particular event, the fifth member of their family to attend an event, a top-achieving cadet, family members already in the Air Force (family affair), etc. The hook must comply with DEI rules for social media found in CAPR 190-1 ICL 25-01.

  CAPR 190-1 ICL 25-01 4. All CAP public-facing CAP unit and activity social media and web pages are to archive and then remove all news and feature articles, photos, and videos that promote diversity, equity, and inclusion. In addition, these changes are made to ensure past and future social and digital media posts remain non-partisan, non-political, and without providing a stance, interpretation, or perceived interpretation of actions related to recently issued executive orders.

  Diversity, equity, and inclusion posts are those that draw attention to an individual's immutable characteristics, including, but not limited to, race and gender.

- It's best to create content with multiple sources — more than one person to gain information.

Part 5: Best Practices - Photography

Photography is the single most important asset produced at activities that has a lasting use for the organization, if captured, curated, and processed correctly. Photos can also make or break not only the organization's image but also the story.

- While there is a time and place for group photos, most photos should contain 3-5 people (or fewer) in a well-lit area with something showing the activity in action. This way, an outsider will have a good idea what the photo is about.

- Limit the amount of group photos you take — close-up photos are more appealing and interesting. Candid shots are ALWAYS more interesting than posed shots.

- When posting photos on approved social media channels, include no more than five photos — pick the top photos from the event and post those. Do not show a collage of five photos plus additional images not seen in the post graphic. Always provide a link to the photos.cap.gov gallery for more photos.

- Include a photo/video release form in participant packets.

Part 6: Best Practices - Video

Just like photography, video work has an impact as well. Video work from your activity could be used for months or even years to come, continuing to tell the Civil Air Patrol's story.

- Post encampment photography/video.

- Create a highlight reel for graduation and post-activity use.

- Include a photo and video release form in participant packets.

- Using popular music tracks for encampment videos violates copyright laws. There are multiple websites where royalty-free music may be downloaded.

Part 7: Best Practices - Social Media

Social media is a great channel to communicate what happens at an activity or encampment. Photography or video is a critical part of any social media post (see below). All social media posts should reflect CAP's brand, i.e., CAP logo, CAP colors, programs, etc. (See brand.GoCivilAirPatrol.com). All activity postings must be on approved private platform channels, in accordance with CAPR 190-1 ICL 25-01.

The goal of postings is not only to highlight the event's activities for families, but also to serve as a recruitment tool. To yield the highest level of engagement for recruiting purposes:

Encampments and other activities – In addition to event postings in the private groups, PA staff should coordinate external messaging with the wing PAO for the host wing's social media channels.

NCSAs – In addition to private channel postings, PA staff should coordinate external messaging with national Cadet Programs for potential postings to national social media channels.

This maximizes exposure for the host wing and organization and creates recruitment opportunities overall.

Best Practice Steps:
- Internal information should not be posted to public channels.
- Protect youth by not posting personally identifiable information (PII).
- Create a Facebook Event in the private Facebook group for the activity. Add co-hosts for all the official pages that are partners in the event, i.e., wings for encampment, etc.

  NCSAs: For the event posting, add the National Cadet Programs page and the National Civil Air Patrol page as co-hosts. This step is entirely for showcasing the activity to a larger audience. It has nothing to do with the span of operation for the activity.

  - In the events tab for your private group, click on Create Event
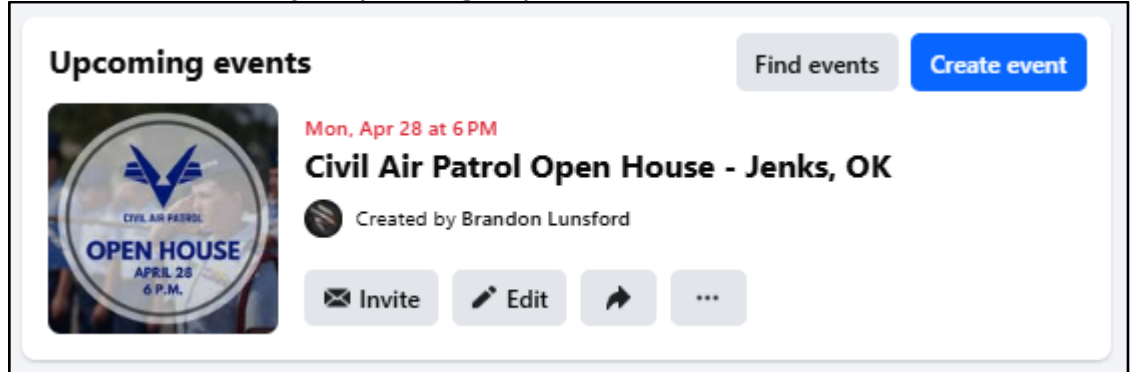
  - In the "Add Co-hosts" section, add the wings, etc., involved in organizing the encampment or activity. NCSAs must add the National Cadet Programs page.
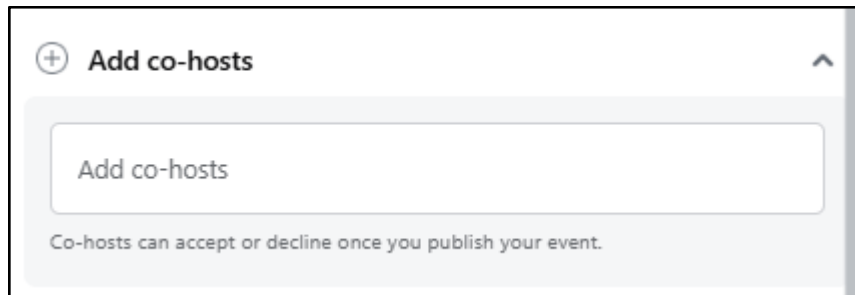
  - Once the co-host pages accept their invite, the event will be shared with their communities.

  - When you are ready to add a cover image, make sure your text is centered, as in the example below. Notice what the image looks like in the example above, where you clicked the "Create event" button. Facebook will square off event header pictures when it shows them in searches. You want your image to make sense to the public when they see it.

- Encampments and other wing activities:
Should post activity-related posts in the newly created event. Keep in mind that this event is public-facing, allowing parents and other family members to follow it. Therefore, for wing activities, the wing PAO is the approving authority for all public postings.

    - Everything posted in this event needs to:
        - Comply with CAPR 190-1 ICL 25-01, and not contain any DEI-related material.
        - Comply with AP Style, CAP Style, and brand standards. (See brand.gocivilairpatrol.com)
        - Must not include internal information such as reports, PDFs, PII, etc.

    - The event postings should include a shortened link (using sites such as Bitly.com) to the wing's activity blog in the news section on the SiteViz wing website.

    - Details in the post should include:
        - A brief one- to two-sentence summary of the activity's daily events, written in AP Style and CAP Style.
        - No more than five photos, the best from the day, that encapsulate the activity's story. Do not dump photo albums; additional photos go on photos.cap.gov.
        - And for wings, the shortened link to the blog posting on the wing website.

    - For wings, the blog posting should include additional details about the activity, without including internal details unsuitable for the public.
        - The blog should also link out to the photos.cap.gov folder for the event, where all the encampment/activity photos are located.

    - The encampment PAO should also work with the wing PAO to provide no more than five photos for the wing's public social media for a daily recap.

- National Cadet Special Activities:
NCSAs should post activity-related posts in the newly created event. Keep in mind that this event is public-facing, allowing parents and other family members to follow it. The NCSA PAO, working in conjunction with the activity director, is the approval authority for postings, with oversight by the National Cadet Program staff and National MAC staff.

- - Everything posted in this event needs to:
    - Comply with CAPR 190-1 ICL 25-01, and not contain any DEI-related material.
    - Comply with AP Style and CAP Style. (See brand.gocivilairpatrol.com)
    - Must not include internal information such as reports, PDFs, etc.

  - Details in the post should include:
    - A brief one- to two-sentence summary of the activity's daily events, written in AP Style and CAP Style.
    - No more than five photos, the best from the day, that encapsulate the activity's story. Do not dump photo albums; additional photos go on photos.cap.gov.
    - A shortened link to the photos.cap.gov folder for the event should be included.

  - The NCSA PAO should share images and content with Civil Air Patrol National Cadet Programs for review and dissemination on the official Cadet Programs public page or for consideration by MAC to post on the primary CAP Facebook page. Please e-mail photos and content to cadets@capnhq.gov.

- Encampment and NCSA Posting Schedule:
  - For encampments and activities, post content to the event page related to the activity a couple of times leading up to it, which will get cadets and their families who are following excited about it.
  - For encampments, the wing PAO should post all posts in the Facebook event, not in a private group.
  - NCSAs should, as stated above, work with the Civil Air Patrol National Cadet Programs page for review and dissemination on the official Cadet Programs public page or for consideration by MAC to post on the primary CAP Facebook page. Please e-mail photos and content to cadets@capnhq.gov.
  - Additionally, when possible and based on staffing, when posting for encampments and NCSAs, wing PAOs and NCSA PAOs should post video shorts daily in their event pages and a wrap-up post after the event.
  - Remember, these Facebook events are still public CAP social media channels and are primarily for visibility of the encampment or NCSA's program to the public for recruitment and exposure. All postings must comply with CAPR 190-1 ICL 25-01, CAP Style, AP Style, and Civil Air Patrol's brand guidelines.

- Wing-Level Daily Encampment Update Post Content:
  - Due to the nature of encampments, PAO staff are usually working a day behind on content.
  - Wing PAOs should select up to five of the best photos from the previous day for their current day posting.
  - Post copy should contain a shortened link to the blog page on the wing's SiteViz website. The link should be placed above the "Show More" line of the post, with a brief description. Below the "Show More" line should be the appropriate hashtags for search algorithms and placement, along with a very brief message.
  - The wing's blog page for the activity should go into more detail on the activity's daily update, have curated photos, and a link to the photos.cap.gov folder containing the photo archive of the day for parents.

- NCSA Daily Updates:

- - Similar to wings above. NCSAs should work with the Civil Air Patrol National Cadet Programs for review and dissemination on the official Cadet Programs public page or for consideration by MAC to post on the primary CAP Facebook page. Please e-mail photos and content to cadets@capnhq.gov.

- Good photos and videos drive social media engagement, so try to use your most impactful image as the primary one, with no more than five per post. It's also important to upload your photos daily to the encampment/activity photos.cap.gov folder.

- And don't forget to use hashtags — a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Any hashtag that includes CAP or Civil Air Patrol in the name must be approved in advance by MAC — send your request to socialmedia@capnhq.gov.
  - Use hashtags when you want to connect posts or pictures back to a related event or topic.
    - Brand hashtags: #CivilAirPatrol #CAPCadet #GoFlyCAP #TotalForce
    - Topic hashtags: #STEM #youth #leadership #fitness #aviation
  - Facebook: use one to three hashtags
  - Instagram: use one to five hashtags

Part 8: Best Practices - Wing-Level Paid Social Ads (Boosts)

If your wing encampment or activity allows for a budget to boost social media for recruitment purposes, it is recommended that you do it for each day of the activity.

- This boosts your post in the feed of people on the platform, whether they follow your page or not. It is recommended to adjust your audience to those who do NOT follow your page, so you are reaching new people. In the settings, create a "new audience" and add an exclusion for followers of your wing page. This will maximize your paid reach to new people.

- A boost of $50 per day could yield results 5-10 times what you would achieve otherwise, resulting in exposure to people unfamiliar with Civil Air Patrol and potential recruitment.

- This is why it is important to place properly curated and formatted postings on the main wing page. It's all about exposure and recruitment.

- When you boost your posts, create an audience 35 miles around each of your squadron locations; this will limit the exposure and expense to yield audiences that could potentially be recruits. It also helps to tailor your audience for the ad to not include followers of your wing's page. Parents are going to be intentionally going to the page daily to seek out updates. Save budget dollars for those not currently following the wing page.

Part 9: Best Practices - Wing Website Page and Blog

When it comes to recruiting new members, online searches are the number one return on investment. Getting programs like Civil Air Patrol to rank is difficult, to say the least. What makes the difference is content — localized, specialized, condensed content. This is where encampments can make or break that return on investment. By hosting curated activity content on wing-centric social media and websites, we increase the visibility of the wing, all of its squadrons, and the organization as a whole. The more visibility you gain, the more engagement you attract, and the greater the potential for recruiting new members simply by showcasing the outstanding work our members are doing.

- An encampment marketing landing page should be provided on the host wing's SiteViz website, not a separate website, in accordance with CAPR 190-1 ICL 25-01. This page should be evergreen, meaning it includes marketing content that remains unchanged over time. This page should describe the activity to parents and general public visitors, highlighting one of Civil Air Patrol's critical programs, the Cadet Program. This evergreen landing page should then link out via a professional, well-designed graphic or a button to the current year's activity blog in the news section. This blog should include updates for parents on graduation details, a link to the activity photo gallery at photos.cap.gov, etc. An example of this practice can be found on MAC's model website, okwg.cap.gov/encampment.

- If the wing assists with organizing an NCSA or CSA, it is appropriate to have a similar evergreen page on the wing website to highlight the activity as well. This helps to sell the Cadet Program to interested parents for new cadet membership. However, an activity blog for this activity should not be represented on the wing website. These types of communications should be done in accordance with National Cadet Program guidance. Wings do not have oversight of NCSAs; the national Cadet Program staff does. An example of this practice can be found on MAC's model website, okwg.cap.gov/nfa.

- Blog — Activities require a lot of time, effort, and energy; we get it. If staffing allows, work with the wing PAO to generate something on the wing website blog over the week. It can be a simple update. It is not the wing PAO's responsibility to generate this material for encampments, though. The wing PAO reviews, edits, and, if agreeable, approves and places it on the website.

  Resist all temptations to post PDFs to the website or social media. Remember, the website and social media are for public information only, not internal programs. What you release has to be written to the most basic internet reader who knows nothing about Civil Air Patrol.

  You WANT your social traffic to click through to your website to access all the goodies from the activity, such as the newsletter and photos. This increases your visibility on the wing social channel by showing click engagement and enhances web search engine visibility due to increased traffic. Both of these result in higher returns from searches and scroll placement.

  - How do I do a blog post? Using the news area of your SiteViz website, the wing PAO will create a new news item, then type away. It is recommended that you maintain one blog page for the entire activity and update it with new content. Don't create a new one every day.

  - What to include in a blog? Keep in mind that everything placed on this blog must comply with CAPR 190-1 ICL 25-01, CAP Style, AP Style, and National

Brand Standards. Recommendations for the blog are:

- A single photo or collage of your photos.cap.gov album for the day. It should be a thumbnail size, approximately 1-300kb in size, and should link out to that day's album in photos.cap.gov. Do not upload a 1-5mb photo to the website.

- Select images from the day's activities along with a brief description to go along with them.

- Maybe honor flight results for parents to cheer on their cadets.

- How do I distribute the blog?

  - Create a shortened URL for the SiteViz blog page using a service like Bitly instead of a long URL from SiteViz for the posting.

  - The wing PAO should create a post on social media (see Best Practice - Social Media) to link to the short URL.

Part 10: Best Practices - Media Releases

Wing PAOs and NCSA PAOs may send out a media release for encampments and NCSAs at their discretion. Encampment PAOs may not send materials to the media without review and approval of the wing PAO. In the digital age we are in, the best practice is to instead release a blog posting in accordance with Part 9.

SECTION 4: ENCAMPMENT, NCSA, AND ACTIVITY WING MAC PLAN

The following pages are a template provided as a best practice for planning. The template is written from the point of view of an encampment but can easily be adapted for NCSAs or other activities.

Steps For Planning:

- Edit the areas for your encampment or NCSA, customizing and tailoring the plan for your event.

- PAOs are encouraged to add or remove elements as needed to optimize their wings' and activities' effectiveness based on the available PA staff they are allocated.

- An activity after-action summary should be generated after the event and used to develop event plans the following year.

CIVIL AIR PATROL
NAME WING
U.S. AIR FORCE AUXILIARY
Wing address

INSERT WING EMBLEM

<u>Year</u> Encampment/NCSA/Activity
Marketing and Communications Plan

The purpose of marketing and communications is to connect with internal and external audiences to show CAP's national value, manage the brand, and strengthen relations with key audiences and customers to enable the organization to grow. The photos, videos, and interviews taken at encampments and activities will be available <u>decades</u> later.

Core Competencies. The program's core competencies, described below, are the primary contributions to overall mission accomplishment.

- **Trusted Counsel to Leaders.** Deliver candid communication, counsel, and guidance to commanders and leaders at the appropriate levels.
- **Member Morale and Readiness.** Contribute to member morale and readiness by providing members and their families with the encampment or activity experience in a brand-appropriate structure in the digital age.
- **Public Trust and Support.** Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.
- **Brand Persuasion.** Directly affects operational and service environments at all levels by engaging the public and members with information that supports and builds a positive CAP narrative.
- **Organizational Growth.** Through marketing and recruiting activities, MAC contributes to growing the organization's membership and donor base.

The encampment or activity PA staff develops and executes the marketing program goals and objectives. For encampments, the wing PAO provides oversight. For NCSAs, support may be provided at the wing or region levels, but National Cadet Programs provides oversight with assistance from CAP/PA for branding and marketing guidelines. This template and the activity goals within will align with the goals of the wing and the corporation to promote a cohesive nationwide program.

NCSAs and encampments have different needs. Tailor the plan based on that need and staff allowances, etc.

PART 1: INTRODUCTION

Host Unit: _____

Location of Activity: _____

Dates of Activity: _____

Expected Participation:
- # Adult Staff: _____
- # Cadet Staff: _____
- # Cadet Students: _____
- Total Participation: _____

PART 2: MARKETING NEEDS AND OBJECTIVES

To develop a marketing plan, the following elements are identified:

Objectives: (below are examples)

A. Objective #1 - A Mentored, Cadet-Led Program

    1. <u>Focus</u>: A cadet-led program with oversight and mentoring by adult marketing staff. The cadet marketing team will take daily assignments from the cadet OIC/NCOIC.

    2. <u>Measure of Success</u>: Assignments will be released each morning to cadet marketing staff by the cadet OIC/NCOIC. Adult marketing staff will fill in with additional coverage as available.

B. Objective # 2 - Images and Videos Daily

    1. <u>Focus</u>: Images will be captured and processed daily by the cadet and adult marketing staff.

    2. <u>Measure of Success</u>: Images will be captured for all activities and transferred to the marketing local area network drive for use by the marketing team.

    All images will be processed by staff, with metadata added, and sorted for content use.

    Selected images will be uploaded to photos.cap.gov for future use.

C. Objective # 3 - Daily Social Media Posts in the encampment/activity event

    1. <u>Focus</u>: Social media content will be curated and recommended daily the wing PAO to highlight encampment activities for parents, cadets, adult members, and prospective recruits. Each day's post will include a short written summary and a selection of 3-5 photos max for use on both Facebook and Instagram. These will be shared with the Wing PAO for consideration on the Wing accounts.

To promote good digital engagement, wing PAOs should:

- Posts will include brief, engaging captions with clear calls to action when appropriate (e.g., "Tag someone you know!" or "Check out today's highlights!")

- Hashtags will be used thoughtfully and in accordance to Section 7 above and Part 4 below.

- Instagram stories may be used for behind-the-scenes or real-time highlights

- Comments will be monitored, and questions will be referred to the appropriate staff, with the wing PAO answering all questions.

All posts will comply with CAPR 190-1 and ICL 25-01.

High-resolution photos from each day will be available for public viewing and download at:
[Insert photos.cap.gov Link Here]

2. <u>Measure of Success</u>: Daily social media content will be scheduled each day for publication in the morning or evening, depending on the Wing's normal posting schedule. Engagement metrics (likes, shares, comments, reach) will be tracked informally to assess audience interest and reach.

D. Objective # 5 - Esprit de corps

1. <u>Focus</u>: To promote camaraderie and esprit de corps, photo selections will be displayed on the chow hall screens, where available.

2. <u>Measure of Success</u>: Each evening, cadet staff will update chow hall TVs in accordance with Part 3.C.7.

E. Objective # 6 - Future Marketing

1. <u>Focus</u>: Photos and videos will be taken to promote attendance at next year's encampment/activity.

2. <u>Measure of Success</u>: Photo and video shot lists will be created in coordination with the wing PAO and planned activities, ensuring that specific "hero shots" are captured for future marketing purposes. These selections will be archived for later use. After encampment has completed, videos and photo reels will be created, if material is collected, for esprit de corps and marketing efforts in accordance with Part 3.E.

PART 3: THE MARKETING ROOM

Below are the planned procedures and details for the Public Affairs team's office. The activity PAO may name the room whatever they like.

A. **File storage**: A local area network will be set up with a network hard drive for file storage. All laptops used for processing photos and article writing will connect to this drive. All files are to be stored on this drive.

B. **Newsletter/Blog:** If time allows, a summary/blog will be produced and distributed through the wing website blog page for encampments. The marketing staff will utilize pre-made summary templates for each day of encampment. Story subjects will be preselected and handed down from the marketing OIC. The content of these summaries will comply with CAPR 190-1 ICL 25-01.

  1. The cadet OIC/NCOIC on PA Staff will hand down press assignments based on the day's needs for the newsletter to the cadet staff.

     i. The cadet staff will gather quotes, activity descriptions, and notes during activities from encampment/activity cadets and staff.

     ii. The cadet staff will compile all notes and quotes into stories after activities and submit them to the cadet OIC/NCOIC for processing.

  2. The cadet OIC/NCOIC will edit stories from the cadet staff for the summary/blog.

  3. The cadet OIC/NCOIC will add completed stories and corresponding photos into the premade summary templates for that day.

  4. The adult staff will review and then provide the summary to the wing PAO for consideration for the wing blog each night.

  5. The cadet OIC/NCOIC will ensure a printed copy of the summary is hung up on the encampment bulletin board each night, and a copy will be placed on each chow hall table for breakfast reading.

C. **Photography:** Adult and cadet marketing staff will manage their own photo workflow.

  1. Photographers will upload their photos to the storage drive and sort them into the pre-selected folder structure.

  2. Each day, the photographer will move all photos from the camera to their personal **Dump** folder.

  3. Adult staff will cull duplicate photos from each **Dump** folder.

  4. After culling, the photographer will sort photos looking for uniform and brand issues and then move selected photos to the **To Upload** folder.

  5. Once photos are in the **To Upload** folder, they will be renamed according to the name convention below.

     i. **File Name:** 20##-XXE-D1-P1-####

1. 20## = Current Year
2. XXE = [Wing Name Encampment, e.g., OKE for Oklahoma Wing Encampment
3. D1 = Day 1
4. P1 = Photographer 1 (assignments will be made at the event)
5. #### = Photo Number
6. File names will be renamed with a bulk rename utility.

6. Photographers will log metadata with all photos before selecting the Top 30 or being added to photos.cap.gov. The following process for metadata logging will be followed.

   i. The photographer will select all the photos in their daily folder and then right-click and select "properties." In the properties window, the photographer will click "Details" and see the following window. Hovering over and clicking to the right side of each area will enable entry of the metadata.

   ii. **Title:** Civil Air Patrol's 20## Oklahoma Encampment (NCSA or other activity)

   iii. **Subject:** Civil Air Patrol's 20## Oklahoma Encampment (NCSA or other activity)

   iv. **Tags:** Civil Air Patrol; Oklahoma Wing; Encampment; Cadet; +activity (see examples below)

      1. aerospace education
      2. drill training
      3. obstacle course
      4. Note: Tags are separated by a semicolon.

   v. **Comments:** Located at U.S. Army Camp Gruber Training Center, Oklahoma

   vi. **Authors:** Cadet Johnny Bravo

   vii. **Copyright:** Copyright © Civil Air Patrol

7. The photographer will select his/her top 30 photos from the **To Upload** folder and move them to the **Top 30** folder for the cadet OIC/NCOIC to process for the Chow Hall TV slideshow (where available) and newsletter selections.

    i. The cadet OIC/NCOIC will ensure all Top Photos for each day are copied onto two thumb drives and transferred to the Chow Hall TVs, to be updated nightly.

8. The adult staff will select the top five photos from the day and move them into the **TOP 5** folder to use for social media postings.

9. Photographers will capture quotes and descriptions of activities, convert them into short story blurbs, and place them in their photo folders each day to be used in the summary referenced in Part 3.B and for social media blurbs.

D. **Videography**: Adult and cadet marketing staff will manage their own video workflow.

1. Videographers will upload their videos to the storage drive and sort them into the pre-selected folder structure.

2. Each day, the videographer will move all photos from the camera to their personal **Dump** folder.

3. The videographer will sort videos by subject matter for easy cataloging and then move selected videos to the **To Upload** folder.

4. Once videos are in the **To Upload** folder, they will be renamed to the name convention below.

    i. **File Name:** 20##-OKE-D1-V1-####

        1. 20## = Current Year
        2. XXE = [Wing Name Encampment, e.g., OKE for Oklahoma Wing Encampment
        3. D1 = Day 1
        4. V1 = Videographer 1 (assignments will be made at event)
        5. #### = Photo Number

5. File names to be renamed with a bulk rename utility

E. **Post Encampment and NCSA Videos**:

1. After the encampment/activity has completed, and if staffing allows, a 60-90 second wrap-up video will be created for instilling esprit de corps and for future marketing use.

2. After the encampment/activity has completed, and if staffing allows, a 60-90 second marketing video will be created for recruitment efforts for the next year's activity.

F. **photos.cap.gov.** The encampment/activity marketing staff shall request galleries on photos.cap.gov by going to the Brand Portal at brand.gocivilairpatrol.com. Once galleries are created, upload links will be emailed to the encampment/activity PAO. CAP/PA will automatically create galleries for NCSAs for uploads to photos.cap.gov. Cadets may not request galleries to be created; plan accordingly.

1. The following encampment or activity marketing staff are granted upload access to the photos.cap.gov folder:

    i.   Maj. John Alpha, Encampment/Activity Primary PAO, email@cap.gov

    ii.   Capt. Jane Bravo, Encampment/Activity Assistant, email@cap.gov

    iii.   Lt. Jack Charlie, Encampment/Activity Assistant, email@cap.gov

PART 4: SOCIAL MEDIA

At the wing PAO's discretion, a daily encampment social media post may be hosted on the wing's public social media accounts.

The NCSA PAO should share images and content with Civil Air Patrol National Cadet Programs for review and dissemination on the official Cadet Programs public page or for consideration by MAC to post on the primary CAP Facebook page. Please e-mail photos and content to cadets@capnhq.gov.

The social media activity utilized will include the encampment/activity's private Instagram page and a Facebook event page for parents. Activities will incorporate social media hashtags in communication with attendees and encourage members to utilize the hashtag in their personal social media accounts before, during, and after event activities.

A. **Facebook postings**

1. A post by a Facebook page is seen by less than 10% of its followers. Facebook further penalizes pages for posting more than once per day, limiting the reach of additional posts. Posts to the event page are not penalized, but are only seen by followers of the event and do nothing to expand the reach and scope of the host unit's presence. The encampment/activity PAO will coordinate with the wing PAO and/or National Cadet Programs for further public exposure.

2. A Facebook event post will be scheduled for each <u>evening at 1800</u> showcasing the daily summary, no more than five photos from the previous day, and a link to the photos.cap.gov gallery for parents.

3. Encampment/Activity PAO Staff will coordinate with the wing PAO/National CP for a posting to public social media channels. This post will include no more than five photos from the previous day and a link to the activity page on the wing website (if it exists).

4. All Facebook posts will only include the following three hashtags.

    i. #CAPCadet
    ii. #civilairpatrol
    iii. #cadetlife

B. **Instagram Posts**

1. An Instagram post will be scheduled for each <u>evening at 1800</u> on the private encampment/activity's Instagram page with a short two-three sentence summary of the days activities, no more than five photos, and a link to the photos.cap.gov gallery for parents.
2. All Instagram posts will include only the following hashtag.

    i. #civilairpatrol

PART 5: ROADMAP

The activity marketing staff will schedule a roadmap of when certain needs must be met. This can include specific wants, needs, and deliverables outlined by the marketing staff, along with the expected completion dates. If specific things that are time-sensitive need to be created or requested (such as photos.cap.gov links, Google Drive access, social media posts), they need to be in the plan and notated for the appropriate support.

Action	Assigned To	Due Date
Activity Graphic Promo		
Marketing Room Plan		
Blog Posting of Top 5		
Summary Template Finalize		
Photography Gear List (Wing)		
Press Release (Wing PAO)		
Virtual Staff Training		
Chow Hall Photo Plan		
Summary Writing		
Blog Publish		
Summary Prints (Chow Hall)		
Video Promo for Social		
Photo Uploads to LAN		
Post Activity Wrap-Up Video		
Post Promo Video for Next Year		

PART 6: SUPPLIES

All staff will maintain a consolidated supply list to ensure the adequate fulfillment of needs and that every item is returned to its appropriate owner at the end of the activity.

PART 7: AFTER ACTION REPORTS

Event marketing staff are required to submit individual After-Action Reports to the wing marketing team within two (2) weeks of the event, addressing the following:

1. Effectiveness of event goals from Part 3.

2. Lessons learned and recommendations for the next year.

PART 8: SUMMARY

This plan provides an overview of the current activity marketing program, observations of the current marketing environment, and objectives for the program for this activity.

PART 9: DISTRIBUTION

Upon completion, this plan will be distributed to the activity commander and activity staff. Changes to this plan are authorized only by the encampment or activity PAO or the activity director. Plans are not sent to CAP/MC, but should be sent to the wing PAO or National Cadet Programs.

APPROVED BY

//SIGNED//
Name   Date
Wing Public Affairs Officer