Social Media Tactics

You can use the following sample Facebook and Twitter posts to promote your family programs and drive target audiences to specific resources.

FACEBOOK POST	TWITTER POST
http://www.militaryonesource.mil	
Military OneSource is part of your network of support, with information that's important to service members, their families and survivors. Confidential services include non-medical counseling and a comprehensive website. Military OneSource is available online or by phone, 24 hours a day, seven days a week, 365 days a year.	Are you a service member, #milfam member or survivor? Find helpful info at http://www.militaryonesource.mil. Available 24/7/365. #sot.
https://www.facebook.com/military.1source	
Military OneSource has information that's important to service members, their families and survivors. Check out their Facebook site for practical advice on making the most of the military life.	@military1Source has important info for service members, #milfams and survivors. On Facebook at https://www.facebook.com/military.1source #sot.
https://twitter.com/Military1Source	
Military OneSource has information that's important to service members, their families and survivors. Check out their Twitter site for practical advice on making the most of the military life.	Are you in the know? Follow @Military1Source on Twitter for helpful info for service members, #milfams and survivors! #sot
https://blog-brigade.militaryonesource.mil	
Tap into your trusted network of support and get "boots on the ground" tips for meeting the challenges of the military life. Visit Blog Brigade to hear directly from military spouses about the twists and turns of military life.	Get "boots on the ground" tips from #milspouse bloggers at #BlogBrigade https://blog-brigade.militaryonesource.mil.

FACEBOOK POST	TWITTER POST (continued)
https://blog-brigade.militaryonesource.mil	
Rediscover your own strength (and your sense of humor!) in a community of military spouses. Make the Blog Brigade part of your trusted network of support.	Connect with other #milspouses on the #BlogBrigade at https://blog-brigade.militaryonesource.mil.
https://www.jointservicessupport.org	
Family programs can help you and your family when you need it. National Guardsmen, reservists and their families can access programs and services through the Joint Services Support website or by contacting their state Family Program Director or Wing Family Program Coordinator(s).	National Guardsmen, reservists & #milfams can access family programs & services @ https://www.jointservicessupport.org.
(Provide link to Facebook site)	
[Insert family program name] has information that's important to service members and their families. Check out our Facebook site for tips to sharpen your skills and be ready for life.	Find the latest info on programs for service members & #milfams [enter your URL here] #sot
(Provide link to local installation Twitter site)	
[Insert family program name] has information that's important to service members and their families. Tap in to your trusted network of support by signing up for our Twitter feed.	Find the latest info on programs for service members & #milfams [insert Twitter handle here]
(Provide link to local installation family program resources)	
New to the military? Family programs provide you with information, services and programs for everyday life. Reach out early with questions on everything from deployment to child care.	#milfam programs [insert Twitter handle] provide you with information, services & programs for everyday life [insert link here]

FACEBOOK POST	TWITTER POST (continued)
(Provide link to local installation family program resources)	
Family programs contribute to the stability and strength of you and your family. Tap into your network of support today.	#milfam programs [insert Twitter handle] provide a network of support for you & your family [insert link here]
(Provide link to local installation family program resources)	
Family readiness programs have information and support to make your family stronger.	Family readiness programs have information & support to make your family stronger [insert link here]