Electronic Communications 101
SOCIAL MEDIA PLATFORMS

Lt. Col. (Ret) Dr. Milton Houghton
National Membership Committee Chair
Course Objectives

TASK: Learn Primary forms of Social Media used by ROA

CONDITION: Using computer and slide presentation

STANDARD: Without assistance the student should be able to identify social media icons used on ROA’s website homepage and give an example of the primary use for that social medium.
Influence of Technology
ROA (Reserve Organization of America)
2019 Leadership Academy

Organizational Media Maturity Model

**Initiate**
At this first step organizations have a “Brochure Site” presence on web, with email campaign capabilities and web analytics in place.

**Radiate**
Focus is to distribute content across channels starting with the most used channel, such as establishing a mobile site and sharing content on social networks.

**Align**
Organizations begin to align digital initiatives with strategic objectives where digital focus are shifting towards achieving Strategic goals.

**Optimize**
Focus is to optimize digital initiatives by blending measurement where analytics is used for actionable insights with execution by organization initiatives such as testing and personalization.

**Nurture**
Putting the member in focus and build strong relationship through automated trigger based dialogue where relevant conversation happens in preferred channels.

**Engage**
Establish the data infrastructure connecting online and offline member repositories into a central data hub where member profiles can be assessed and used real time for relevant 1:1 dialogue across channels.

**Lifetime Members**
Use intelligence and predictors to optimize cross channel member experience by anticipating the needs of the member and timely initiate relevant 1:1 dialogue.

**Maturity**

Attract
Convert
Advocate
Social Media

Facebook
Twitter
Linkedin
Instagram
YouTube
Flikr
Interview with United States Air Force Colonel Joel Winton. Col Winton is the Chief of Delegation for the United States Military Competitions Team. CIDR is the Inter-allied Confederation of Reserve Officers, which is also a professional development opportunity for participants and is a multilateral exchange program with our NATO allies and its Partners under Partnership for Peace.
ROA (Reserve Organization of America)
2019 Leadership Academy

Linkedin
ROA (Reserve Organization of America)  
2019 Leadership Academy  

Instagram
ROA (Reserve Organization of America)
2019 Leadership Academy

Flikr
QUESTIONS??
Official Video of "The Bravest Journey", composed and orchestrated by Emily Bear (age 13) for an event honoring war veterans and featuring General Colin Powell for 6,000 people.

World Premiere on October 10, 2015 performed with the Rockford Symphony Orchestra, conducted by Steven Larsen.