

**ROA (Reserve Organization of America)  
2019 Leadership Academy**

# **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.

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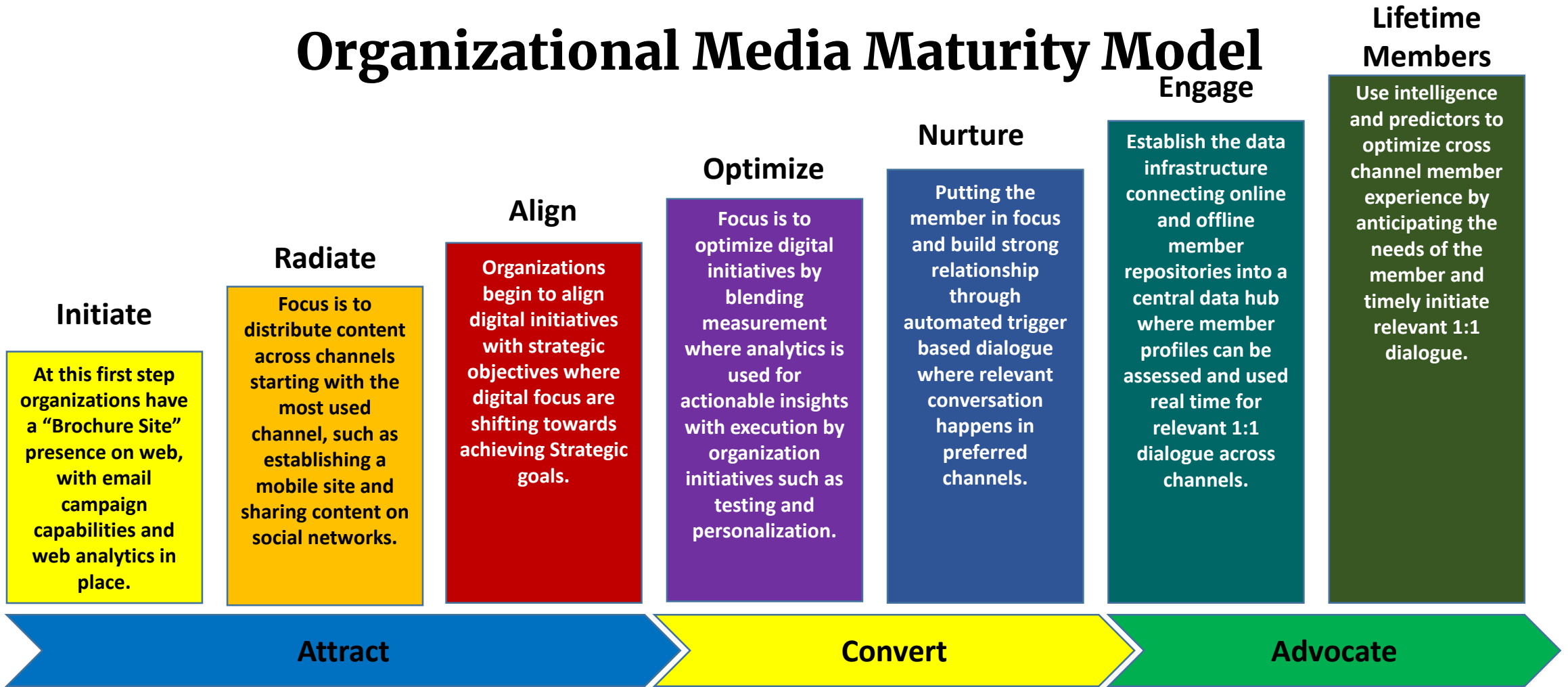
# **Influence of Technology**



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# Organizational Media Maturity Model

Strategic Value



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# Social Media



Facebook



Twitter



LinkedIn



Instagram




YouTube



Flickr

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## Facebook



**ROA dba Reserve Organization of America**  
Sunday at 12:19 PM · 🌐

TALLINN, ESTONIA  
Video by Senior Airman Deven Schultz  
Regional Media Center (RMC) Europe & AFN Europe


Interview with United States Air Force Colonel Joel Winton. Col Winton is the Chief of Delegation for the United States Military Competitions Team. CIOR 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.



132 Views

👍 Like    💬 Comment    ➦ Share

👤 Rafael A Ortiz and 12 others

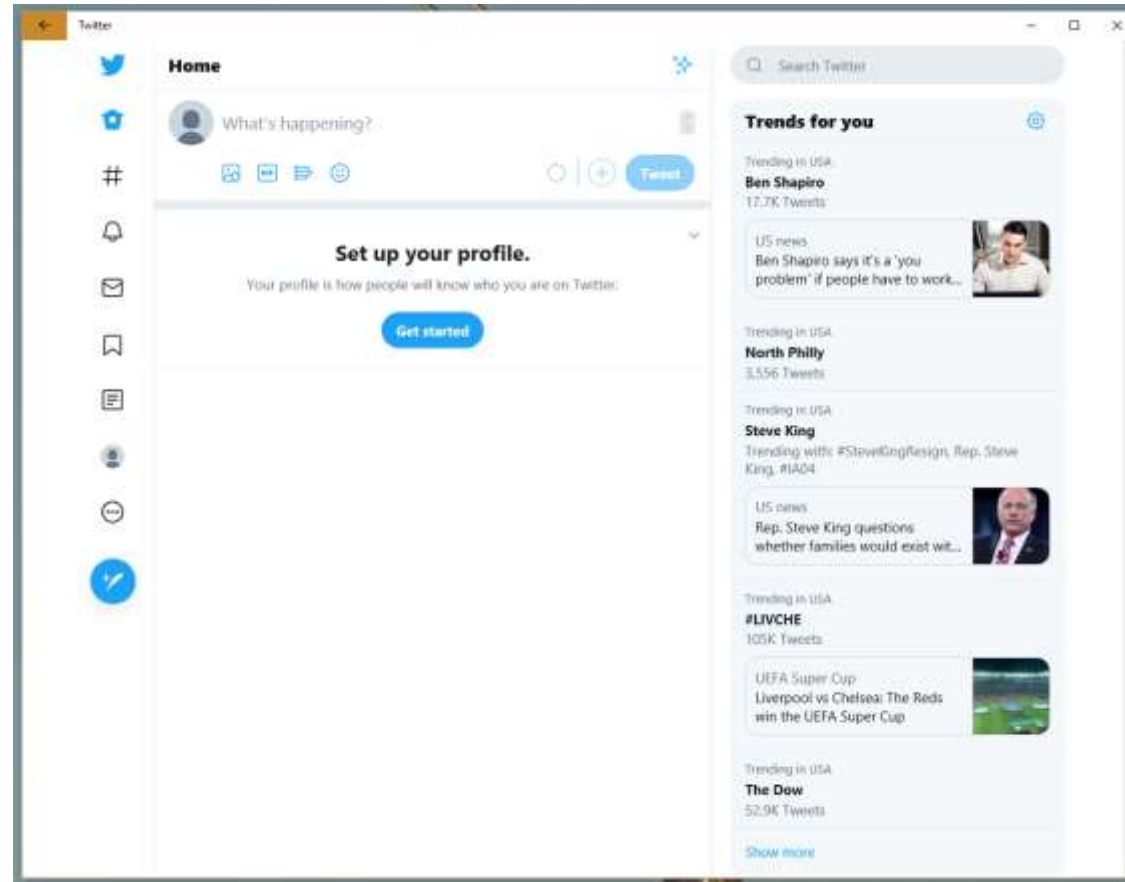


**ROA dba Reserve Organization of America**  
Nonprofit Organization  
4.1K Likes

[See Page](#)

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## Twitter



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## LinkedIn

The screenshot shows a LinkedIn profile for Milton Houghton, an Independent Management Consultant with 353 connections. The main feed features a post by Lidia Gatchalian, a Force Management Officer at 9th Mission Support Command (MSC), who is 1st in the feed. Her post reads: "I am shocked to hear LTC (R) Kelly Thies passed. I have fond memories of our team, and working directly with him was a highlight of my career; he will be missed — my condolences to his wife and loved ones." The post has 34 comments and 28 likes. A comment from James Doty, a Senior Fellow at American College of National Security Leaders, is visible, stating: "I am saddened to learn of the death of a great Soldier and loyal friend. LTC (R) Kelly Thies. Kelly and I served together at the Pentagon and he served as our Chemical Organizational Integrator and as my executive officer. RIP Lieur. ...see more". Below the post is a promoted article titled "Kelly Thies was decorated soldier" from mbridgetribune.com. The right sidebar contains several promoted items, including "Income over \$102,306?", "Earn Your EdD Online", and "Military Scholarship". At the bottom of the sidebar, there are "Add to your feed" suggestions for Bill Gates and Melinda Gates, both with "+ Follow" buttons.



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## Instagram



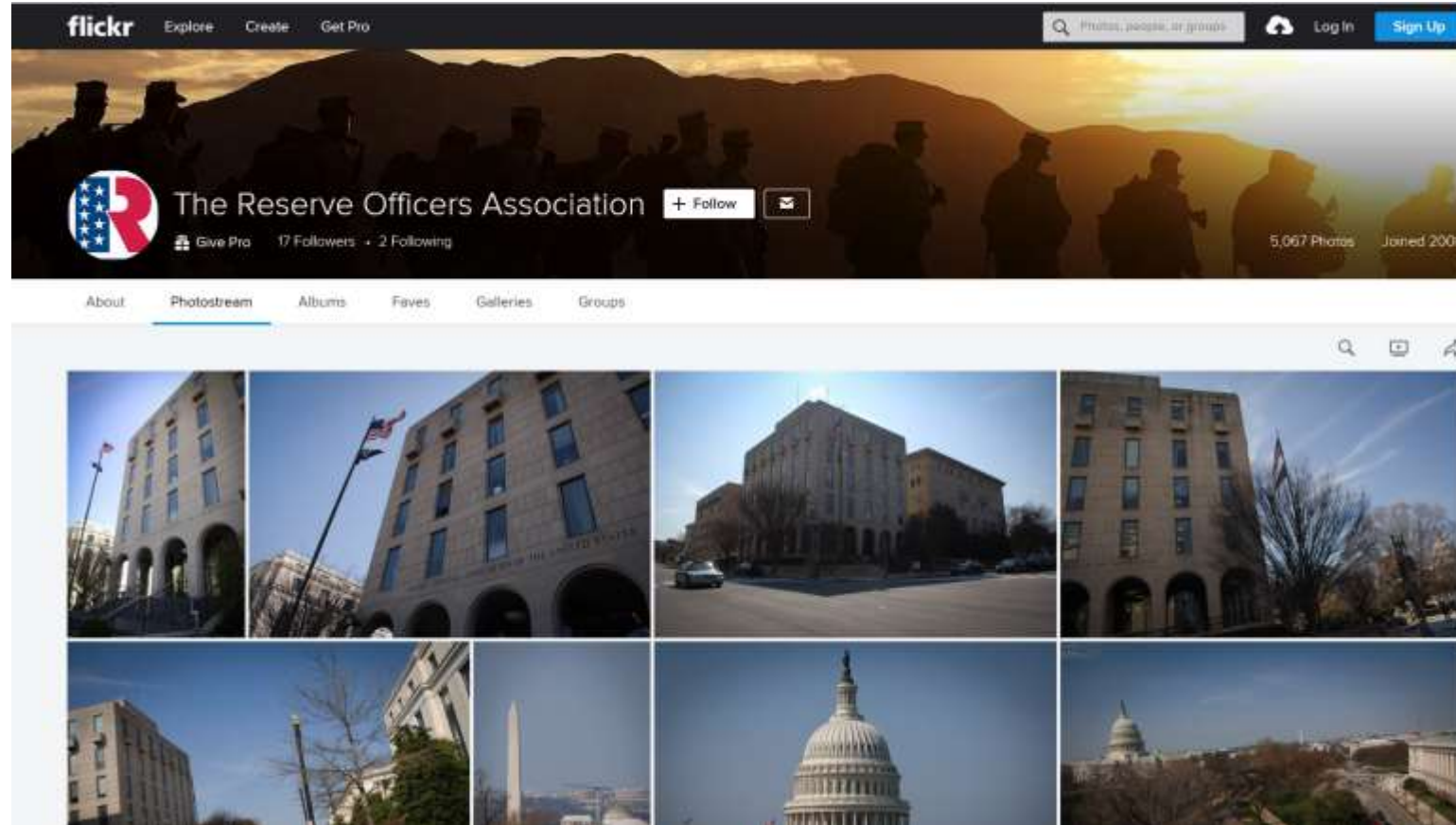
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## You Tube

The screenshot shows the YouTube channel page for Emily Bear. At the top, there is a privacy reminder and navigation options like 'REMINDE ME LATER' and 'REVIEW'. The search bar contains 'Emily Bear'. The left sidebar includes navigation links for Home, Trending, Subscriptions, Library, and History, along with a 'SIGN IN' button. The main content area features a video titled 'Former Kid Piano Prodigy Emily Bear Returns' by TheEllenShow, a channel profile for Emily Bear with 27,993 subscribers, and a 'SUBSCRIBE 27K' button. Below the profile are three video thumbnails: 'Emily Bear "Dancin" BTS - studio footage', 'Dancin - Emily Bear (Audio Only)', and 'Emily Bear "Dancin"'. The right sidebar shows a 'YOUTUBE MIX' and a list of videos including 'Dancin', 'Emily Bear Performs "The Girl from Ipanema"', 'I'm Not Alone', 'Hot Peppers', 'Araignee', and 'My Favorite Things'.

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## Flickr



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**QUESTIONS??**



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**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.**