

SOCIAL MEDIA



BRANDS SUCCEED WHEN THEY BREAK THROUGH INTO CULTURE.

SOCIAL MEDIA PLATFORMS BIND TOGETHER COMMUNITIES THAT WERE ONCE GEOGRAPHICALLY ISOLATED, INCREASING THE PACE AND INTENSITY OF COLLABORATION.

BY PROPERLY LEVERAGING THE U.S. ARMY CHAPLAIN CORPS BRAND ELEMENTS ON SOCIAL MEDIA, THE BRANCH WILL BE ABLE TO COMMUNICATE THE BRAND'S FULL VALUE, TO ENGAGE WITH ITS AUDIENCES, RECRUIT FUTURE RELIGIOUS LEADERS, AND ADVANCE ITS MISSION WITHIN THE ARMY.

THE FOLLOWING PAGES EXPLAIN CONSISTENT AND EFFECTIVE USE OF THE U.S. ARMY CHAPLAIN CORPS BRAND ACROSS SOCIAL MEDIA PLATFORMS.

THESE GUIDELINES ARE WRITTEN FOR THE OFFICIAL HEADQUARTERS PROFILES OF THE U.S. ARMY CHAPLAIN CORPS. OTHER AFFILIATED PROFILES ARE ENCOURAGED TO FOLLOW THESE GUIDELINES, IN ALIGNMENT WITH THE HEADQUARTERS PROFILES.

U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

Social media platforms provide a unique opportunity to humanize a brand and to deepen its relationships with its audiences, by allowing for two-way conversation. Each platform allows the Chaplain Corps to advance its mission by connecting with different audiences.

Social media platforms are not a “one-size-fits-all” playbook. The Chaplain Corps must be strategic about which platforms to use and how to publish content, while maintaining a consistent brand experience across all platforms used.

To maximize the impact and reach of each major social media platform, the following pages outline **(1) the purpose of each platform, (2) design guidelines for each platform, and (3) content guidelines for each platform.**

The social media platforms covered in this section are:

facebook

twitter

LinkedIn

Instagram

YouTube

flickr

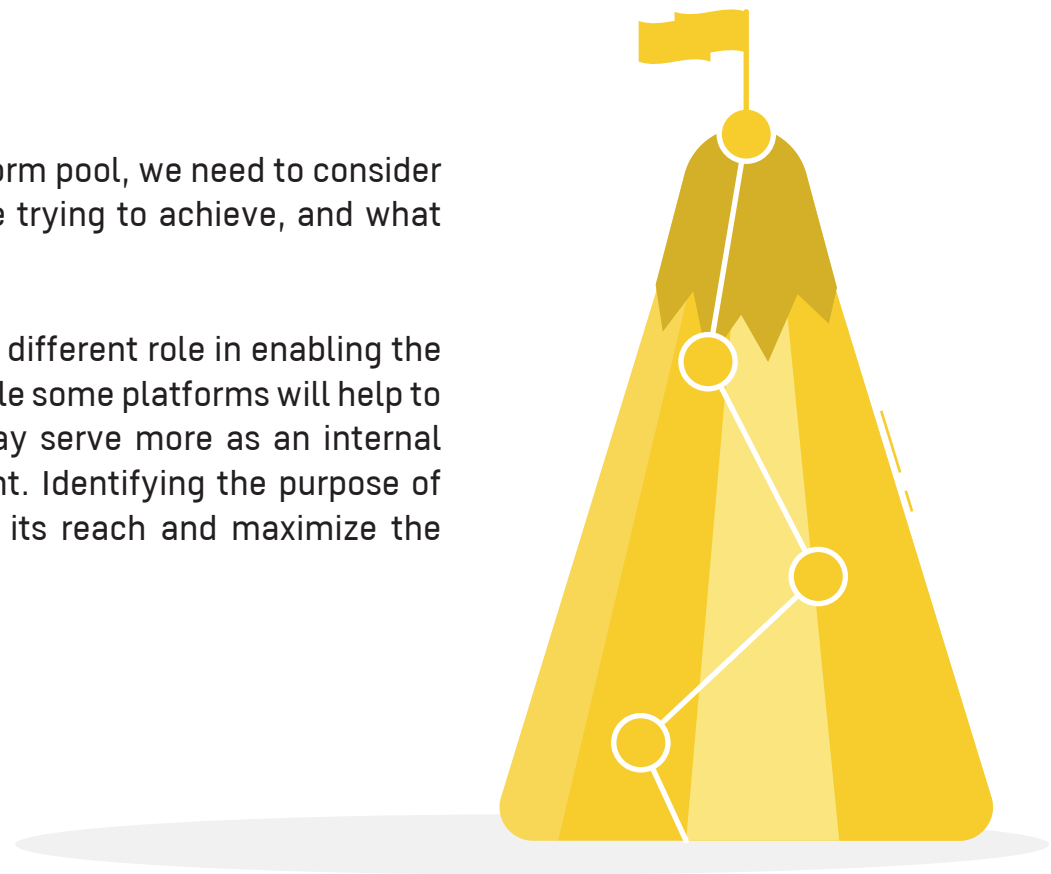
U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

PURPOSE

Before jumping into the social media platform pool, we need to consider who we are trying to engage, what we are trying to achieve, and what type of content we will be sharing.

Each major social media platform serves a different role in enabling the Chaplain Corps to advance its mission. While some platforms will help to engage and build relationships, others may serve more as an internal resource for organizing and storing content. Identifying the purpose of each social media platform helps extend its reach and maximize the impact of the shared content.



For more information, visit <https://www.army.mil/socialmedia/>

U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

DESIGN GUIDELINES

Social media is the most effective, logical, and multi-layered way to establish a brand's visual identity. Establishing design parameters for user profiles, typography, color palette, photography, and video will enhance the perception of a unified Chaplain Corps brand. While most of these elements will be consistent across all social media platforms, a few will vary to maximize content's impact and reach on specific platforms.

USER PROFILE

All HQDA-level profiles, across all social media platforms, should use the name, "U.S. Army Chaplain Corps."

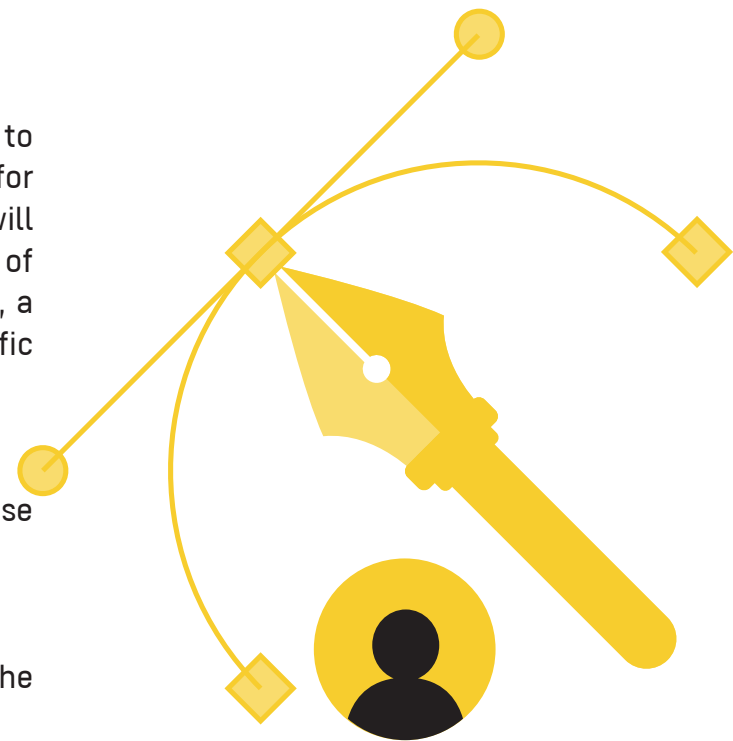
TYPOGRAPHY

Any text uploaded to a social media platform should adhere to the typography guidelines outlined earlier in this Brand Book (p.38).

COLOR PALETTE

Any content uploaded to a social media platform should adhere to the color palette guidelines outlined earlier in this Brand Book (pp. 39-40).

U.S. ARMY CHC BRAND GUIDELINES JUNE 2020 51



For more information, visit <https://www.army.mil/socialmedia/>

U.S. ARMY CHAPLAIN CORPS

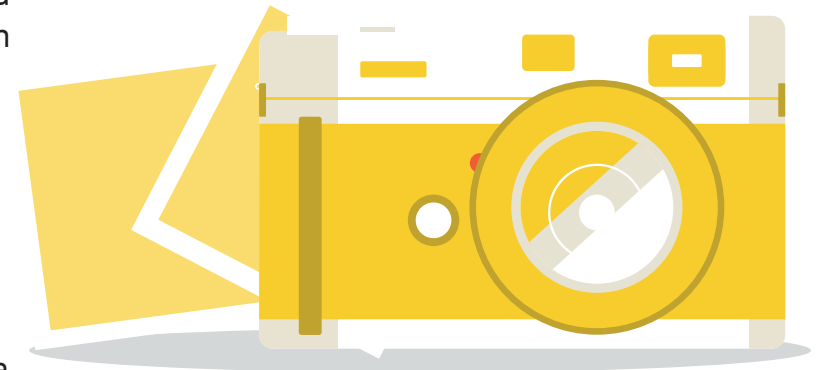
SOCIAL MEDIA

DESIGN GUIDELINES (cont.)

PHOTOGRAPHY

Social networks provide an incredible platform for telling a brand's story with a powerful combination of photos, videos, and narrative. Visuals are a cornerstone of storytelling. Each visual element, including those used for profile pictures, banners, and posts, should be strategically chosen and positioned to achieve specific goals.

- **Photography:** All photography uploaded to a socialmedia platform should adhere to the photography guidelines outlined earlier in this Brand Book (pp. 41-44).
- **Profile Pictures:** Consistent profile pictures help an organization drive recognition across social media platforms. The Regimental Crest is the unifying symbol of the U.S. Army Chaplain Corps. As such, it should be the profile picture across all HQDA-level social media profiles.



For more information, visit <https://www.army.mil/socialmedia/>

U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

DESIGN GUIDELINES (cont.)

PHOTOGRAPHY(cont.)

- **CoverPhotos:** Cover photography is used to portray the personality of the profile. All profile pages across all social media platforms should use a banner photo that is representative of the essence of the Chaplains Corps. All banners should include the overlay of the tab device headline, with the CHC Regimental Insignia at 80% of the size of the U.S. Army logo.



Headlines & Copy Guidelines:

(U.S. Army Bold) 28-36 pt. font size	HEADLINE
(U.S. Army Regular) 75% of Banner Headline pt. font size	Sub-headline
Caption Social media platform default font & size	Body copy

Example of Cover Photo:



For more information, visit <https://www.army.mil/socialmedia/>

U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

DESIGN GUIDELINES (cont.)

VIDEO

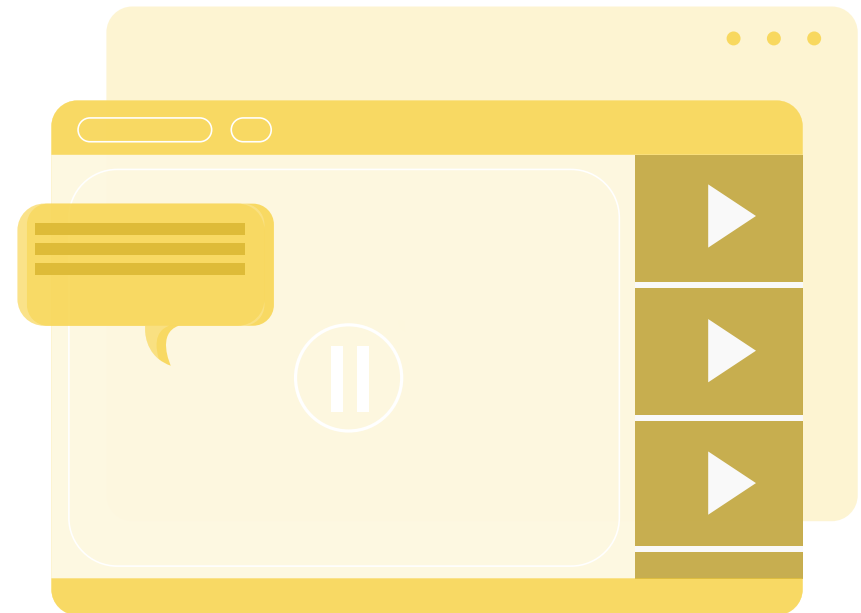
When creating videos, consistency is very important. The goal is for the audience to recognize the style, format, and general message, because it will make the overall campaign much more impactful.

Different styles of video may be leveraged across different platforms:

- **Formal:** Event driven, professionally recorded
Example : Easter Sunrise Service filmed at Arlington National Cemetery
- **Ad Hoc Formal:** Mission driven, edited to standard format
Example: Recorded message from CCH, DCCH, or RSGM
- **Ad Hoc Informal:** Casual, unedited, no standard format
Example : Phone recording of a field Chaplain in action

For consistency, it's good to use a similar intro and/or outro in all videos, to opt for similar video lengths, and to use the same general voice and tone outlined earlier in this Brand Book (pp. 17- 25).

For more information, visit <https://www.army.mil/socialmedia/>



U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

CONTENT GUIDELINES

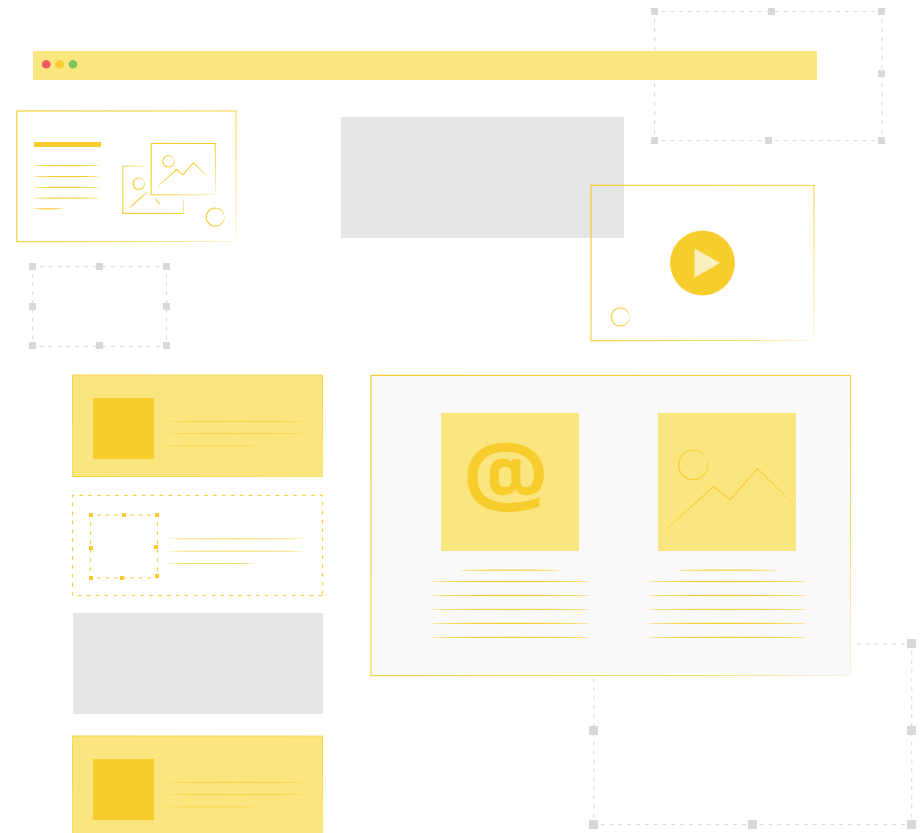
Photography and video alone usually don't provide enough context to convey a clear message. Adding a narrative, via captions, tagging, and hashtags, contributes to a person's understanding of, and ability to relate to or draw meaning from, a social media post.

CAPTIONS

Captions provide context to posts and reposts, show relatability, and even share new ideas. Every post and repost, across all social media platforms, should include a caption that relates the post back to the Chaplain Corps. Length and composition of captions may vary, based on the platform.

TAGGING

Tagging (denoted by the "@" symbol) is used to engage with locations, and with organizations and institutions with similar or complimentary missions to the Chaplain Corps. Tagging enables cross-user interaction, which helps draw in a larger audience, to advance the mission of the Chaplain Corps. Tagging should be done within the body of captions, as part of a sentence or phrase.



U.S. ARMY CHAPLAIN CORPS

SOCIAL MEDIA

CONTENT GUIDELINES (cont.)

HASHTAGS

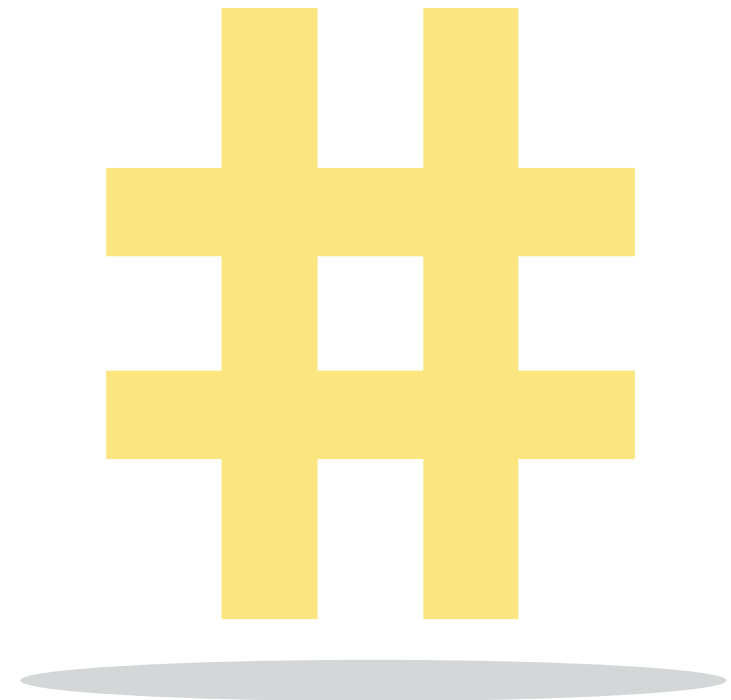
Hashtags (denoted by the “#” symbol) are used to enforce not only the message within a post or repost, but also the Chaplain Corps as a whole. Hashtags allow the audience to absorb content without reading full captions. They also serve as labels that allow users to search for posts.

Hashtags should only be used at the end of a caption, with the first letter of each word capitalized, following the format shown below

Example:

U.S. ARMY CHC BRAND GUIDELINES JUNE 2020 56

Join us to celebrate the ribbon cutting event unveiling the renovation progress at the U.S. Army Chaplain Center and School facility @FortJackson. #ArmyChaplainCorps #ForGodandCountry #OtherHashtags #USArmy



(3.2) Tag within the body of the caption

(3.3) Always begin with the hashtags **#ArmyChaplainCorps** **#ForGodandCountry**

(3.3) Include any other relevant hashtags to the post

(3.3) Always conclude with the hashtag

For more information, visit <https://www.army.mil/socialmedia/>



U.S. ARMY CHAPLAIN CORPS

FACEBOOK

PURPOSE

Facebook is a relationship-building platform.

The Chaplain Corps will leverage this platform for sharing information and words of encouragement, to bring together core constituents of all ages, religions, and locations around the world.

DESIGN GUIDELINES

Consistency in photography & video.

- All photography adheres to the guidelines outlined earlier in this Brand Book (pp. 50-51).
- Video is primarily Formal and Ad Hoc Formal (p.52).

CONTENT GUIDELINES

Clarity in captions, tagging, and hashtags.

- Captions should be no longer than three sentences.
- When applicable, tag other organizations, institutions, or locations within the body of the caption (p. 53).
- Hashtags should be used at the close of a caption and follow the format outlined earlier in this Brand Book (p. 54).



<https://www.facebook.com/ArmyChaplainCorps/>



Post a few times per week.

Active participation on Facebook enables the Chaplain Corps to connect with people on a personal level. Posting a few times per week maximizes audience engagement. Posting more frequently can detract from the meaningful nature of these communications.

U.S. ARMY CHAPLAIN CORPS

TWITTER

PURPOSE

Twitter is functional and informational by nature.

Twitter is a micro-blogging social media platform for short messages that can have a long-term impact. The Chaplain Corps will leverage this platform to connect with other internal and external organizations, to provide relevant information related to the Chaplain Corps mission, and to grow brand recognition across constituents.

DESIGN GUIDELINES

Consistency in photography & video.

- All photography adheres to the guidelines outlined earlier in this Brand Book (pp. 50-51).
- Video is primarily Formal and Ad Hoc Formal (p.52).

CONTENT GUIDELINES

Clarity in captions, tagging, and hashtags.

- The platform restricts captions to 280 characters in length, so it is important to be concise and mindful of the intended message.
- When applicable, tag other organizations, institutions, or locations within the body of the caption (p. 53).
- Hashtags should be used at the close of a caption and follow the format outlined earlier in this Brand Book (p. 54).



twitter

<https://twitter.com/ArmyChaplain>



Post several times per week.

Twitter is a more active platform, due to the high degree of interaction between users and the shorter, easily digestible captions. Posting several times per week is recommended. Engaging with other Army and external organizations via frequent reposting, liking, and commenting is encouraged.

U.S. ARMY CHAPLAIN CORPS

LINKEDIN

PURPOSE

LinkedIn is a social tool for professional networking.

The Chaplain Corps will leverage this platform to boost its online presence, to publicize professional engagements and associations, and to connect with internal and external stakeholders, including other Army organizations and potential Chaplain recruits.

DESIGN GUIDELINES

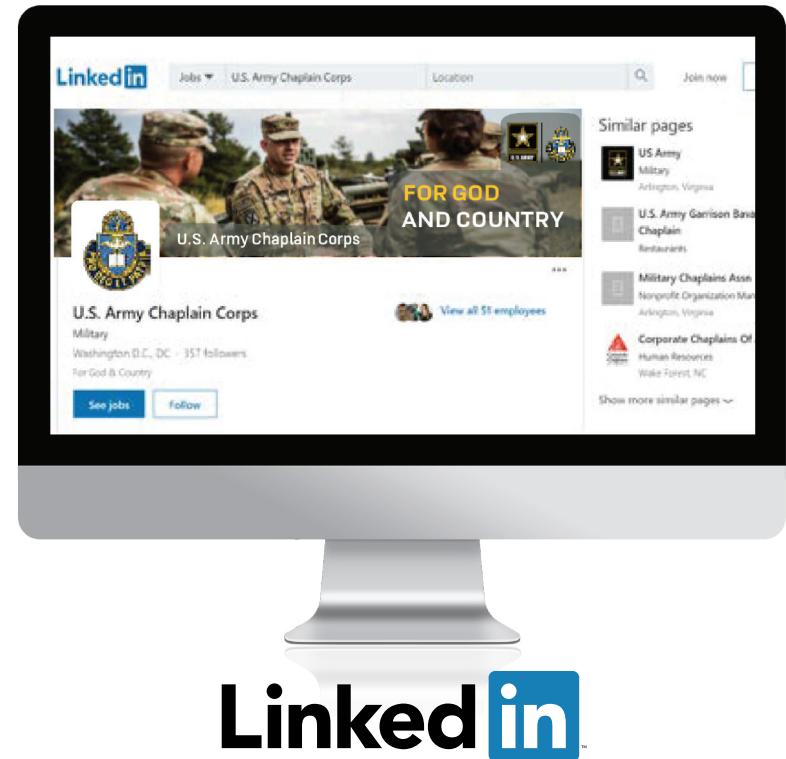
Consistency in photography & video.

- All photography adheres to the guide lines outlined earlier in this Brand Book (pp. 50-51).
- Video is primarily Formal(p.52).

CONTENT GUIDELINES

Clarity in captions, tagging, and hashtags.

- Captions may be several sentences long.
- When applicable, tag other organizations, institutions, or locations within the body of the caption (p. 53).



<https://www.linkedin.com/company/u-s-army-chaplain-corps>



Post a few times per month.

As a result of the more narrow focus of this platform, high level activity is not required. Posting a few times per month, or on an as-needed basis, will sustain interaction. Active sharing of Army and other relevant organizational professional posts is encouraged.

U.S. ARMY CHAPLAIN CORPS

INSTAGRAM

PURPOSE

Similar to Facebook, Instagram allows for relationship-building. The difference is the format – Instagram is mostly a photo- and video-sharing platform. Instagram also skews to younger audiences, compared to Facebook. The Chaplain Corps will leverage this platform to connect and engage with younger Soldiers, their Families, and the American public.

DESIGN GUIDELINES

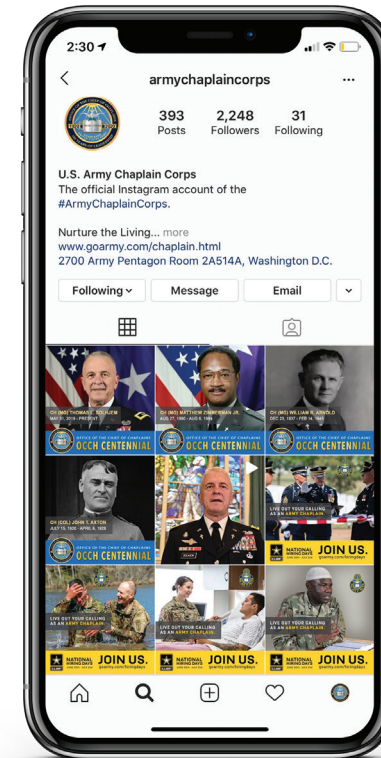
Consistency in photography & video.

- All photography adheres to the guidelines outlined earlier in this Brand Book (pp. 50-51).
- Video is primarily Ad Hoc Formal(p.52).

CONTENT GUIDELINES

Clarity in captions, tagging, and hashtags.

- Captions may vary in length, but should be no longer than two sentences.
- When applicable, tag other organizations, institutions, or locations within the body of the caption (p.53).
- Hashtags should be used at the close of a caption and follow the format outlined earlier in this Brand Book (p. 54).



Instagram

<https://www.instagram.com/armychaplaincorps/>



Post several times per week.

Younger audiences tend to be more active on social media platforms, including Instagram. To keep in touch with this audience, posting several times per week is recommended. Utilize Instagram's story or IGTV features, to send quick video messages to viewers and to maintain high levels of engagement.

U.S. ARMY CHAPLAIN CORPS

FLICKR

PURPOSE

Flickr is a photography management tool.

The Chaplain Corps will leverage this platform as an internal resource to enable members of the branch to create and share content and other communications materials with pre-approved photography.

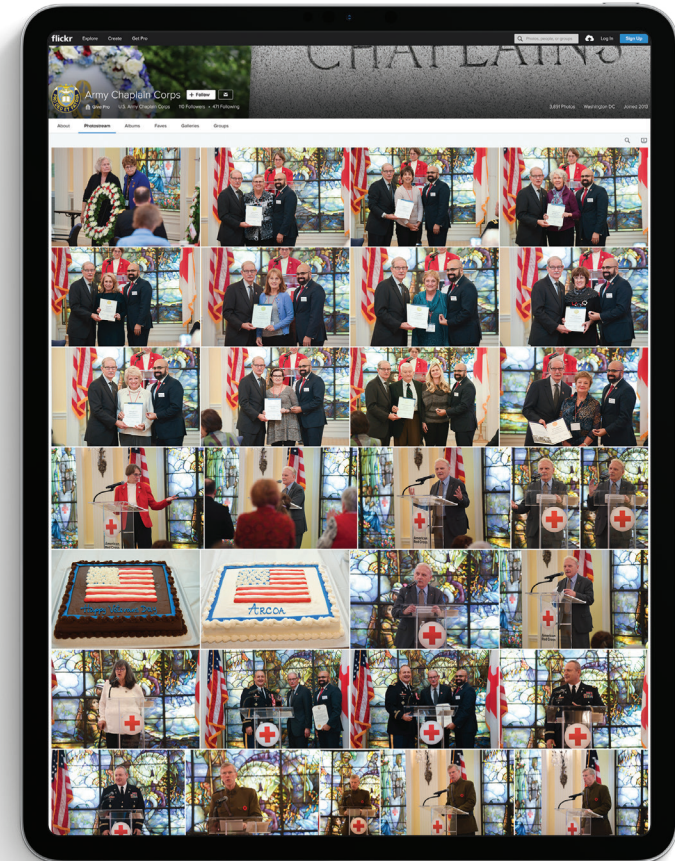
As a resource-driven platform, posts should be ad hoc – any relevant photos should be shared as they are created.

DESIGN GUIDELINES

- All photography adheres to the guide lines outlined earlier in this Brand Book (pp. 50-51).

CONTENT GUIDELINES

- Captions should be no longer than a few sentences, to provide context to the photo, or album
- Leverage the tagging feature on Flickr, to call out keywords that make photos easier to search.
- Do not use hashtags.



flickr

<https://www.flickr.com/photos/armychaplaincorps>



U.S. ARMY CHAPLAIN CORPS

YOUTUBE

PURPOSE

YouTube is an online video-sharing and management platform.

The Chaplain Corps will leverage this platform both as an internal and external resource, to create a video inventory of sermons, ministry activities, speeches, and other events that can be viewed by anyone at anytime.

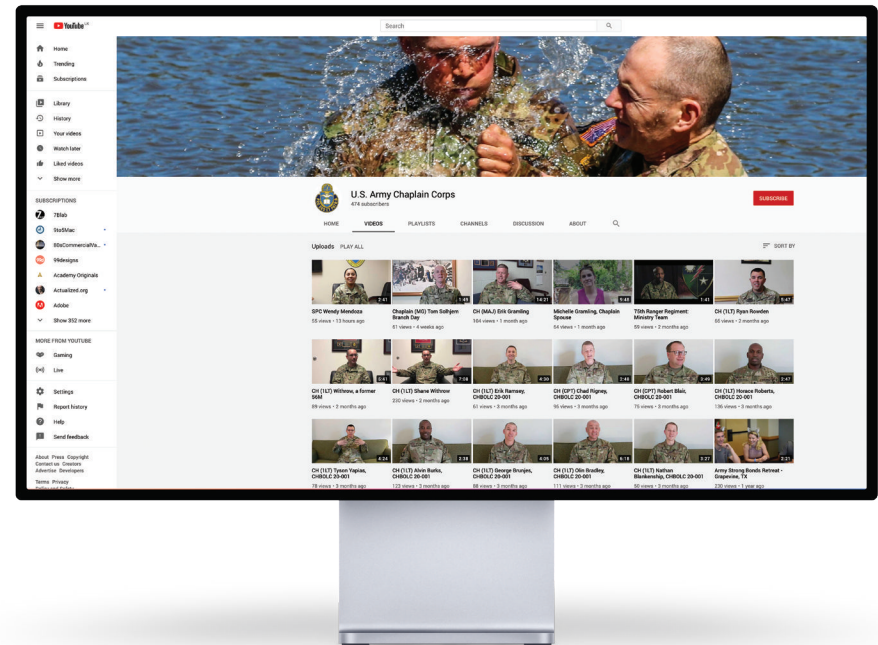
As a resource-driven platform, posts should be ad hoc – any relevant videos should be shared as they are created.

DESIGN GUIDELINES

- All video is Formal and Ad Hoc Formal (p.52).

CONTENT GUIDELINES

- Captions can be as long as necessary, to provide context to the video, although short descriptions are preferred.



<https://www.youtube.com/c/USArmyChaplainCorps>

