

# USING IMAGES IN SOCIAL MEDIA: CANVA AND PHOTOGRAPHY



**CPT JOSEPH SIEMANDEL, STATE PUBLIC AFFAIRS OFFICER, WASHINGTON NATIONAL GUARD**

A PICTURE IS WORTH A THOUSAND WORDS...



**THOUSANDS... NOW A DAYS MORE LIKE MILLIONS...**



**PHOTO WAS SENT FROM AN AIR GUARDSMEN DURING THE RESPONSE AFTER THE STATE ROUTE 530 LAND SLIDE. THIS PHOTO WAS SEEN BY MORE THAN 80 MILLION PEOPLE ON FACEBOOK.**

## **AGENDA**

- **STORY TELLING**
- **PHOTOS AND VIDEOS**
- **LIVE FEEDS**
- **INFOGRAPHICS**
- **HOW WE GET PHOTOS AND VIDEO?**
- **STATS, STATS, STATS**



# STORY TELLING





**PROFESSIONAL  
PHOTOS**



**SUBMITTED PHOTOS**



**THIS PHOTO WAS SUBMITTED TO US BY A  
SOLDIER THAT WAS RIDING IN A TRAIL  
HELICOPTER DURING THE SEAFAIR 4<sup>TH</sup> OF  
JULY IN 2014.**

**IT IS ONE OF THE MOST USED PHOTOS BY  
THE NATIONAL GUARD TODAY.**



# PROFESSIONAL VIDEO



Options | Share | Send | Like



**Washington National Guard**

Published by Jason Kriess [?]

Page Liked · March 15 ·

Last week the 319th Ordnance Company (EOD) spent some time honing their skills during training lanes on Joint Base Lewis-McChord (JBLM).

Tag Video

Add Location

Edit

5,105 Views

Like

Comment

Share

247

Top Comments

27 shares

5 comments



**Truble Awfton** Guess they dont need hands if it blows up?

Like · Reply · Message · March 20 at 3:28pm



**Eric Campbell** safety first brothers. Semper Par

Like · Reply · Message · March 15 at 9:57pm



Write a comment...



# SUBMITTED VIDEO



**Washington National Guard**

Published by Joseph Siemandel [?]  
Page Liked · November 9, 2014 ·

What does a Seattle Seahawks fly over look like from a Blackhawk?

Tag Video Add Location Edit

436,999 Views

Like Comment Share

1K

Top Comments

3,531 shares

50 comments



**Elliott C. Collins**



Write a comment...



# FACEBOOK / TWITTER LIVE



Options | Share | Send | Like



Washington National Guard was live.

Published by Joseph Siemandel [?]  
Page Liked - June 7

Governor Jay Inslee and Maj. Gen. Bret Daugherty  
#CascadiaRising #CascadiaEQ Press Conference  
at Camp Murray

Tag Video | Add Location | Edit

2,687 Views

Like | Comment | Share

291

Top Comments

40 shares

36 comments



**Laura Ann Drybread** The Washington Military Department which includes the states Emergency Management Division and the National Guard is awesome!

Like · Reply · Message · June 8 at 6:42am



**Josephine Amba** Go, soldiers your the great depending the country. The hopes of nation. We pray for you .in serving and sacrifices for this land. GOD blessed your family and friend goodluck!!!

Like · Reply · Message · June 7 at 6:40am



Write a comment...



# INFOGRAPHICS



**319th Explosive Ordnance Disposal Company  
Schofield Barracks, HI**

**Guardsmen from the 319th EOD received training and were certified as "Master C-IED Trainers", increasing the units ability to support the Washington State Partnership Program with the Kingdom of Thailand**

**Washington and the Kingdom of Thailand have been State Partnership Program partners since 2002**

**#gowaguard**

SO... HOW DO WE GET PEOPLE TO SEND  
PHOTOS INTO US???



# AND FINALLY... STATS, STATS, STATS!



## Washington National Guard Monthly Social Media Report May 2016



### Facebook Fans

Apr. 1 - 30,638  
May 31 - 33,026  
Difference - + 2,388



### Top Post



Profile Visits - 2,650  
Twitter Impressions - 143,000  
Mentions - 153

Followers - (5/1) - 5,599  
Followers - (5/31) - 5,689  
Difference - +90

### Top Tweet

Top Tweet shared 200 times  
Thanks @R\$herman 25 and @\$eahawks  
#hometownteam  
better comingwastatus??  
4-1 15:12 @T2

[View Tweet activity](#)

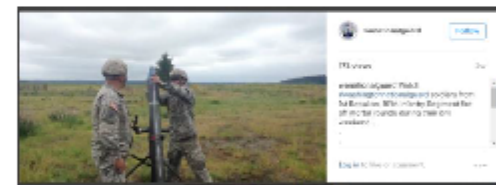
[View all Tweet activity](#)



Instagram

Subscribers-1,058  
Difference - + 113

### Top Post

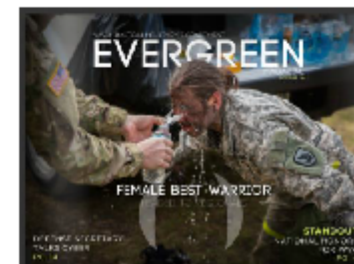


Subscribers-458  
Difference - 7  
Views - 4,126  
Minutes - 9,378

### Top Videos



Readers - 548  
Average Time - 2:25  
Impressions - 1,386  
Total Read Time - 21 hours



**QUESTIONS?**

