



The United States Army Social Media Handbook, Version 2, August 2011

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Paperback. 56 pages. Dimensions: 11.0in. x 8.5in. x 0.1in. Social media represents a shift in the way we as a culture communicate. By using Internet-based platforms like Facebook, Twitter, Flickr and You-Tube, social media provides new ways to connect, interact and learn. People no longer look for news; the news finds them. And in the world of social media, the perception of truth can be just as powerful as the truth itself. The Internet moves information quickly, whether for good or bad. Social media, with a variety of available platforms, can instantaneously connect users within a global network, making the transfer of information even more pervasive. Today, social media use is so widespread and transparent that you may already be involved even if you are not actively participating. It is a highly effective tool for reaching large communities and audiences. But this substantial ability to connect with the masses is not without its risks. Using social media to spread information is becoming the standard, so it is important to understand the power, the benefits and the risks associated with using the various platforms. The Army recognizes that...

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