Marketing and Communications

Encampment and NCSA Marketing Playbook

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SECTION 1: INTRODUCTION

The purpose of Marketing and Communications in Civil Air Patrol is to connect with internal and external audiences to show our national value, manage the brand, and strengthen relationships with key audiences and customers to enable the organization to grow.

The goal of this playbook is to provide a high-level guide to train members who serve on the PAO staff (adult volunteers and cadets) at a wing encampment and/or an activity — state, regional, and/or national cadet special activity (NCSA). This is meant to provide a framework for consistent and intentional communications for these activities.

The activity PA staff develops and helps execute the activity's marketing program goals and objectives, with oversight as needed by the appropriate PAO — wing, region, or national (CAP/MC). By using this guide — and the attached plan template — the activity goals will end up aligning with the goals of the wing and the corporation to promote one cohesive nationwide program.

The program's core competencies described below are the primary contributions to overall mission accomplishment:

- **Trusted Counsel to Leaders.** Deliver candid communication counsel and guidance to the encampment commander and leaders at the appropriate levels.
- **Member Morale and Readiness.** Contribute to member morale and readiness by providing members and their families with the encampment and activity experience in a brand-appropriate structure in the digital age.
- **Public Trust and Support.** Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.
- **Brand Persuasion.** Directly affect operational and service environments at all levels by engaging the public and members with information that supports and builds a positive CAP narrative.
- **Organizational Growth.** Contribute to growing the organization's membership and donor base through appropriate content.

SECTION 2: PLAN CONTENTS

The objective of every Marketing and Communications plan is to raise awareness, engage the target audiences, generate demand, and create an affinity and lasting emotional bond with the brand. The concept behind the activity plan template is to coordinate for greater national impact using standardized, properly branded marketing assets and strategies such as images, newsletters, social media postings, etc. Other activities can and should be included as the wing marketing and communications team deems appropriate for the size of the wing and resources available.

Encampment and activity PAO staff should customize their activity plans to meet the identified marketing and communications needs using the *Encampment, NCSA, and Activity Wing MAC Plan* on Page 10.

The Activity Plan includes the following sections to be completed by the activity PA staff:

- Part 1: Introduction. This section describes the activity and its approximate participation of cadets and adult members.

- Part 2: Marketing Needs and Objectives. This section analyzes the activity's marketing and communications objectives and strategies, including identified measures of success.

- Part 3: The Marketing Room. This section details what administrative taskings the activity PA staff may leverage to complete the objectives in *Part 2: Marketing Needs and Objectives*.

- Part 4: Social Media. This section details social media taskings the activity PA staff may leverage to complete the objectives in *Part 2: Marketing Needs and Objectives*.

- Part 5: Roadmap. This section provides a roadmap guideline for establishing a timetable to complete pre-activity and at-activity taskings to ensure proper planning.

- Part 6: Supplies. This section provides guidance on planning for activity supplies.

- Part 7: After Action Report. The section provides guidance for collecting After Action Reports from all activity MAC staff for future planning.

- Part 8: Summary.

- Part 9: Distribution.

SECTION 3: HOW-TO GUIDE FOR ENCAMPMENT, NCSAS, AND LARGE-SCALE ACTIVITIES

This is a how-to guide for a basic Marketing and Communications plan for encampments, NCSAs, and large-scale activities that outlines the activities that should be occurring and how to best execute them. For encampments, the wing PA team is the single, consolidated office that directs the wing's marketing and communications efforts and maximizes available resources within the wing. NCSAs may work with the appropriate PAO at the wing, region, or national level (CAP/MC).

Using both the plan and materials available on the CAP Brand Portal will relieve the burden on commanders, wing public affairs officers, and activity PAOs, and will help the national effort to raise awareness of Civil Air Patrol.

Part 1: Key Messages

The key messages should focus on these primary themes:

- **Support and accentuate the CAP mission:**
  Volunteers serving America's communities, saving lives, and shaping futures. This encompasses the organization's three major programs: emergency services, aerospace education, and cadet programs.

- **Encampments and Activities:**
  Encampments are a key part of cadet life. These are typically 7- to 10-day events held during the summer, where cadets develop leadership skills, explore aviation and science, improve mental and physical fitness, and apply CAP's core values of respect, excellence, integrity, and volunteer service.

- **National Cadet Special Activities:**
  National Cadet Special Activities are designed to give cadets direct hands-on experience with various aspects of the Civil Air Patrol program. These are typically 7– to 10-day events held during the summer, where cadets gain valuable experience and explore potential careers. Activities focus on robotics, flight training, leadership schools, officer training, cyberspace and cybersecurity, search and rescue, honor guard, and more.

Part 2: PAO Tools

There are several tools that will be needed by a PAO at these activities:

- A laptop is the preferred tool to edit photos, post to social media, post to SmugMug, and other duties. May consider an external drive to store photos before picking selects.
- Camera with video recording option. It will be helpful to have external lighting/flash and a tripod.
- A smartphone will suffice as backup for taking notes, photos, etc., and act as a calendar of scheduled events.
- Prior and on-duty access to the Brand Portal to comply with CAP's branding requirements – brand.GoCivilAirPatrol.com.
- Wireless hotspot dedicated to just the MAC team for photo uploads.
- Preformatted and created templates for daily newsletters, if planned.

Part 3: Plan Ahead

One of the first things to do is develop a plan that creates a framework for the activity. This is the working document you will use as your game plan to ensure mission success. See *Encampment, NCSA, and Activity Wing MAC Plan* on Page 10 for details.

Advance planning is a very important part of the PAO role for any encampment, NCSA, or activity. This planning should be made at least two months out and include the following:

- Train ahead of time. Put together a training brief or slide deck, or both, for your PA staff to run through. Don't make it long; it should be brief. Include topics such as: how to hold a camera; how to frame a shot; how to make a photograph, not take a photograph.

- How will each day look? Obtain an activity schedule of events two months out from the event so you know what will most likely be occurring each day. Understand that changes may happen, but you will be better prepared.

- Make a daily itinerary, a task list of things to do based on the events schedule. Plan for and schedule time in the office to curate and process photos and other administrative work.

- Make a photography "shot list" and task assignments and assign photographers to cover those. It's best to pair up better photographers with those less experienced and encourage the more experienced to give tips and advice.

- Create a social media calendar. This is important so that posting is intentional and not just thrown together at the last minute. Base your post subject matter on the schedule of your event.

- Determine if a member of your team, adult or cadet, is fluent in using the social media platforms that you plan to use and have him or her help with planning content. Make sure that you review before the "post" button is pushed.

Part 4: Best Practices - Storytelling

Some tips to make a story or photo more noteworthy:

- The story must have a human element.

- Create stories that talk about what cadets want to do in the future.

- Tell and show how CAP has helped cadets mold their career aspirations.

- Stories must have motion, humanity, and show camaraderie.

- Always look for a hook — the unusual stories such as trips to a particular event, fifth member of their family to attend an event, disability a cadet is working through, top achieving cadet, family members already in the Air Force (family affair), etc.

- It's best to create content with multiple sources — more than one person to gain information.

Part 5: Best Practices - Photography

Photography is the single most important asset produced at activities that has a lasting use for the organization, if captured, curated, and processed correctly. Photos can also make or break not only the organization's image but also the story.

- While there is a time and place for group photos, most photos should contain 3-5 people (or fewer) in a well-lit area with something showing the activity in action. This way an outsider will have a good idea what the photo is about.

- Limit the amount of group photos you take — close-up photos are more appealing and interesting. Candid shots are ALWAYS more interesting than posed shots.

- When posting photos on social media, do not upload any more than three to four — pick the top photos from the event and post those. For encampments, the social media post should include a shortened link (using software such as bitly.com or TinyURL.com) to the wing's activity blog, in the SiteViz news section on the wing website, detailing the activity's events and then further link out from that blog to the SmugMug folder where all the encampment photos are located. NCSAs may work with CAP/MC when national posts are needed and may post to their NCSA social media channels. See the social media best practices below for more detail.

- Include a photo/video release form in participant packets.

Part 6: Best Practices - Video

Just like photography, video work has an impact as well. Video work from your activity could be used months to years from now, continuing to tell Civil Air Patrol's story.

- Post encampment photography/video

- Create highlight reel for graduation and post-activity use.

- Include a photo and video release form in participant packets.

- Using popular music tracks for encampment videos violates copyright laws. There are multiple websites where royalty-free music may be downloaded.

Part 7: Best Practices - Social Media

Social media is a great channel to communicate what happens at an activity or encampment. Photography and/or video is a critical part of any social media post (see below). All social media posts should reflect CAP's brand, i.e., CAP logo, CAP colors, mission, etc. (See brand.GoCivilAirPatrol.com).

To yield the highest level of engagement for recruiting purposes, as a best practice, Encampment PA staff should coordinate external messaging with the wing PAO for the host wing's social media channels, not a separate public activity social media channel. This maximizes exposure for the host wing and increases recruitment overall. NCSAs may work with the appropriate PAO at the wing, region, or national level (CAP/MC) for external posts.

Best Practice Steps:
- Internal information should not be posted to public channels.
- Protect youth by not posting personally identifiable information (PII).
- Create a Facebook Event - co-hosts should be added for all the official pages that are partners in the event, i.e. multiple wings.
- Posting Schedule:
  - For encampments, post 2-3 times before the event on the main wing page, not the event page. If you have an activity that only runs for one week, you can post content related to the activity a couple of times leading up to the event, making cadets interested in the activity. NCSAs may work with CAP/MC when national posts are needed and may post to their NCSA social media channels.
  - Social media platform algorithms "punish" accounts that post multiple times daily, reducing the number of people who see the posts. To avoid this, post no more than once daily during the event.
  - For encampments, all posts should go on the main wing social media page, not in the event page. Remember, CAP social media channels are primarily for visibility of the wing's program to the public for recruitment and exposure. NCSAs may work with CAP/MC when national posts are needed and may post to their NCSA social media channels.
  - Additionally, post one reel, story, or short video daily at a different time than your daily update to the wing's main page (for encampments) or NCSA social channel (for NCSAs).
  - Post at least once after the event.
- Daily update post content:
  - Select your best three to four photos from the previous day.
  - For encampments, post copy should contain a shortened link (via Bit.ly or TinyURL) to the wing blog page on the wing's SiteViz website. The link should be placed above the "Show More" line with a brief description. Below the "Show More" line should be the appropriate hashtags for search algorithms and placement along with a very brief message.

- The wing's blog page for the activity should go into more detail on the activity daily update, have curated photos, and a link to the SmugMug folder containing the photo archive of the day for parents.
- Focus on mastering one or two social media channels (Facebook and Instagram are likely the best to start) and then move to another when you feel comfortable. Of the approved social media channels, cadet families are most likely using Facebook, while cadets are most likely using Instagram.
- Good photos or video drive social media engagement, so try to use your most impactful image as the primary one, with no more than three to four photos per post (a few more on Instagram is okay). It's also important to upload your photos daily to the encampment/activity SmugMug folder.
- Be sure to tag a follower or constituent in a post — it's a great way to engage in online conversations.
  - By using the @ symbol and then someone's username, it alerts them that they have been looped in or tagged in that particular post.
- Share, like, or indicate other appropriate (i.e., positive) reactions to someone else's post about your activity or encampment.
- And don't forget to use hashtags — a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Any hashtag that includes CAP or Civil Air Patrol in the name must be approved in advance by MAC — send your request to mac@capnhq.gov.
  - Use hashtags when you want to connect posts or pictures back to a related event or topic.
    - Brand hashtags: #CivilAirPatrol #CAPCadet #GoFlyCAP #TotalForce
    - Topic hashtags: #STEM #youth #leadership #fitness #aviation
  - Facebook: use one to three hashtags
  - Instagram: use one to five hashtags

Part 8: Best Practices - Paid Social Ads (Boosts)

If your wing encampment or activity allows for a budget to boost social media, it is recommended that you do it for each day at encampment and NCSAs.

- This boosting places your post in the feed of people on the platform that do not follow your page.

- A boost of $50-100 per day could yield results 5-10 times what you would achieve otherwise, resulting in exposure and potential recruitment.

- This is why it is important to place properly curated and formatted postings on the main wing page (for encampments) or NCSA social channel (for NCSAs). It's all about exposure and recruitment.

- When you boost your posts, create an audience 20 miles around each of your squadron locations; this will limit the exposure and expense to audiences that could potentially be recruits.

Part 9: Best Practices - Website Page and Blog

When it comes to recruitment of new members, online searches are the number one return on investment. Getting programs like Civil Air Patrol to rank is difficult to say the least. What makes the difference is content — localized, specialized, condensed content. This is where encampments and NCSAs can make or break that return on investment. By hosting encampment content on wing-centric social media and websites, we increase the visibility of the wing and all of its squadrons. The more visibility you obtain, the more engagement you get, the more potential there is for recruitment of new

members just from seeing the awesome things our members are doing.

- An encampment marketing landing page should be provided on the host wing's SiteViz website, **not a separate website**. This page should be evergreen, including content that does not change with time. This page should describe the activity to parents and general public visitors, highlighting one of Civil Air Patrol's critical programs, the Cadet Program. This evergreen landing page should then link out via a professional, well-designed graphic or a button to the current year's activity blog.

- Blog — daily, if possible. Activities require a lot of time, effort, and energy, we get it. If staffing allows, generate something daily on the wing website blog. It can be a simple one-page newsletter. Place it on the website and resist all temptations to post it to social media. You WANT your social traffic to click through to your website to obtain all the goodies from the activity — newsletter, photos, etc. This increases your visibility on the wing social channel as showing click engagement and increases web search engine visibility because of traffic. Both of these result in higher returns from searches and scroll placement.

  - How do I do a blog post? Using the news area of your SiteViz website, create a new news item. Type away. It is recommended that you keep one blog page for the entirety of the activity and just update it with daily updates. Don't create a new one every day.

  - What to include in a blog?

    - A single photo collage of your SmugMug album for the day. It should be a thumbnail size and should link out to that day's album in Smugmug.

    - The daily newsletter. It should be a thumbnail image that links to a pdf download.

    - Maybe honor flight results for parents to cheer on their cadets.

  - How do I distribute the blog?

    - Create a shortened URL to the SiteViz blog page using Bit.ly or TinyURL.

    - Create a post on social media (see Best Practice - Social Media) to link the short URL to.

Part 10: Best Practices - Media Releases

PAOs may send out a press release for encampments and NCSAs at their discretion. In the digital age we are in, the best practice is to instead release a blog posting in accordance with Part 9.

SECTION 4: ENCAMPMENT, NCSA, AND ACTIVITY WING MAC PLAN

The following pages are a template provided as a best practice for planning.

Steps For Planning:

- Edit the <mark>yellow text</mark> areas for your encampment or NCSA, customizing and tailoring the plan for your event.

- PAOs are encouraged to add or remove whatever works or does not work for their wing and activity.

- An activity after-action summary is expected to be generated after the event and be used to develop the event's plan the next year.

CIVIL AIR PATROL

==NAME== WING

U.S. AIR FORCE AUXILIARY
==Wing address==

==Date==

==Year== Encampment/NCSA/Activity
Marketing and Communications Plan

The purpose of marketing and communications is to connect with internal and external audiences to show CAP's national value, manage the brand, and strengthen relations with key audiences and customers to enable the organization to grow. The photos, videos, and interviews taken at encampment will be available <u>decades</u> later.

Core Competencies. The program's core competencies described below are the primary contributions to overall mission accomplishment.

- **Trusted Counsel to Leaders.** Deliver candid communication counsel and guidance to the encampment commander and leaders at the appropriate levels.
- **Member Morale and Readiness.** Contribute to member morale and readiness by providing members and their families with the encampment or activity experience in a brand appropriate structure in the digital age.
- **Public Trust and Support.** Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.
- **Brand Persuasion.** Directly affects operational and service environments at all levels by engaging the public and members with information that supports and builds a positive CAP narrative.
- **Organizational Growth.** Through marketing and recruiting activities, MAC contributes to growing the organization's membership and donor base.

The encampment or activity PA staff develops and executes the marketing program goals and objectives. For encampments, the wing PAO provides oversight. For NCSAs, support may be provided at the wing, region, or national level (CAP/MC). This template and the activity goals within will align with the goals of the wing and the corporation to promote one cohesive nationwide program.

NCSAs and encampments have different needs. Tailor the plan based on that need and staff allowances, cadets PA staff or no, etc.

TABLE OF CONTENTS

PART 1: INTRODUCTION

Host Unit: _____
Location of Activity: _____
Dates of Activity: _____

Expected Participation:
- # Adult Staff: _____
- # Cadet Staff: ____
- # Cadet Students: _____
- Total Participation: ____

PART 2: MARKETING NEEDS AND OBJECTIVES

In an effort to develop a marketing plan, the following elements are identified:

Objectives: (below are examples)

A. Objective #1 - A Mentored, Cadet-Led Program

    1. Focus: A cadet-led program with oversight and mentoring by adult marketing staff. The cadet marketing team will take daily assignments from the cadet OIC/NCOIC.

    2. Measure of Success: Assignments will be released each morning to cadet marketing staff by the cadet OIC/NCOIC. Adult marketing staff will fill in with additional coverage as available.

B. Objective # 2 - Images and Videos Daily

    1. Focus: Images will be captured and processed daily by the cadet and adult marketing staff.

    2. Measure of Success: Images will be captured for all activities and transferred to the marketing local area network drive for use by the marketing team.

    All images will be processed by cadets, with metadata, and sorted for content use.

    Selected images will be uploaded to SmugMug for future use.

C. Objective # 3 - Daily Facebook Posts

    1. Focus: Facebook posts will be created daily to show activity for parents, cadets, adult members, and recruitment.

    2. Measure of Success: Facebook posts will be scheduled each morning for evening distribution in accordance with Part 4.A.

D. Objective # 4 - Daily Instagram

    1. Focus: Instagram posts will be created daily to show activity for parents, cadets, adult members, and recruitment.

    2. Measure of Success: Instagram posts will be scheduled each morning for evening distribution in accordance with Part 4.B.

E. Objective # 5 - Esprit de corps

    1. Focus: To promote camaraderie and esprit de corps, photo selections will be on display in the chow hall.

    2. Measure of Success: Each evening cadet staff will update chow hall TVs in accordance with Part 3.C.7.

F. Objective # 6 - Future Marketing

    1. Focus: Photo and videos will be taken to promote attendance to the next year's encampment.

    2. Measure of Success: Photo and video shot lists will be created in coordination with planned activities so that specific "hero shots" are captured to be used for future marketing purposes. These selections will be archived for later use. After encampment has completed, videos and photo reels will be created, if material is collected, for esprit de corps and marketing efforts in accordance with Part 3.E.

PART 3: THE MARKETING ROOM

Below are the planned procedures and details for the office. The activity PAO may name the room whatever they like.

A. **File storage**: A local area network will be set up with a network hard drive for file storage. All laptops used for processing photos and article writing will connect to this drive. All files are to be stored on this drive.

B. **Newsletter/blog:** A newsletter/blog will be produced and dispersed through the wing website blog page for encampments. The marketing staff will utilize pre-made newsletter templates for each day of encampment. Story subjects will be preselected and handed down from the marketing OIC.

    1. The cadet OIC/NCOIC on PA Staff will hand down press assignments based on the day's needs for the newsletter to the cadet staff.

i. The cadet staff will gather quotes, activity descriptions, and notes during activities from encampment cadets and staff.

ii. The cadet staff will combine all notes and quotes into stories after activities and turn them into the cadet OIC/NCOIC for processing.

2. The cadet OIC/NCOIC will edit stories from the cadet staff for the newsletter/blog.

3. The cadet OIC/NCOIC will add completed stories and corresponding photos into the premade newsletter templates for that day.

4. The adult staff will review and release the newsletter on the wing blog each night.

5. The cadet OIC/NCOIC will ensure a printed copy of the newsletter is hung up on the encampment bulletin board each night and a copy placed on each chow hall table for breakfast reading.

C. **Photography:** Adult and cadet marketing staff will manage their own photo workflow.

1. Photographers will upload their photos to the storage drive and sort them into the pre-selected folder structure.

2. Each day the photographer will move all photos from the camera to their personal **Dump** folder.

3. Adult staff will use FilterPixel to cull duplicate photos from each **Dump** folder.

4. After culling, the photographer will sort photos looking for uniform and brand issues and then move selected photos to the **To Upload** folder.

5. Once photos are in the **To Upload** folder, they will be renamed to the name convention below.

i. **File Name:** 20##-OKE-D1-P1-####

1. 20## = Current Year
2. OKE = Oklahoma Wing Encampment
3. D1 = Day 1
4. P1 = Photographer 1 (assignments will be made at event)
5. #### = Photo Number
6. File names to be renamed with a Bulk Rename Utility such as https://www.bulkrenameutility.co.uk/Download.php

6. Photographers will log metadata with all photos prior to selecting the Top 30 or being added to SmugMug. The following process for metadata logging will be followed.

    i. The photographer will select all the photos in their daily folder and then right click and select "properties." In the properties window, the photographer will click "Details" and see the following window. Hovering over and clicking to the right side of each area will enable entry of the metadata.
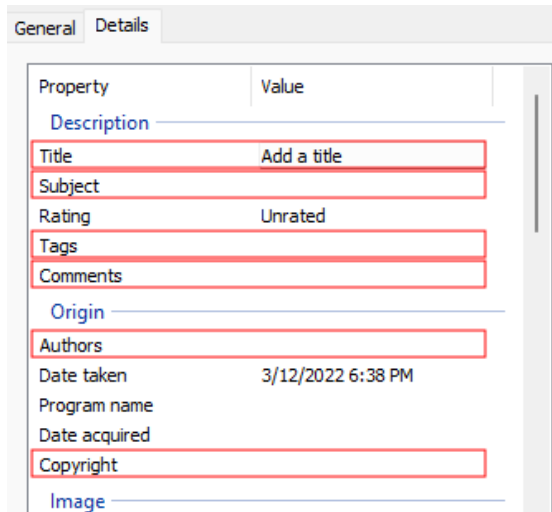
    ii. **Title:** Civil Air Patrol's 20## Oklahoma Encampment (NCSA or other activity)

    iii. **Subject:** Civil Air Patrol's 20## Oklahoma Encampment (NCSA or other activity)

    iv. **Tags:** Civil Air Patrol; Oklahoma Wing; Encampment; Cadet; +activity (see below)

        1. aerospace education
        2. drill training
        3. obstacle course
        4. Note - Tags have a semicolon after each of them.

    v. **Comments:** Located at U.S. Army Camp Gruber Training Center, Oklahoma

    vi. **Authors:** Cadet Johnny Bravo

    vii. **Copyright:** Copyright © Civil Air Patrol

7. The photographer will select his/her top 30 photos from the **To Upload** folder and move them to the **Top 30** folder for the cadet OIC/NCOIC to process for the Chow Hall TV slideshow and newsletter selections.

    i. The cadet OIC/NCOIC will ensure all Top Photos for each day are copied onto two thumb drives and transferred to the Chow Hall TVs, to be updated nightly.

8. The adult staff will select the top three photos from the day and move them into the **TOP 3** folder to use for social media postings.

9. Photographers will capture quotes and descriptions of activities, convert them into short story blurbs, and place them in their photo folders each day to be used in the newsletter referenced in Part 3.B and for social media blurbs.

D. **Videography**: Adult and cadet marketing staff will manage their own video workflow.

1. Videographers will upload their videos to the storage drive and sort them into the pre-selected folder structure.

2. Each day the videographer will move all photos from the camera to their personal **Dump** folder.

3. The videographer will sort videos by subject matter for easy cataloging and then move selected videos to the **To Upload** folder.

4. Once videos are in the **To Upload** folder they will be renamed to the name convention below.

    i. **File Name:** 20##-OKE-D1-V1-####

        1. 20## = Current Year
        2. OKE = Oklahoma Wing Encampment
        3. D1 = Day 1
        4. V1 = Videographer 1 (assignments will be made at event)
        5. #### = Photo Number

5. File names to be renamed with a Bulk Rename Utility such as https://www.bulkrenameutility.co.uk/Download.php

E. **Post Encampment and NCSA Videos**:

1. After encampment has completed and if staffing allows, a 60-90 second wrap-up video will be created for instilling esprit de corps and for future marketing use.

2. After encampment has completed and if staffing allows, a 60-90 second marketing video will be created for recruitment efforts for the next year's activity.

F. **SmugMug.** The encampment marketing staff shall coordinate with the appropriate PAO at the wing, region, or national level for the SmugMug upload links. NCSAs may work with CAP/MC for uploads to SmugMug.

1. The following encampment or activity marketing staff are granted upload access to the SmugMug folder:

    i. TBD, Encampment or Activity Primary, email@cap.gov

    ii. TBD, Encampment or Activity Assistant, email@cap.gov

    iii. TBD, Encampment or Activity Assistant, email@cap.gov

PART 4: SOCIAL MEDIA

Encampment social media may be hosted on the wing's social media accounts. NCSAs may work with CAP/MC when national posts are needed and may post to their NCSA social media channels.

The social media utilized will include Instagram and Facebook. Activities will incorporate social media hashtags in communication with attendees and encourage members to utilize the hashtag in their personal social media accounts prior to, during, and after event activities.

A. **Facebook postings**

   1. A post by a Facebook page is seen by less than 20% of its followers. Facebook further penalizes pages for posting more than once per day, limiting the reach of additional posts further. Posts to the event page are not penalized, but are only seen by followers of the event and do nothing to expand the reach and scope of the host unit's presence.

   2. A Facebook post will be scheduled for each evening at 1800 with a link to the wing blog showcasing the daily newsletter, select photos of the previous day, and a link to the SmugMug gallery for parents.

   3. All Facebook posts will only include the following three hashtags.

        i. #CAPCadet
        ii. #civilairpatrol
        iii. #cadetlife

B. **Instagram Posts**

   1. For encampments, an Instagram post will be scheduled for each evening at 1800 with a link to the wing's blog showcasing the daily newsletter, select photos of the previous day, and a link to the SmugMug gallery for parents. NCSAs may post to their NCSA social media channels.

   2. All Instagram posts will only include the following hashtag.

        i. #civilairpatrol

PART 5: ROADMAP

The activity marketing staff will schedule a roadmap of when certain needs must be met. This can include specific wants, needs, and deliverables by the marketing staff, to include dates when they are expected to be completed. If specific things that are time sensitive need to be created or requested (such as SmugMug links, Google Drive access, social media posts), they need to be in the plan and notated for the appropriate support.

Action	Assigned To	Due Date
Activity Graphic Promo		
Marketing Room Plan		
Blog Posting of Top 3		
Newsletter Template Finalize		
Photography Gear List (Wing)		
Press Release		
Virtual Staff Training		
Chow Hall Photo Plan		
Newsletter Writing		
Newsletter Edit		
Newsletter Finalize		
Newsletter/Blog Publish		
Newsletter Prints		
Video Promo for Social		
Photo Uploads to LAN		
Post Activity Wrap-Up Video		
Post Promo Video for Next Year		

PART 6: SUPPLIES

All staff will maintain a consolidated supply list to ensure adequate fulfillment of needs and that every item makes its way back to the appropriate owner at the end of the activity.

PART 7: AFTER ACTION REPORTS

Event marketing staff are required to submit individual After Action Reports to the wing marketing team within two (2) weeks of the event addressing the following:

1. Effectiveness of event goals from Part 3.

2. Lessons learned and recommendations for the next year.

PART 8: SUMMARY

This plan provides an overview of the current activity marketing program, observations of the current marketing environment, and objectives for the program for this activity.

PART 9: DISTRIBUTION

Upon completion, this plan will be distributed to the activity commander and activity staff. Changes to this plan are authorized only by the encampment or activity PAO or activity director. Plans are not sent to CAP/MC.

APPROVED BY

//SIGNED//
Name   Date
Wing Public Affairs Officer