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**From:** Gutierrez, Barbara L CIV USAF USAFA USAFA/CMA

**Sent:** Wednesday, July 28, 2010 9:08 AM

**To:** Famnet

**Subject:** sign on to Facebook!

Just a reminder to sign on to the USAFA Facebook web site.

In order to offer the public a convenient way to see what's going on at the Academy, the public affairs office here has created a page on <http://www.facebook.com/> called "US Air Force Academy (Official)" and an account on <http://twitter.com/> named "AF\_Academy."

The Academy's public affairs office decided to establish its presence on the social networking sites last year after holding a social media conference here Aug. 11. Attendees included public affairs officials from the Air Force Public Affairs Agency in Washington, D.C., and Air Education Training and Command Headquarters at Randolph Air Force Base, Texas, as well as the Academy's chief information officer and representatives from admissions, the dean of faculty office, the athletic department and cadet wing public affairs.

The two Web pages will serve somewhat different audiences: While most cadets have Facebook pages, Twitter reaches a slightly older audience. According to the Pew Internet and American Life Project, the median age for Twitter users is 31.

The Academy will use Facebook and other social media sites to drive traffic toward its official public Web site, <http://www.usafa.af.mil/>, and the public affairs office can publish photos and other content to the Facebook page that might not be a good fit for the public Web site.

While Facebook and Twitter will offer a casual means for sharing information and interacting with the public, Academy officials can also use Twitter to inform the public about delays or closures due to weather conditions or issues affecting public health or safety.

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