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**Subject:** Academy joins social media scene

Academy joins social media scene

Become a fan on Facebook and a follower on Twitter!

The U.S. Air Force Academy officially enters the social media sphere today with the launch of Web pages on two popular social networking sites.

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 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.

"There's no quick answer to social networking," Larry Clavette, AFPAA's director, said at the conference, recognizing that Air Force policy cannot keep up with public affairs offices' operational requirements. The lead officer for Internet relations is 2nd Lt. Meredith Kirchoff, a 2009 graduate and self-described avid Facebook user since 2005.

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