

COMMUNITY CORNER

GC to start blog, encourages participation

By Col. Kevin Brown
GARRISON COMMANDER

Facebook has more than 250 million active users. Of those, Fort Riley already has almost 400 fans – including me. Yes, I've joined Facebook. The Army advocates it, and actually has a Social Media Division in the Office of the Chief of Public Affairs devoted solely to updating Facebook, Twittering and keeping up the Army's various social networking sites.

Here at Fort Riley, we have an official Fort Riley page on Facebook. The 1st Infantry Division also has a page. Family and Morale, Welfare and Recreation has a profile and the Middle School Teen Center updates fans from its page.

I encourage everyone to get involved. This is just one more way to keep abreast of what's happening on your post. I'm on there. I read your opinions, comments and suggestions, and I take them seriously. Just last week numerous Fort Riley fans expressed their desire to have child care in the fitness centers. This is something we're looking into, but Facebook allowed them to not only let us know, but also offer suggestions on what would work best.

Beginning Aug. 1, I will be posting a blog under the discussion tab on Fort Riley's page on Facebook. If you have comments and questions, this will be a place to get those heard and answered. You'll receive an update on



Col. Kevin Brown

your wall when new blogs are posted. If you aren't on Facebook, sign up and share your thoughts.

GETTING STARTED

While many of our Soldiers and Family

members already have profiles, for those who don't, there are some things to think about before jumping in head first. What do you want to use your profile for? Is it to keep in touch with friends and Family? Is it for professional networking? Maybe you use it for both. If you want to create a group or page on Facebook, do you have the time to keep it up and what do you want to accomplish?

I use my Facebook profile to connect with my Family and friends. I also use it as a way to keep up with the Fort Riley page and comment on interactions there. Depending on what you want to use your profile for, adjust your privacy settings accordingly and think about who you accept as your friends.

While many considerations go into setting up a profile, there are more things to think about when setting up a Facebook page or group for your unit or organization. If you would like help from people who have already had a chance to figure these things

out, call our Garrison Public Affairs Office at 239-8854 or e-mail rice.facebook@conus.army.mil. They would be more than happy to help you establish a presence on Facebook or figure out how to get started on other sites.

If you are on Facebook, I encourage you to become a fan of Fort Riley at www.facebook.com/FortRiley and share your opinions. Join in a discussion or just comment on the Riley TV videos. Content is posted throughout the week.

While we have just gotten started with social media, I look forward to expanding our networking scope. This is a growing area. More than 120 million users log on to Facebook each day. Many of those are Fort Riley's Soldiers, Families and civilians who use it as a way to get information and stay connected. We are using this type of media to bring the news to you. In the near future we will be publishing some guidelines for units to follow in the establishment of their official pages on Facebook. These guidelines are not meant to be restrictive and ideas should not interfere with any creative ideas users may have.

As always, I welcome your suggestions on our efforts in this area. How can we make it work better for you? Log on to Facebook, become a fan and let us know. Even if you don't have a Facebook account, you can still visit the page to check out what's there. This is just one more of the ways – besides attending town hall meetings and sending comments

through the Interactive Customer Evaluation system, or ICE – for you to provide feedback to Fort Riley leaders.

The 1st Infantry Division, Fort Riley and FMWR all have a presence on Facebook:

- www.facebook.com/1stInfantryDivision
 - www.facebook.com/FortRiley
 - www.facebook.com/fortrileyfmwr
 - www.facebook.com/fortrileyteen
- Or, follow Riley, FMWR's mascot on Twitter at <http://twitter.com/rileyfmwr>. Follow the teen center at twitter.com/fortrileyteen. The 1st Inf. Div. also is on Twitter at twitter.com/FightingFirst.

For a list of all Army social media sites, visit www.army.mil/media/socialmedia/.

As a last reminder, when you're on social media sites, keep in mind the source of your information. Many blogs and sites are out there where you can moan and complain, but that's all you'll get on those sites – moaning and complaining. Join the conversations on the official sites listed above and have your opinions heard by those who can help you make a difference and get something done.

To comment on this article or suggest a topic for the Community Corner, e-mail rice.facebook@conus.army.mil.



Fort Riley Garrison Commander Col. Kevin Brown talks about Fort Riley's similarities to Junction City and the post's economic impact on surrounding communities July 23 during the monthly MAC breakfast.

Brown discusses economic impact at MAC breakfast

By Shandi Dix
STAFF WRITER

"Born to serve," said Col. Kevin P. Brown, garrison commander, July 23 during the Military Affairs Council breakfast held at the Geary County Convention Center.

Brown stated that he feels that way due to being raised by a military father. Brown gave an update of what's going on at Fort Riley. His main focus was how the duties of the garrison directorates parallel to the Junction City government organization.

The fort's economic impact in Kansas generates more than \$1.8 billion in goods, services and payroll. "It makes its way into and through your communities by virtue of the fact that Fort Riley exists and is also growing," Brown said.

In 2005 this amount was at \$938 million.

These numbers do not show the indirect costs and benefits of the growth and population of Fort Riley.

The next thing Brown looked at was the population. The number of civilians working as part of the workforce is about 9,000.

"About 3,000 of that is the actual U.S. Army Garrison employment of which 1,800 are our appropriated fund and non-appropriated fund actual employees and another 1,200 contractors," Brown said.

He stated that the remainder of those 6,000 employees include other contractor employees, the American Red Cross and USD 475.

Brown briefly touched on the construction at Fort Riley. He mentioned that construction on Marshall Army Airfield, Camp Funston and Camp Whiteside is essentially finished or nearly complete. While Custer Hill construction is still in the works.

Many posts are struggling with the tight economic times to get construction funded, he said. "The rules are different," Brown said. "The rules have changed. If you haven't already broken into the dirt or started to put something up, everything's on the table and things can change."

Fort Riley is one of the lucky ones that knew what they wanted and have gotten projects started, he said.

These projects don't include the money funded by the American Recovery Investment Act. He stated that Fort Riley will receive about \$43 million for improvement to barracks that will include upgrades and remodeling. Brown admitted that he is still learning the garrison mission, which he said is not much different than the Junction City mission. The only difference is the addition of "enhancing the warfighter's ability to accomplish their mission" to the garrison mission. He went on to compare the garrison organization to the Junction City government structure.

Denise Ott, Military Affairs Council director, welcomed attendees with the showing of a video from the 2009 Sundown Salute Parade that included 1,200 marching Soldiers including the Commanding General's Mounted Color Guard. Invocation was given by Chap. (Col.) Gary Norris, installation chaplain.

Internet users should be aware of online safety

The Internet has changed the way people communicate. Increasingly, individuals are looking to the Web as their primary source of news and information. As an Army, we have an obligation to tell our story in the spaces and places where our community is already engaging.

It is important for Soldiers, as well as Family members and Department of the Army civilians, to remember the two guiding documents that apply to all public communication: Operations Security and the Uniform Code of Military Justice. As regulation is written, Soldiers must maintain professional conduct and good order and discipline in the virtual world in the same ways they would in the real world. Special care should be taken to ensure public facing profiles, to include Facebook pages and profiles, present an appropriate picture of Army life. AR 530-1, Operations Security policy, states that Soldiers who blog and identify their affiliation with the Army must let their commander know they're blogging.

Whether or not to participate in

social computing is an individual's personal decision. Soldiers maintain their First Amendment Rights and do have the right to express themselves in a public forum. If, however, a Soldier is participating in a social networking site where he or she is or may be identified or associated with the U.S. Army they must be very cognizant of how they appear to represent their organization and the United States of America. UCMJ and other guidelines and regulations apply in the virtual space just as they do in any other.

Any individual making statements on a public forum should identify him or herself and their affiliation with the U.S. Army if they are commenting on U.S. Army matters or issues. Be transparent. If an individual is not a commander or public affairs officer speaking on behalf of the U.S. Army he or she should make it clear that the statements are their own and do not represent an official U.S. Army stance (Example: This statement is my own and does not constitute an endorsement or opinion of the U.S. Army or

Department of Defense). Stay in your lane. It applies in public forums as much as it applies to conversations with the media. If you're not the best person to comment on a topic, you shouldn't do so in an official capacity.

Operations Security is paramount. Any information that may compromise OPSEC should not be discussed. If a person is in doubt as to whether information may violate OPSEC, they should consult with their immediate supervisor or operations officer for a review.

Play nice. If you wouldn't want your mother seeing it, you probably shouldn't post it.

Be cognizant of how you represent yourself on personal social networking sites such as Facebook, MySpace and Friendster. If you are posting information to those sites that would reflect poorly on the U.S. Army, reconsider. Even information posted to personal profiles lives in the public domain. You never know who might see it. If you refer to the U.S. Army in

your personal social network profile, you are identifying yourself as a part of a large network that includes both your colleagues and your chain of command. The information you post there should be consistent with your role as a Soldier, Family member or DA civilian and representative of the U.S. Army.

Source: Army Social Media Best Practices

NIGHT OUT

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Color Guard and the Military Working Dog Team, mule rides, Ident-a-Kit, Adopt-a-Pet, dunk booth and inflatables.

About 1,500 people are expected to attend this year's event. Sgt. Torie Koller with the Fort Riley Police Department has been the chair for the event for the last two years but due to her leaving shortly before the event she has handed the reins to Sgt. Catina Brown.

The national event, in its 26th year, is sponsored by the National Association of Town Watch. The night out is to raise awareness about crime and drug prevention, strengthen the spirits of the neighborhoods and police community partnerships.

AT THE MOVIES

Doors open at 6:30 p.m. Shows start at 7 p.m. unless otherwise noted. Tickets cost \$4 for adults and \$2 for children 11 and under. Children under the age of 5 are free except during children's matinees or expected self-outs.

- July 31 - The Proposal, PG-13
 Aug. 1 - My Sister's Keeper, PG-13
 Aug. 2 - The Proposal, PG-13, 5 p.m. showing
 Aug. 6 - My Sister's Keeper, PG-13
 Aug. 7 - Transformers: Revenge of the Fallen, PG-13
 Aug. 8 - Public Enemies, R
 Aug. 9 - Transformers: Revenge of the Fallen, PG-13, 5 p.m. showing
 Aug. 13 - Public Enemies, R

For more information, call Barlow Theater at 239-9574.