



UNITED STATES  
**AIR FORCE**  
**ACADEMY**

# USAFA Strategic Communications

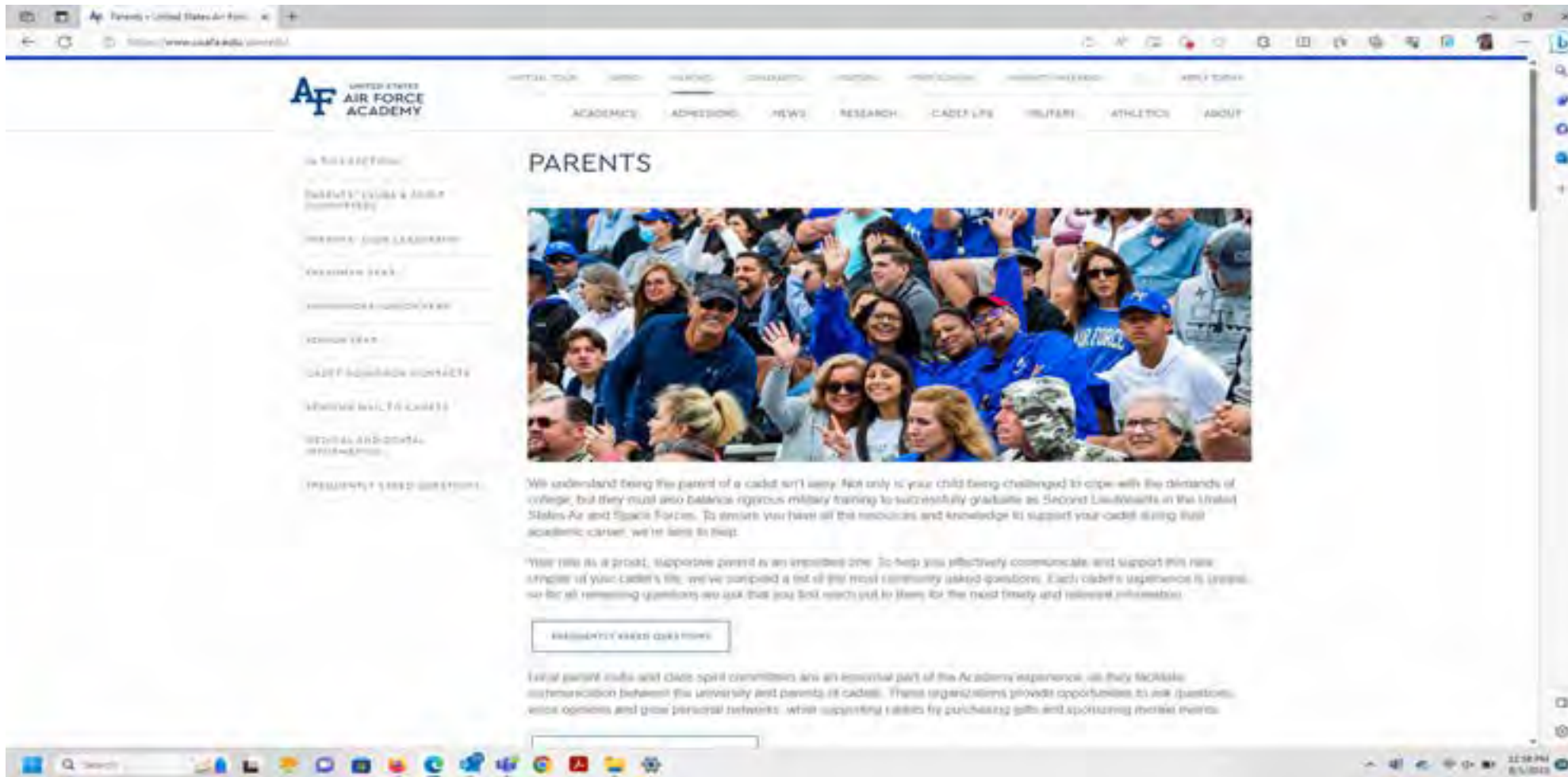
(USAFA CM)

**Marie Nikovits & Carrie Clancy**  
**Parent Liaison Team**

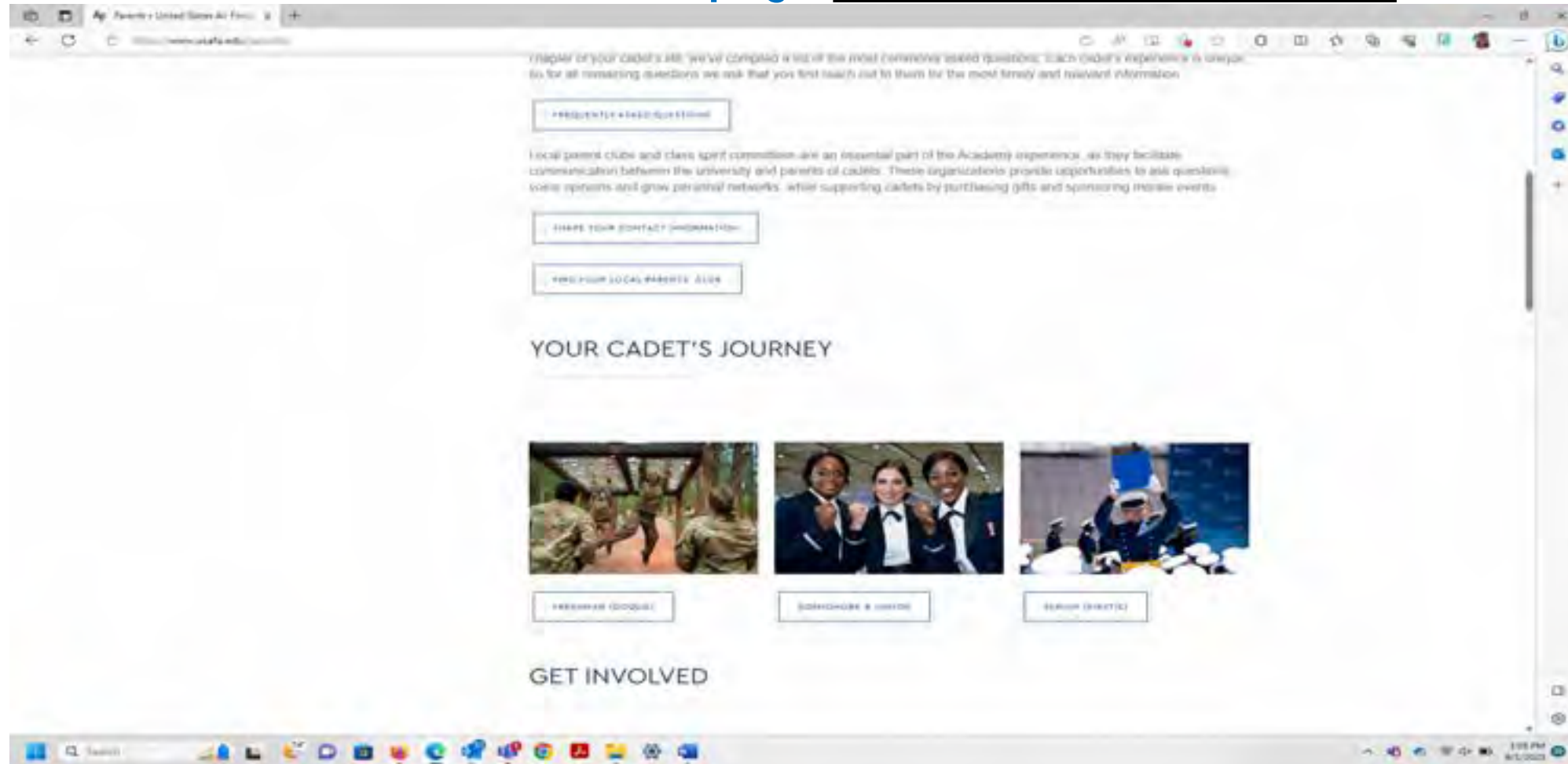
## Helpful Websites for Parents' Club Presidents/Parents

- USAFA Parent Webpage [www.usafa.edu/parents](http://www.usafa.edu/parents)
- USAFA Parents' Club Leadership Webpage
  - <https://www.usafa.edu/Parents>
- Parents' Club President FACEBOOK Community
  - <https://www.facebook.com/groups/ParentClubPresidentCommunity>
  
- We are your belly button for info!
- As parents, you represent USAFA, too!
  - We trust you to share accurate information
  - If unsure, contact the Parent Liaison Team

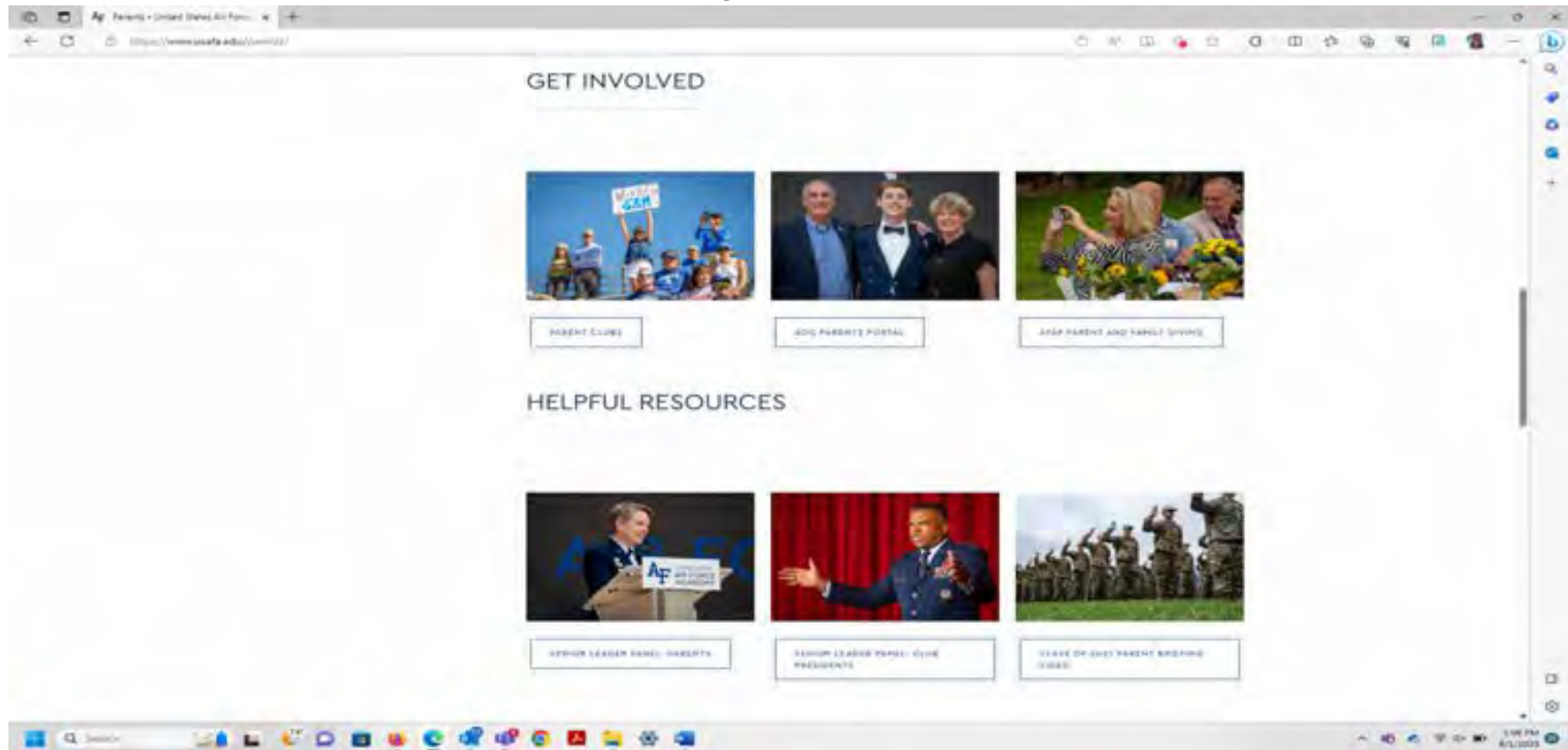
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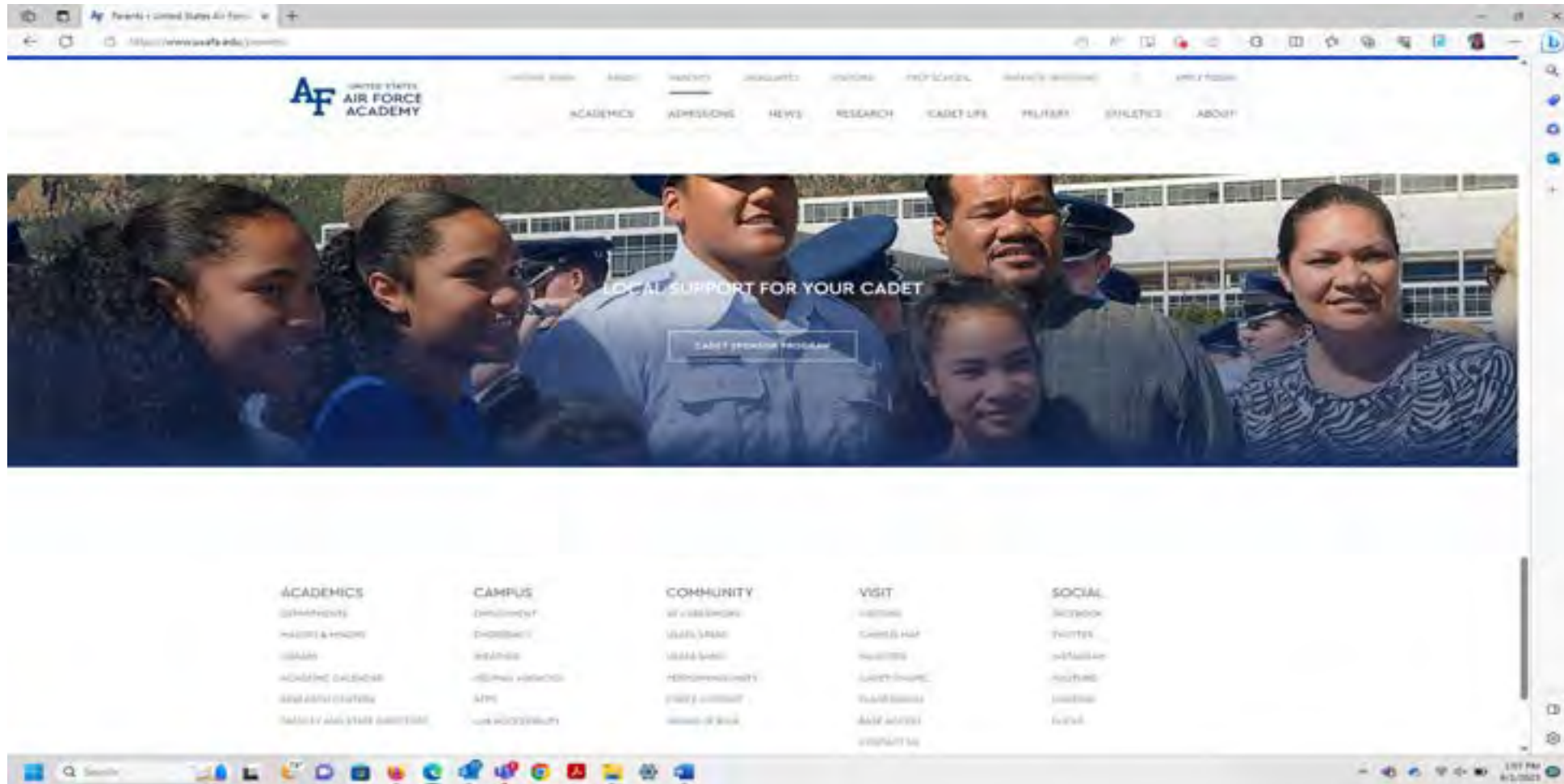
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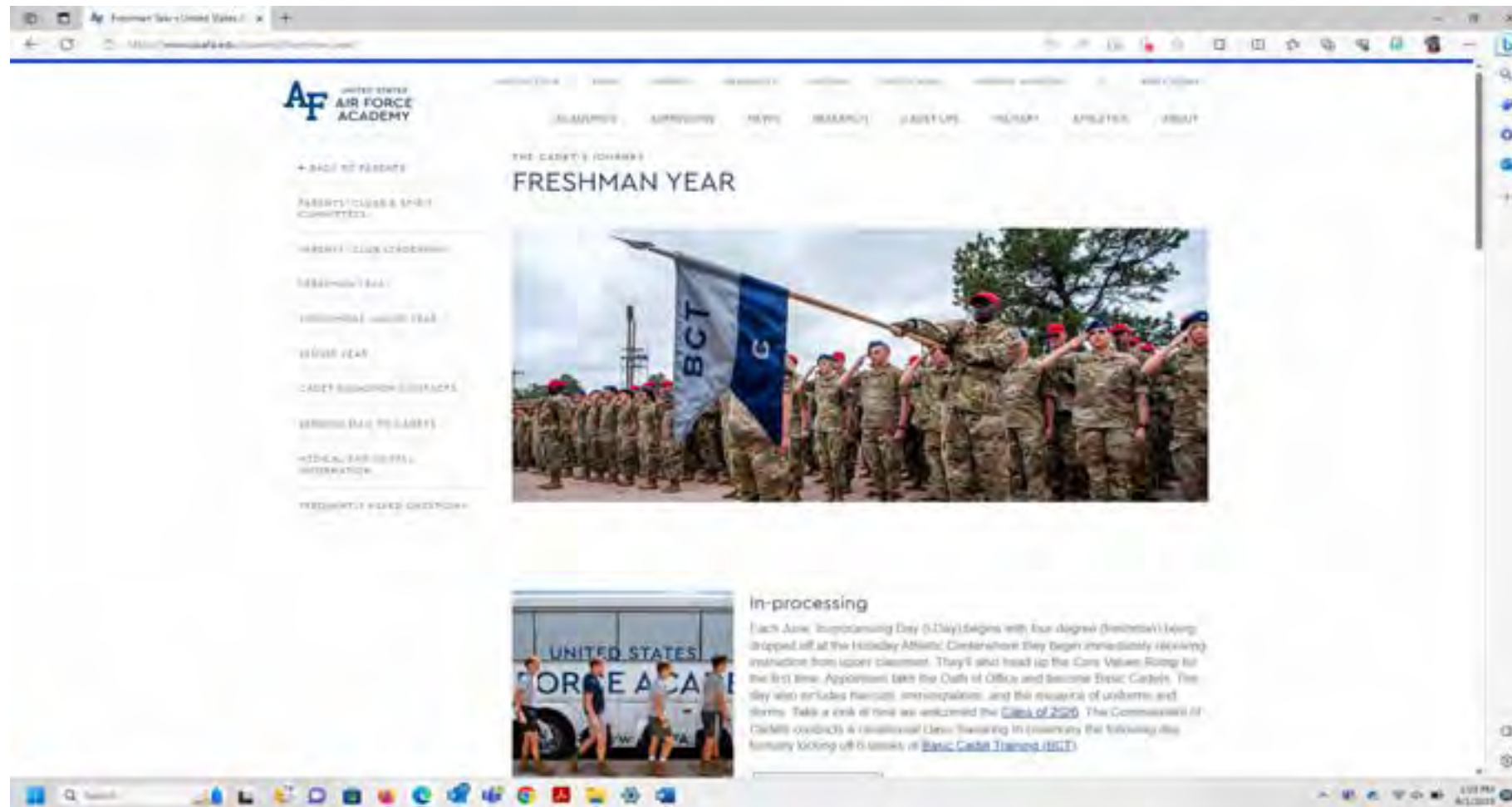
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USAFA Parents' **Class Year** example [www.usafa.edu/parents](http://www.usafa.edu/parents)



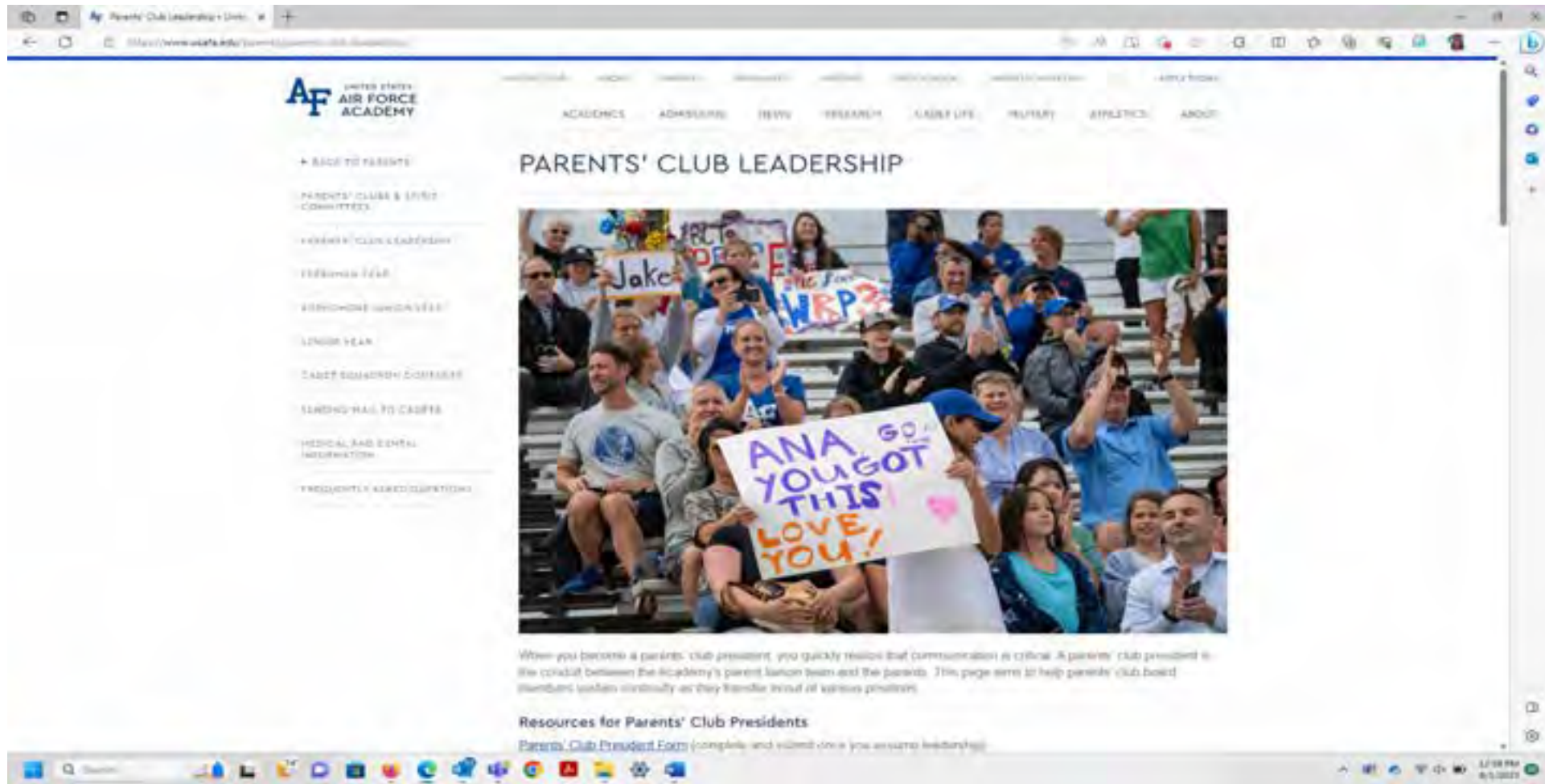


## USAFA Parents' **Class Year** Webpage [www.usafa.edu/parents](http://www.usafa.edu/parents)

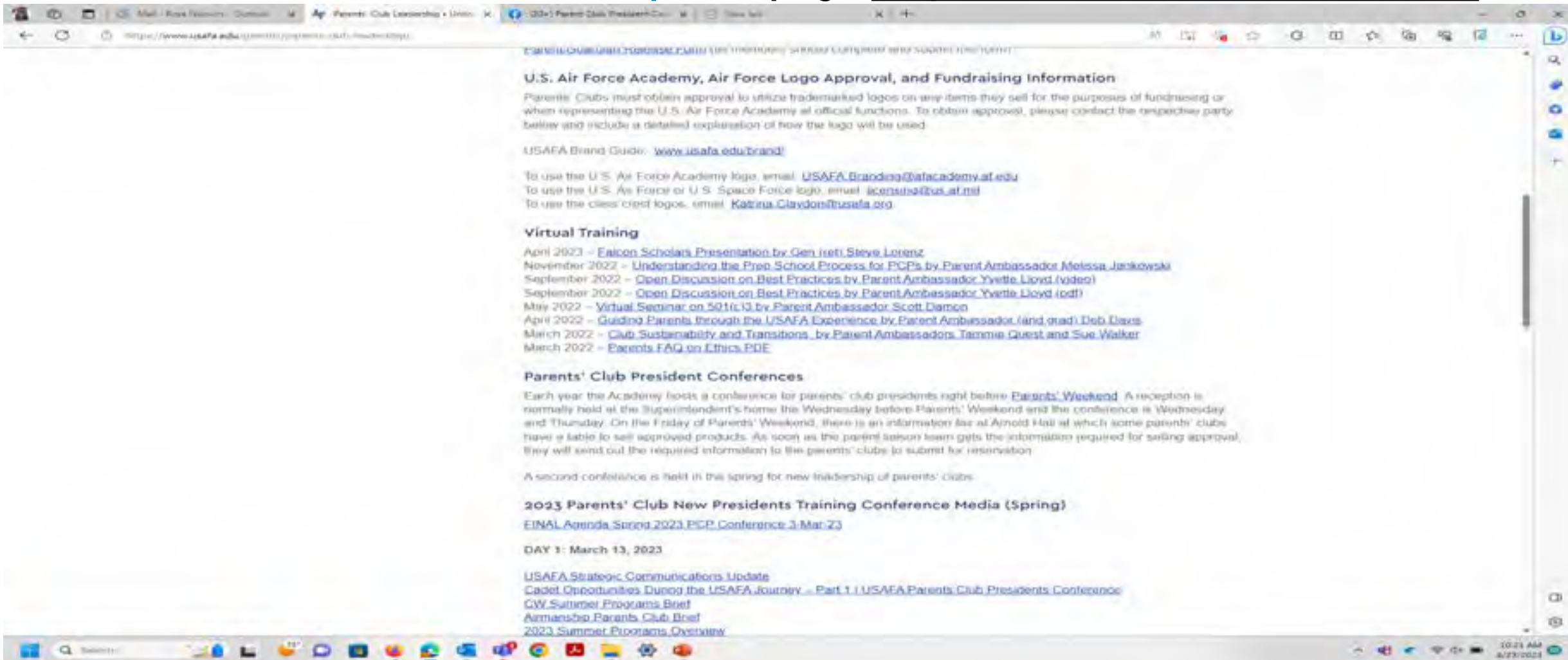
The screenshot displays a web browser window with the URL [www.usafa.edu/parents](http://www.usafa.edu/parents). The page content is organized into three distinct sections, each featuring a representative image and a brief descriptive paragraph.

- Basic Cadet Training:** The top section includes an image of cadets in a training area. The text describes a six-week program that guides the transformation of new cadets into military academy cadets, focusing on physical, emotional, and mental growth. Below the text are two buttons: "BASIC TRAINING" and "BCT ACADEMIC CALL".
- Acceptance Parade:** The middle section features an image of cadets in uniform saluting. The text explains that this event marks the end of Basic Cadet Training (BCT) and the beginning of the Acceptance Parade, where cadets receive their fourth-class shoulder boards and pledge to uphold the Academy Honor Code. A "WATCH VIDEO" button is located below the text.
- Parents' Weekend:** The bottom section shows an image of a cadet and a parent. The text states that this event occurs over the Labor Day weekend, providing an opportunity for cadets to connect with their families and experience life in the military. A "WATCH VIDEO" button is also present.

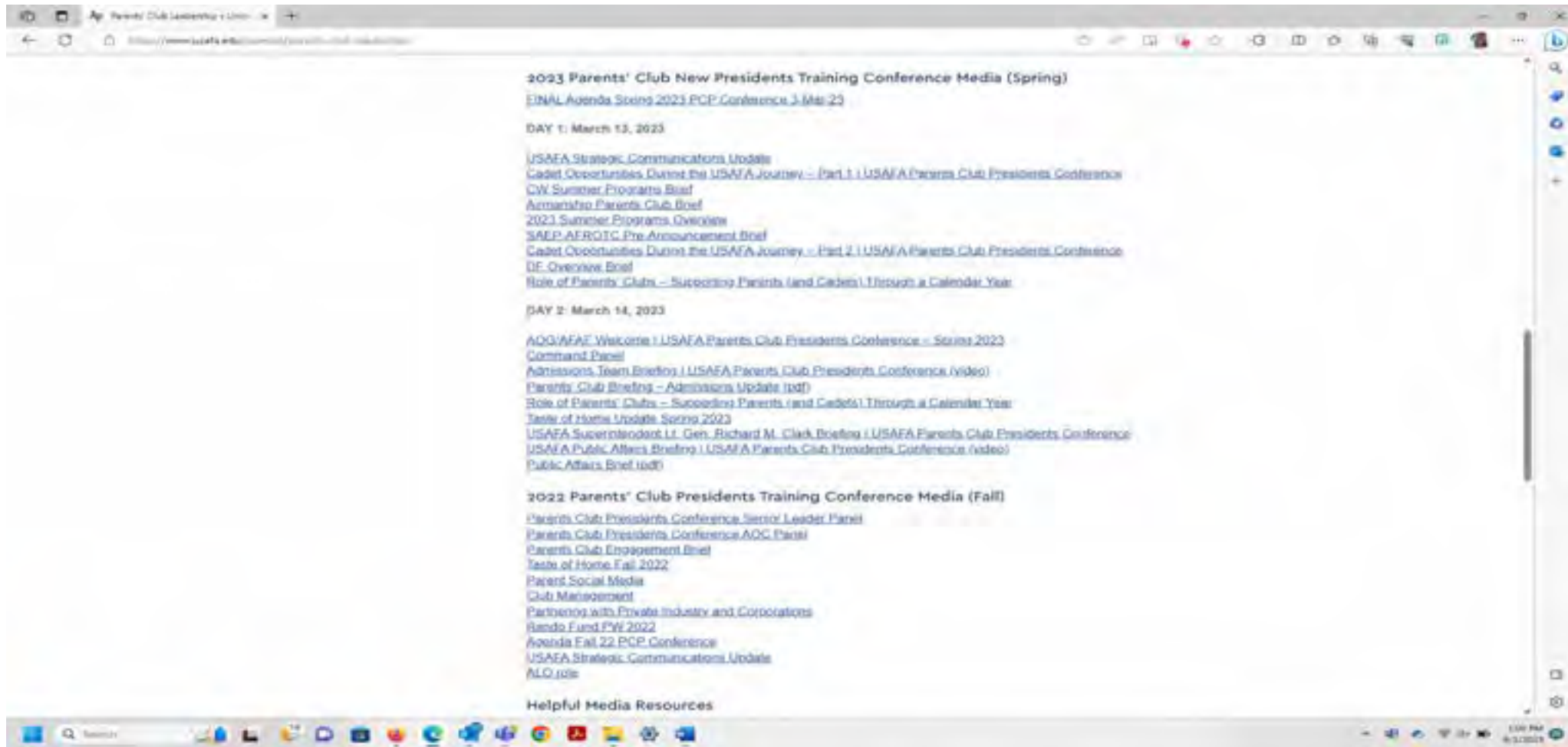
## USAFA Parents' Club Leadership Webpage <https://www.usafa.edu/Parents>



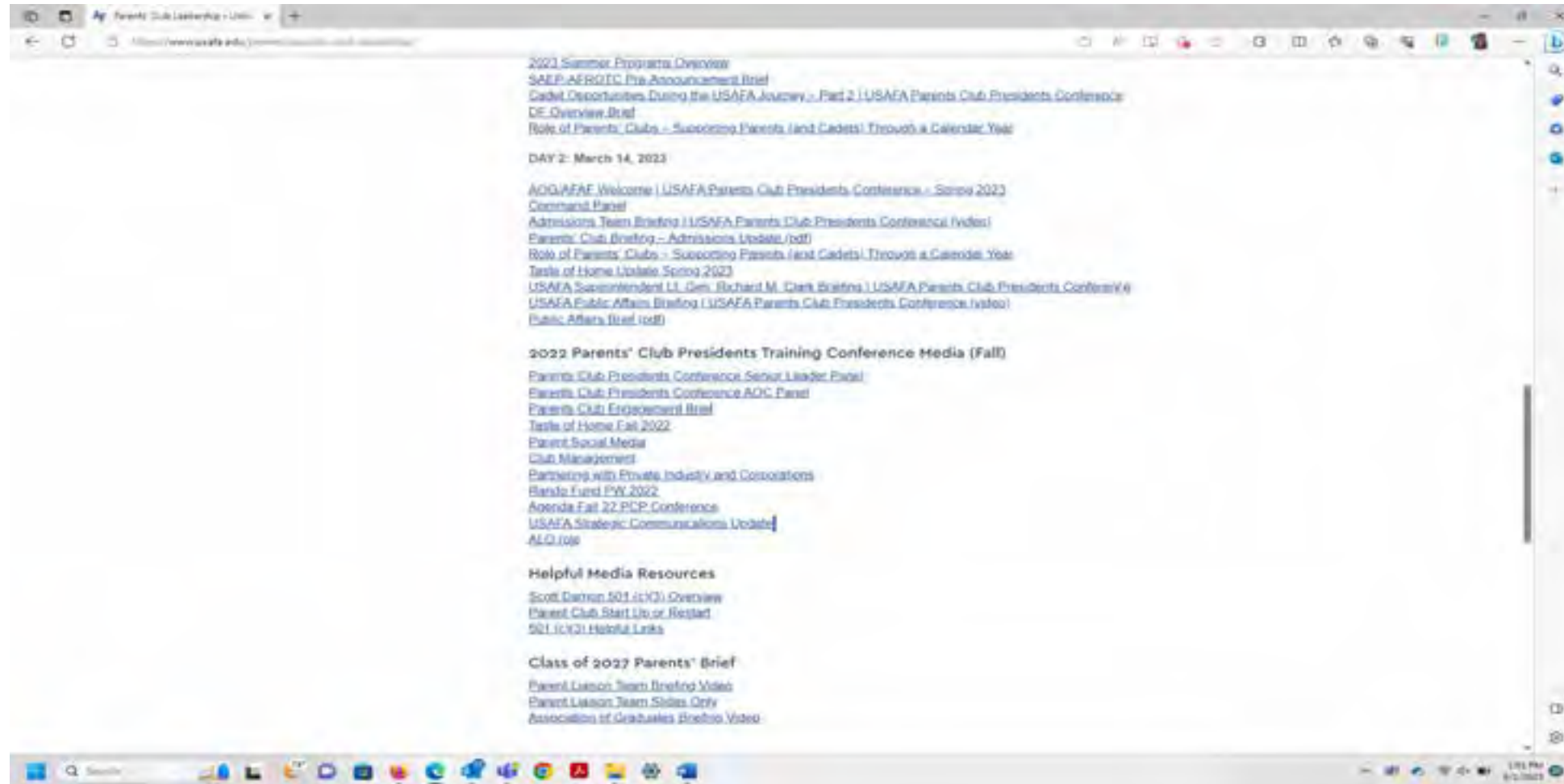
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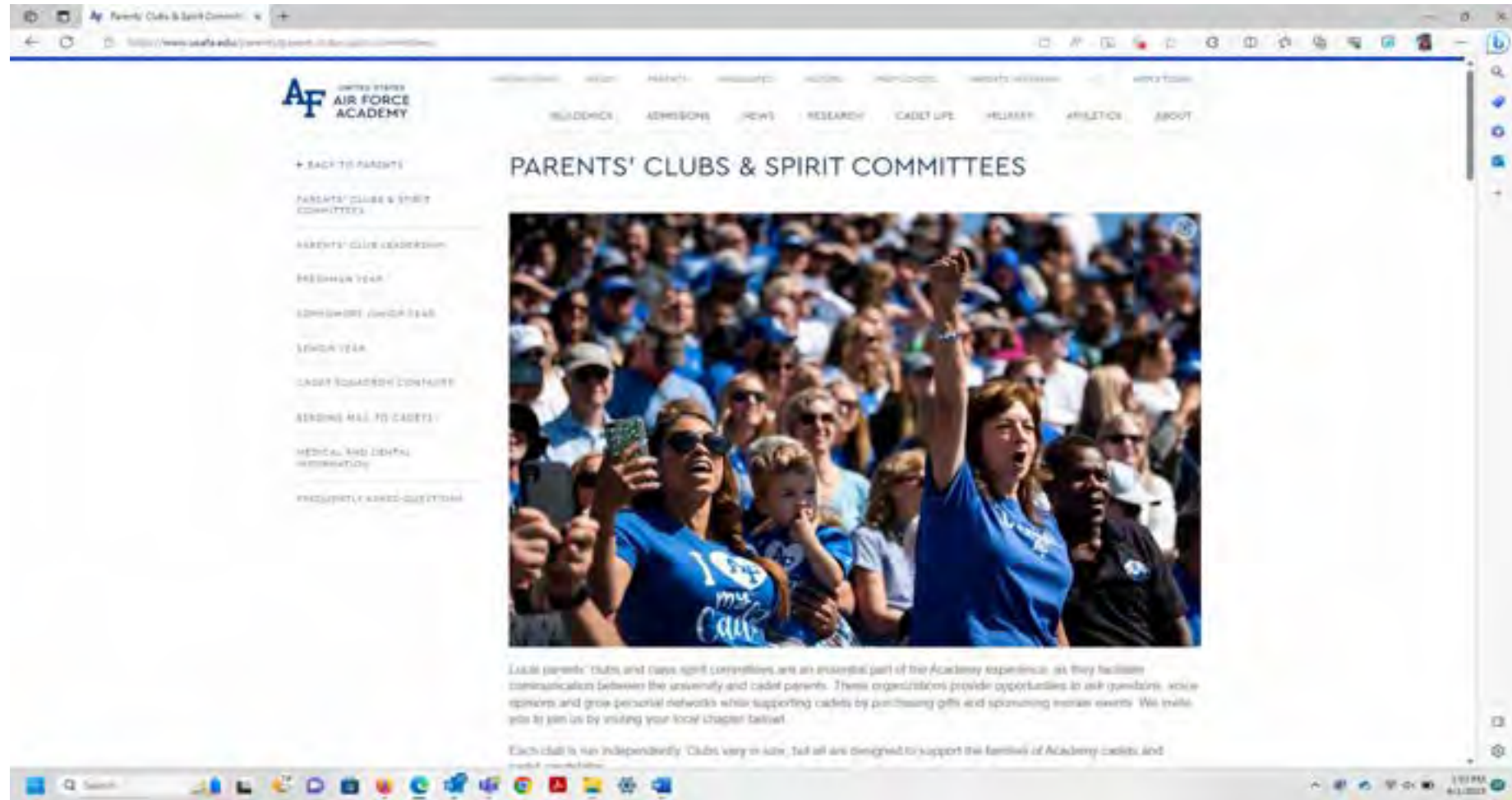
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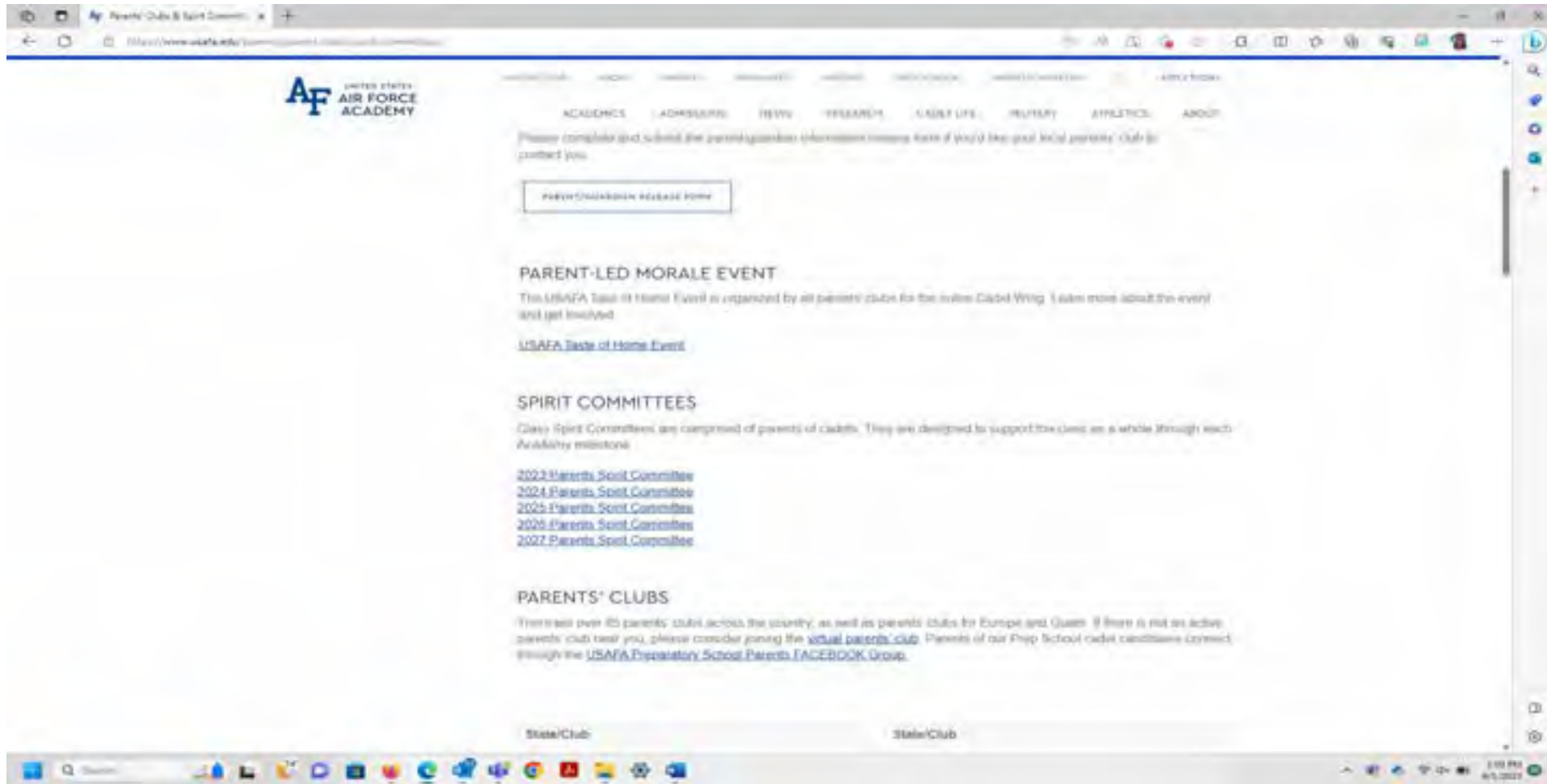
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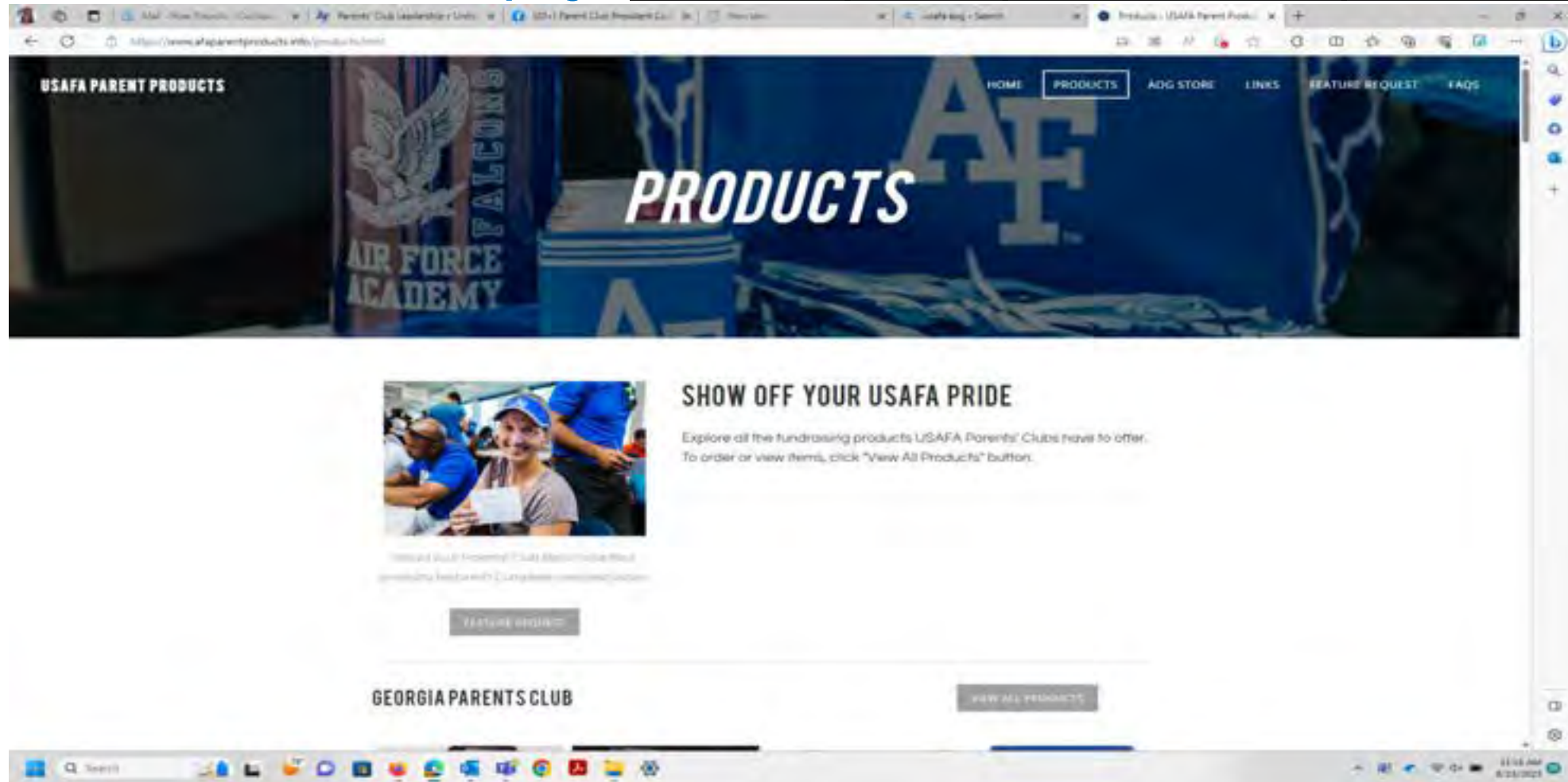
USAFA Parents' Club Links Webpage <https://www.usafa.edu/Parents>



## USAFA Parents' Club Leadership Webpage <https://www.usafa.edu/Parents>



## USAFA AOG Parents' Webpage [www.afaparentproducts.info/products.htm](http://www.afaparentproducts.info/products.htm)





# Official Academy Social Media

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*USAFA.Official*



*USAFA Official*



*AF\_academy*



*AF\_academy*



*AF\_academy*



*U.S. Air Force Academy*

# Other social media sites

Parent sites (FB- private groups)

usafa\_supt (insta)

usafacommandant (insta)

usafa\_dean (insta)

AF\_falcons (insta, twitter, FB)

AF\_[sportsteam] (insta, twitter, FB)

Squadron Instagrams

Club accounts



## DO

- Stay connected with Official USAFA social media platforms
  - We will keep Parents' Club Presidents updated as quickly as we **legally** can
- Parents should check in with their cadet
- Contact us with immediate questions

## DON'T

- Spread rumors on social media
- Call AOC or Command Post to "see what's going on"
- Use club platforms to spread anything that isn't official or factual info
- Speculate or form negative opinions



## *Questions?*





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