

UNITED STATES AIR FORCE ACADEMY

Strategic Communications Capt Kaila Bryant **Public Affairs Operations**



Outreach

- Strategic Engagement
 - Supporting Foundations
 - Community Engagement
 - Parent Liaison
 - Governent/Legislative Liaison
 - Alumni Outreach
- Visitors' Experience
 - Planetarium
 - Visitors Center
 - Tours/Youth/Clubs Liaison

- Public Affairs Operations
 - Media Relations
 - Internal Communications
 - Executive Communication Planning
- Marketing
 - Brand Specialist
 - Digital Marketing
 - Creative Services/Visual Information



- www.usafa.edu/parents
- We are your belly button for info!
- As parents, you represent USAFA, too!
 - We trust you to share accurate information



Crisis Communication

DO

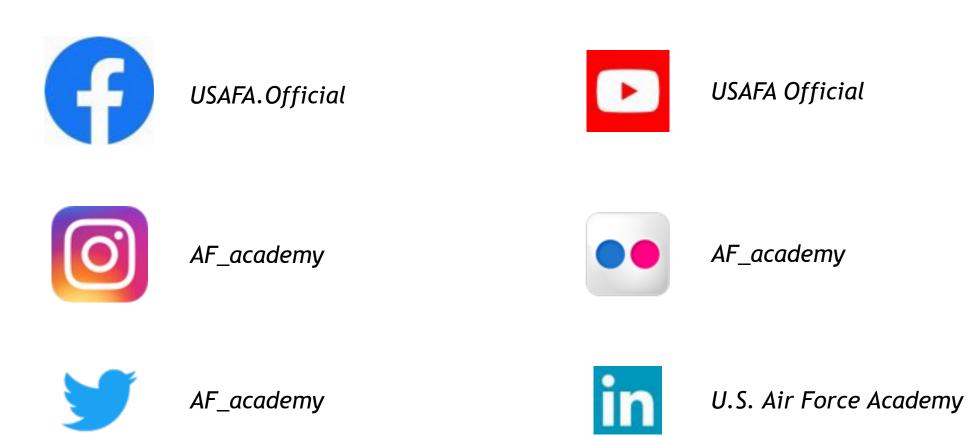
DON'T

- Stay connected with USAFA social media platforms
 - We will keep you updated as quickly as we legally can
- Check in with your cadet
- Contact us with immediate questions

- 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



Official Academy Social Media





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







Questions?



Developing Leaders of Character



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