



UNITED STATES
AIR FORCE
ACADEMY

Strategic Communications

Capt Kaila Bryant
Public Affairs Operations

■ Outreach

■ Strategic Engagement

- Supporting Foundations
- Community Engagement
- Parent Liaison
- Government/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

DO

- 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

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

Official Academy Social Media



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



Questions?



