



SHOW OF STRENGTH

NOVEMBER 2016 WARRIOR CARE MONTH

SOCIAL MEDIA TOOL KIT

Prepared By:





SOCIAL MEDIA TOOL KIT



Introduction

The month of November is designated as Warrior Care Month (WCM). The U.S. Army Medical Command (MEDCOM) Deputy Chief of Staff for Warrior Care and Transition (DCS, WCT) uses WCM as an opportunity to show the Army's commitment to wounded, ill and injured Soldiers, Veterans, their Families and Caregivers. In addition, WCT seeks to inform and educate Army audiences about the impact of the Warrior Care and

Transition Program (WCTP). The overarching theme of Warrior Care Month is **Show of Strength**. This year's five weekly sub-themes are (1) Triad of Care, (2) Adaptive Reconditioning, (3) Winning a Job, (4) Open Houses and (5) Partner with Local Communities.

For more information, visit: http://www.wct.army.mil/wcm/warrior_care_month_2016.html

Key Messages

MAIN MESSAGE 1:

Our nation's Soldiers live out Army values day-to-day and through their personal sacrifice, as well. They are a testament to the U.S. Army and deserve the ongoing support and commitment of the Army. The DCS, WCT—through its shared commitment to Army values, including respect, honor, loyalty and selfless service to Soldiers and their Families—provides a framework to prepare Soldiers for success throughout the recovery and transition process.

MAIN MESSAGE 2:

The Army asks a lot of its Soldiers and, through the WCTP, supports wounded, ill and injured Soldiers by providing the dedicated time, place and resources to heal successfully, whether the Soldier is returning to duty, accepting a new Military Occupational Specialty (MOS) or transitioning out of the Army.

MAIN MESSAGE 3:

Through the DCS, WCT and its role in executing the WCTP, the Army maintains an enduring commitment to supporting wounded, ill and injured Soldiers to promote future success in the force or civilian life. The DCS, WCT supports leaders at all levels (HQDA, MEDCOM, RHCs, WTUs, garrison commanders) in executing the WCTP for each recovering Soldier and Family.



WCT Website
<http://WCT.Army.mil>



WCT Facebook

<https://www.facebook.com/ArmyWCT>



WCT Twitter

<https://twitter.com/ArmyWCT>



WCT YouTube

<https://www.YouTube.com/user/WarriorCareCom>



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Spread the word on social media by using these pre-written posts:



Facebook is a great platform to share information about Warrior Care Month among your followers, including stories and photos. Here are some tips to help get you started.

- Like WCT's Facebook page: www.facebook.com/ArmyWCT
- Like, share, or comment on the content we post to our page
- Tag us using @U.S. Army Warrior Care and Transition in your posts.

Posting Date	Facebook Post
Anytime in November	November is #WarriorCareMonth and the theme is Show of Strength. The U.S. Army and [TAG @U.S. Army Warrior Care and Transition] maintain an enduring commitment to supporting wounded, ill and injured Soldiers and Veterans as they recover and adjust to their new normal. http://www.wct.army.mil/wcm/warrior_care_month_2016.html
Week 1: November 1 – 6 (Triad of Care)	Did you know that each wounded, ill and injured Soldier benefits from many recovery resources to include a Triad of Care, a dedicated team supporting them through their recovery and transition? #WarriorCareMonth http://www.wct.army.mil/wcm/warrior_care_month_2016.html
Week 2: November 7-13 (Adaptive Reconditioning)	For many wounded, ill and injured Soldiers and Veterans, adaptive reconditioning is crucial to healing. Learn how [TAG @Warrior Care and Transition] supports them throughout their recovery. #WarriorCareMonth http://www.wct.army.mil/wcm/warrior_care_month_2016.html
Week 3: November 14-20 (Winning a Job)	Every day the Warrior Care and Transition Program helps wounded, ill and injured Soldiers and Veterans find rewarding careers and plan for their future, whether they remain in the Army or transition to Veteran status. Check out [TAG @U.S. Army Warrior Care and Transition]'s employment resources here: http://go.usa.gov/xKtF3 http://www.wct.army.mil/wcm/warrior_care_month_2016.html
Week 4: November 21-27 (Open Houses)	Warrior Transition Units play a vital role in supporting our wounded, ill and injured Soldiers while they heal. Visit the [TAG @U.S. Army Warrior Care and Transition] Warrior Care Month webpage to read inspiring stories about Soldiers recovering at WTUs. http://www.wct.army.mil/wcm/warrior_care_month_2016.html
Week 5: November 28-30 (Partner with Local Communities)	[TAG: @U.S. Army Warrior Care and Transition] partners with local communities and organizations to give our wounded, ill and injured Soldiers and Veterans the support they deserve. Learn about how community activities play a role in helping our Soldiers heal. http://www.wct.army.mil/wcm/warrior_care_month_2016.html



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Spread the word on social media by using these pre-written posts (*continued*):



During Warrior Care Month, WCT will use Twitter to send out updates, feature articles, photos and event news. Here are some Twitter tips:

- Follow @armyWCT and retweet posts that you or your audience may find interesting: www.twitter.com/armyWCT
- Use this hashtag to interact with us during the WCM 2016: #WarriorCareMonth #ShowOfStrength

Posting Date	Tweets
Anytime in November	November is #WarriorCareMonth - but wounded, ill and injured #Soldiers deserve our #respect every day. @armyWCT http://go.usa.gov/xKzCF
Week 1: November 1 - 6	#WarriorCareMonth: #Soldiers & #Veterans are supported through their #Recovery at WTUs around the country. @armyWCT http://go.usa.gov/xKzCF
Week 2: November 7-13	#WarriorCareMonth: #Soldiers and #Veterans use sport, art and music to heal. #AdaptiveReconditioning @armyWTC http://go.usa.gov/xKzCF
Week 3: November 14-20	#WarriorCareMonth: WTU #Soldiers set career and education goals to remain successful. #WinningAJob @armyWCT http://go.usa.gov/xKzCF
Week 4: November 21-27	#WarriorCareMonth: Every wounded, ill and injured #Soldier has their own journey to #recovery. @armyWCT http://go.usa.gov/xKzCF
Week 5: November 28-30	#WarriorCareMonth: Learn how WTU Soldiers partner with local communities to achieve recovery goals. @armyWCT http://go.usa.gov/xKzCF



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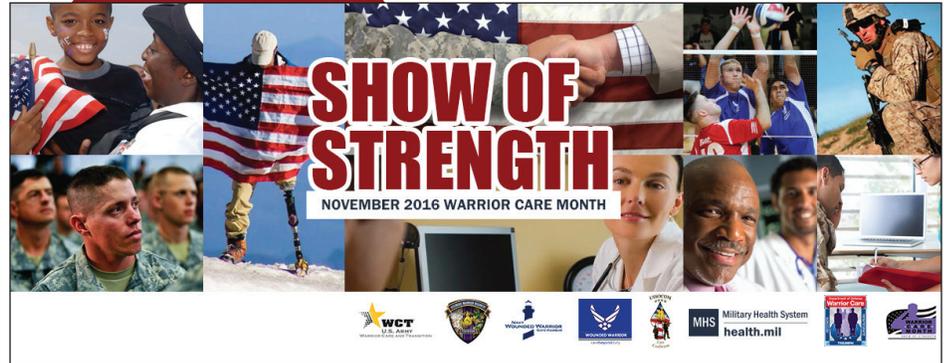


Warrior Care Month Images

Website Carousel



Social Media Cover



Hiring Heroes Image

ATTENTION JOB SEEKERS
Nov. 16, 2016

Department of Defense
Invites You to Participate in the

HIRING HEROES CAREER FAIR
(Career opportunities for wounded, ill, injured and transitioning Service members, Veterans, military spouses and primary caregivers)

Spates Community Center
Building 407, 214 McNair Road
Fort Myer, Virginia 22211

Wednesday, November 16, 2016
10 a.m. to 2 p.m.

Come talk with DoD, other Federal agencies and Private Sector recruiters about opportunities in civilian career fields

Even if you're not getting out of the military for another 6 months or longer – come and talk with recruiters – start networking now!

For additional information contact, Ms. Sylvia Parker at 571-372-2124 or Sylvia.O.Parker.civ@mail.mil

Sitting Volleyball Tournament

JOINT SERVICES SITTING VOLLEYBALL TOURNAMENT
WARRIOR CARE MONTH 2016
17 NOVEMBER 2016
PENTAGON ATHLETIC CENTER
COME OUT FOR A #SHOWOFSTRENGTH

8:30 A.M. OPENING CEREMONY
9:00 A.M. ROUND ONE BEGINS
9:50 A.M. ROUND TWO BEGINS
10:40 A.M. ROUND THREE BEGINS
11:30 A.M. SENIOR LEADER GAME
2:00 P.M. SEM-FINALS BEGIN
3:00 P.M. FINALS
4:00 P.M. TROPHY PRESENTATION / CLOSING CEREMONY

Wheelchair Rugby Expo

JOINT SERVICES WHEELCHAIR RUGBY EXHIBITION
WARRIOR CARE MONTH 2016
14 NOVEMBER 2016
WEST FITNESS CENTER
BLDG 1444, CONCORD AVE.
JOINT BASE ANDREWS, MD

COME OUT FOR A #SHOWOFSTRENGTH

8:00 A.M. OPENING CEREMONY
8:45 A.M. PRO RUGBY MATCH
10:00 A.M. ALL-SERVICE RUGBY TRAINING
11:30 A.M. LUNCH
12:45 P.M. ALL-SERVICE COMPETITION
3:40 P.M. CLOSING CEREMONY

Warrior Care Month Logo





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Warrior Care Month Images (continued)

Week 1



Triad of Care

Week 2



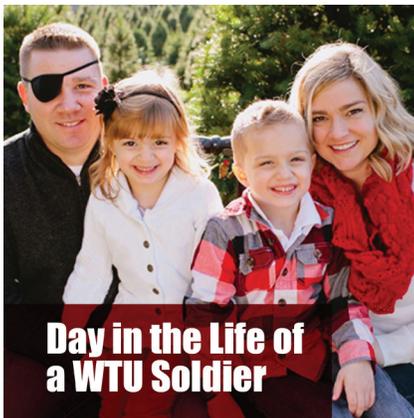
Adaptive Sports

Week 3



Winning a Job

Week 4



Day in the Life of a WTU Soldier

Week 5



Local Community



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Warrior Care Month Events

- 14 November, 8:00am - 4:00pm:** **Joint Services Wheelchair Rugby Exhibition**
*West Fitness Center Bldg.
1444 Concord Ave.
Joint Base Andrews, MD 20762*
- 16 November, 8:30am - 2:00pm:** **Joint Services Sitting Volleyball Practice**
Pentagon Athletic Center
- 16 November, 10am - 2:00pm:** **Hiring Heroes Career Fair**
*Spates Community Center
214 McNair Road, Building 407
Fort Myer, VA 22211
Joint Base Myer-Henderson Hall, VA*
- 17 November, 8:30am - 4:00pm:** **Joint Services Sitting Volleyball Tournament**
Pentagon Athletic Center
- DATE TBD, 2:00pm - 3:00pm:** **Joint Services Facebook Town Hall (virtual)**
Will post on Facebook.com/WarriorCare





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Social Media Mini-Campaign #SoldierShoutOut

For more information, visit: http://www.wct.army.mil/wcm/warrior_care_month_2016.html

The Deputy Chief of Staff for Warrior Care and Transition (DCS, WCT) has developed a mini-campaign to bring awareness to Warrior Care Month that highlights the 5 weekly themes: (1) Triad of Care, (2) Adaptive Reconditioning, (3) Winning a Job, (4) Open Houses and (5) Partner with Local Communities. Using the hashtag #SoldierShoutOut, DCS, WCT will encourage followers to “shout-out” to specific groups of caregivers, cadre, friends and family in order to recognize their efforts and show appreciation for supporting wounded, ill and injured Soldiers and Veterans.

Week 1: Shout-out to caretakers and your Triad of Care

Week 2: Shout-out to an Adaptive Reconditioning buddy, coach and/or mentor

Week 3: Shout-out to a career and/or education buddy or mentor

Week 4: Shout-out to someone at a Warrior Transition Unit

Week 5: Shout-out to a community organization and/or local community for supporting wounded, ill and injured Soldiers and Veterans

HOW TO PARTICIPATE:

The public and aligned organizations can help us recognize those who are dedicated to supporting our wounded, ill and injured Soldiers and Veterans by posting on Facebook and Twitter. Encourage your followers to post a photo or video directly to our Facebook page (www.facebook.com/armywct) OR to the page of the aligned organization, using the hashtag #SoldierShoutOut. Participants will “shout-out” to the person or group they would like to recognize and briefly explain how they supported wounded, ill and injured Soldiers. Videos should be no more than 15 seconds and photos should include the person or group who is receiving the shout-out, as well as an explanation in the caption.



A big #SoldierShoutOut to my caregiver Sgt. Jones for helping me through my recovery—I couldn't have done it without you! #WarriorCareMonth



Thank you to my Triad of Care for helping me heal! #SoldierShoutOut #WarriorCareMonth @armyWCT



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Spread the word on social media by using these pre-written posts:

Facebook

Posting Date	Facebook Post
Anytime in November	Do you have someone you'd like to give a shout-out to for helping you recover and heal? For #WarriorCareMonth, post a photo of you and your supporter OR a video (15 seconds or less) to the Army WCT Facebook page (www.facebook.com/armywct) and explain how this person or group supported you. Post anytime during the month of November and make sure to use hashtag #SoldierShoutOut!
Week 1: November 1 – 6 (Triad of Care)	Does your caregiver or Triad of Care deserve a shout-out?? Post a photo or video (15 seconds or less) to www.Facebook.com/ArmyWCT telling them why you are thankful for their support—and make sure to use #SoldierShoutOut and #WarriorCareMonth in the text!
Week 2: November 7-13 (Adaptive Reconditioning)	Did someone help you get involved in adaptive reconditioning activities and you'd like to thank them?? Post a photo or video (15 seconds or less) to www.Facebook.com/ArmyWCT telling them why you are thankful for their support—and make sure to use #SoldierShoutOut and #WarriorCareMonth in the text!
Week 3: November 14-20 (Winning a Job)	Did someone go above and beyond to help you win a job or make the next step in your career and/or education?? Post a photo or video (15 seconds or less) to www.Facebook.com/ArmyWCT telling them why you are thankful for their support – and make sure to use #SoldierShoutOut and #WarriorCareMonth in the text!
Week 4: November 21-27 (Open Houses)	Do you know someone who is currently recovering at a Warrior Transition Unit?? Post a photo or video (15 seconds or less) to www.Facebook.com/ArmyWCT showing your support– and make sure to use #SoldierShoutOut and #WarriorCareMonth in the text!
Week 5: November 28-30 (Partner with Local Communities)	Did a local organization or community go above and beyond to help wounded, ill and injured Soldiers and Veterans?? Post a photo or video (15 seconds or less) to www.Facebook.com/ArmyWCT telling them why you are thankful for their support – and make sure to use #SoldierShoutOut and #WarriorCareMonth in the text!



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Spread the word on social media by using these pre-written posts (*continued*):

Twitter

Posting Date	Tweets
Anytime in November	Shout-out to someone who helped you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!
Week 1: November 1 - 6	Shout-out to your #TriadofCare for helping you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!
Week 2: November 7-13	Shout-out to your #AdaptiveReconditioning team for helping you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!
Week 3: November 14-20	Shout-out to someone who helped you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!
Week 4: November 21-27	Shout-out to someone who helped you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!
Week 5: November 28-30	Shout-out to someone who helped you recover and heal by posting a photo or video to @armyWCT and use #SoldierShoutOut and #WarriorCareMonth!