

leveraging Twitter as a

Thought Leader

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37th Training Wing
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37th Training Wing's overall business objective

Train, educate, develop and inspire Airmen, and strengthen U.S. and international partnerships to compete, deter and win.

Communication objective

Increase communication between community partners by establishing the 37th Training Wing as a thought leader in the education and training space.

37 TRW target audience

The 37th Training Wing strategically communicates with force generators (including military training instructors), leadership, students, community members and higher echelons.

Campaign's target audience

Leaders within the education and training fields, both military and civilian.

Social media platform

Twitter; @37thTRW

37 TRW personality

A competitive learner who values statistics and a quick wit. Always ready with a fun fact or tidbit on training best practices, the personality also injects humor whenever productive.

Strategy

Justification

The @37thTRW account has lain dormant for months, and even when it posted regular content, it mostly mirrored posts from Facebook. The strategy relied heavily on organic posts that linked to articles on the Wing's website instead of taking advantage of Twitter's connectivity.

This plan aims to not only revive the account, but kickstart strategic Twitter use that capitalizes on the platform's best practices. As the Internet's hotspot for media, organizations and thought leaders, Twitter will allow the 37 TRW to strengthen partnerships and position itself as a thought leader within the education and training sphere. This plan includes a heavy emphasis on engagement and joining current conversations--a practice emphasized repeatedly by Twitter's team of experts.

SMART goal

By June 1, 2022, average 10 engagements per post from credible community or education/training accounts.

Twitter Topics to follow

- Aviation
- Language learning
- Science news
- Education
- Harvard University
- Dogs
- Fitness influencers

Accounts to follow: Education / training thought leaders

- @GoldieStandard
- @jselingo
- @jryoung
- @michaelcrow

Schedule

April 2022

- April 3: **Post #1**
- April 4: Reach out to UTSA to pitch / coordinate a Twitter Space discussion between two of their professors and two of our instructors on education best practices.
- April 5: Retweet (with comment) two posts from followed Twitter Topics.
- April 6: **Post #2**
- April 11: Retweet a post from @UTSA.
- April 13: Retweet (with comment) two posts from followed Twitter Topics.
- April 14: **Post #3**
- April 18: **Post #4**
- April 19: Retweet (with comment) two posts from followed Twitter Topics.
- April 21: **Post #5**
- April 25: Schedule Twitter Space education best practices discussion for April 27 at 2 p.m.
- April 25: **Post #6**
- April 26: **Post #7**
- April 26: Find and bookmark tweets on education best practices to share during the Twitter Space
- April 27: **Post #8**
- April 27: **Post #9 (host Twitter Space with military instructors & @UTSA professors on education best practices)**
- April 28: Retweet (with comment) two posts from followed Twitter Topics.


May 2022

- May 2: Retweet (with comment) two posts from followed Twitter Topics.
- May 4: **Post #10**
- May 10: **Post #11**
- May 12: Retweet (with comment) two posts from followed Twitter Topics.
- May 16: **Post #12**
- May 17: Retweet (with comment) two posts from followed Twitter Topics.
- May 19: **Post #13**
- May 23: **Post #14**
- May 25: Retweet (with comment) two posts from followed Twitter Topics.
- May 30: Retweet (with comment) two posts from followed Twitter Topics.
- May 31: **Post #15**

Posts

Post #1

Ever wonder how we train Airmen to withstand high altitude threats? First, our instructors explain the body's physiological responses to flight scenarios, and then students practice life-saving techniques in our controlled altitude chamber.



Tag people Add description

Everyone can reply

Post #2

Fun fact: Airmen in Basic Military Training march over 3 miles every single day, not just on [#NationalWalkingDay](#).



Tag people Add description

Everyone can reply

Post #3

How many different learning styles are there?

As educators and trainers, we need to present information in EVERY learning style. When we lecture on properly loading cargo, we also provide visual diagrams, watch videos and let them physically load an aircraft.

Choice 1
5

Choice 2
4

Choice 3 (optional)
7

Poll length

Days: 1 Hours: 0 Minutes: 0


Remove poll

Everyone can reply

Post #4

Quality education and training includes care for our Airmen, physically, mentally, emotionally and spiritually. We're thankful for our chaplains who safeguard the spirituality of ALL Airmen.

P.S. Ramadan Mubarak to our Muslim trainees and instructors!

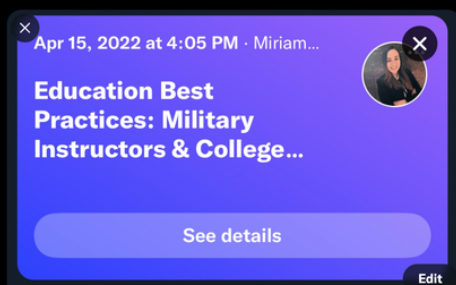


Tag people Add description

Everyone can reply

Post #5

Curious about the similarities between college and military education? Our instructors and [@UTSA](#) professors will discuss education best practices on April 27 at 2 p.m. CST, so mark your calendars! <https://twitter.com/i/spaces/1ypKdElnPgGW>

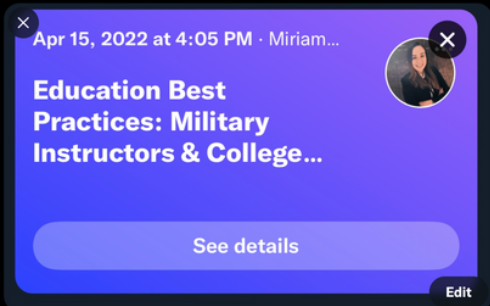


Tag people Add description

Everyone can reply

Post #6

T-minus 2 days until our instructors sit down in [@UTSA](#) professors. Tap the button to set a reminder. <https://twitter.com/i/spaces/1ypKdElnPgGW>

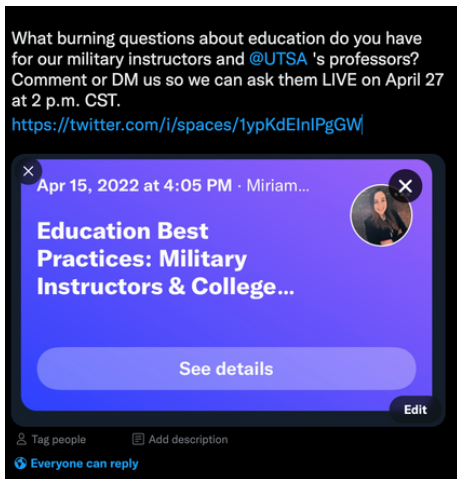


Tag people Add description

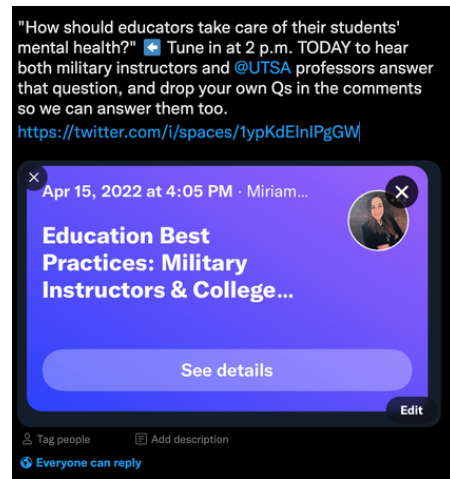
Everyone can reply

Posts

Post #7



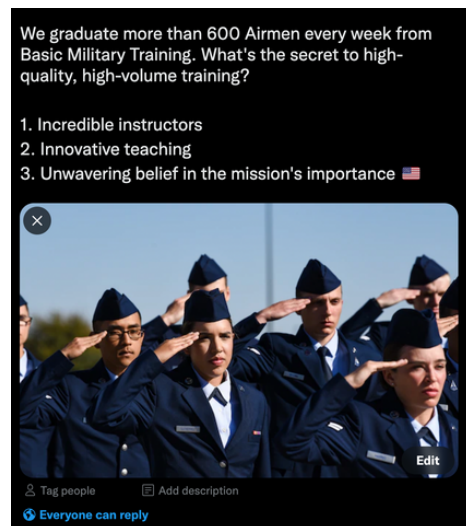
Post #8



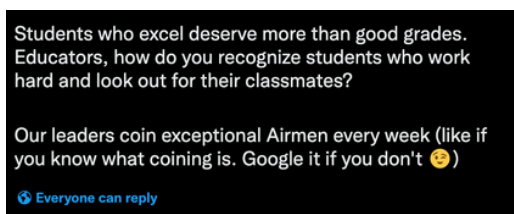
Post #9



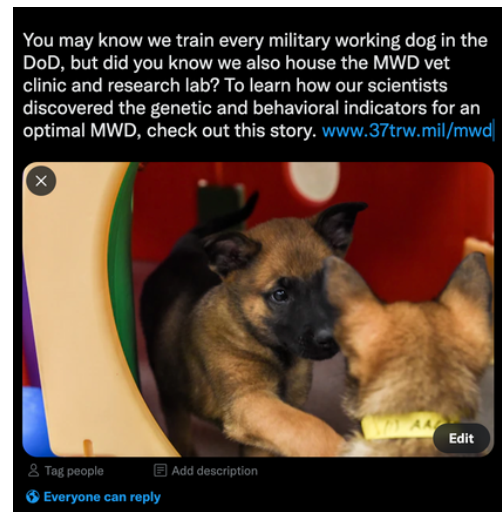
Post #10



Post #11



Post #12



Posts

Post #13

How many of our courses include virtual reality?

Hint: One of them is the @usaf_iaafa aircraft painting course. Students learn this crucial skill with weighted VR so when they use real paint and a real plane, they're already proficient.

Choice 1	23
Choice 2	5
Choice 3 (optional)	14

Poll length

Days	Hours	Minutes
1	0	0

Remove poll

Everyone can reply

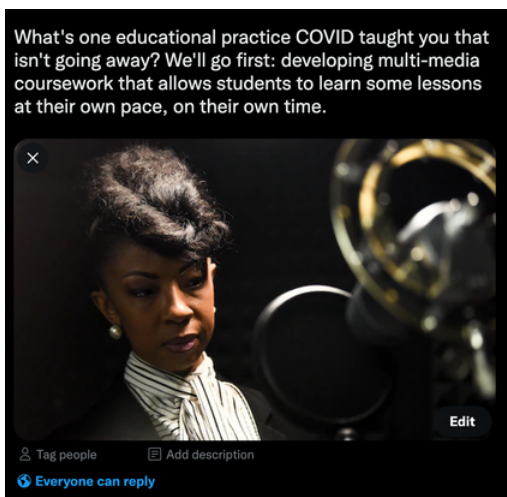
Post #14

You may just have what it takes to be a Military Training Instructor if you:

- Enjoy a challenge
- Know your stuff
- Care about the next generation of Airmen
- Can withstand hot #SanAntonio summers ☀️

Everyone can reply

Post #15



Please note:

1. Twitter won't let you schedule Spaces this far out, so within this plan, the mock tweets for the Spaces shows an incorrect date.
2. Hashtags are used sparingly since, at the Government Social Media Conference this week, the Twitter representative said you should only use hashtags when connecting a post to a time-bound event or holiday.