MISSOURI NATIONAL GUARD CRISIS RESPONSE
IN THE AGE OF INSTANT COMMUNICATION

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ABSTRACT

Weighing the potential benefits of building a social media presence against the potential dangers inherent in such engagements, this project makes the case that military leaders and public affairs officers need to integrate social media into daily operations. This project focuses specifically on emergency operations, and the importance of building and audience and establishing trust before an event occurs. This project serves to demonstrate how social media has been used effectively by organizations during crises, and underlies both the important role social media have begun to play in emergency operations and the dangers inherent in not engaging in social media during such operations. Military public affairs officers must grow beyond their traditional roles as organizational gatekeepers participating in a monologue with the public, and embrace their roles as representatives of their commands in an ongoing dialogue with both internal and external audiences.