



JUNE 2020 COMMUNICATIONS PLAN

INVISIBLE WOUNDS: PTSD AWARENESS MONTH

JUNE TALKING POINTS

- Warriors with Invisible Wounds are not alone. Air Force Chief of Staff, General David Goldfein instituted the Invisible Wounds Initiative, an education and information program engaging leadership, Wingmen and the community to assist in providing a supportive environment for the Warrior and their family. Through this initiative, care and resources are provided to anyone within the Warrior's support circle.
- A significant segment of the Air Force Wounded Warrior population are recovering from Invisible Wounds including Post-Traumatic Stress Disorder, Traumatic Brain Injury and other cognitive conditions.
- During PTSD Awareness Month, the Air Force Wounded Warrior Program will highlight Warrior testimonies of resiliency meant to initiate discussion while highlighting helpful resources and tools to equip our Warriors and families who live and struggle with Invisible Wounds.
- The Air Force Wounded Warrior Program's Wellness and Resiliency (WAR) Team utilizes domains from the Comprehensive Airmen Fitness Model to highlight and facilitate resiliency skills through targeted workshop and hands-on activities to guide Warriors to make sound choices.

COVID-19 TALKING POINTS

- During these trying times, AFW2 continues to provide personalized service and support to wounded, ill and injured service members and Veterans as well as their family and/or caregivers.
- We continue to provide the same level of services with modifications as needed for each installation and region.
- AFW2 refers to the current situation as physical distancing and is doing everything in its power to increase social connections to mitigate the potential fallout for all involved in the program.
- Continue to follow us on social media for frequent updates as the environment changes.

2020 MONTHLY THEMES (PLEASE USE FOR FUTURE PLANNING):

- June – Invisible Wounds (PTSD Awareness Month)
- July – Airmen for Life
- August – Caring Beyond Duty
- September – Be There (Suicide Prevention Month)
- October – Connectedness
- November – Warrior Care Month
- December – Reality to Resiliency

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PROJECTED PRODUCTS

The final products will be posted on the woundedwarrior.mil site, on all social media platforms and shared with all partnership POC's. Note, the below lists the main due outs but additional products will be completed throughout the month.

VIDEO

- Leadership Wellness Check with Marsha Gonzales, Candace Escobedo and Armando Franco. Link [here](#).
[NOTE: This is on YouTube and will not be viewable from government computers. However, you will be able to see the video on the AFW2 Facebook page.]
- Invictus Games Facebook Challenge [NOTE: Video will feature multiple Team US members as they

ARTICLES

- PTSD Awareness: Knowing the Signs & Symptoms featuring an AFW2 Ambassador talking about their experience with PTSD and how they were able to overcome through treatment. [NOTE: Article will feature multiple Ambassadors from different backgrounds
- Recovering Airmen Mentorship Program Commentary with Program Manager, Mr. Jose Martinez.

SOCIAL MEDIA

- Instagram TV featuring AFW2 Podcast. This is the first time we'll have published our podcast on Instagram using a video feature called IGTV. The topic will focus on the healing benefits of CARE events through the eyes of MSgt Adam Boccher.

MONTHLY PM COMMENTARY:

The commentary schedule will allow for the multiple programs within AFW2 an additional platform to highlight their program and the successes that are seen first-hand. It will also contribute to ensuring the woundedwarrior.mil site has continuous engagement during times when the Comms & Marketing team are pushing other products.

GUIDELINES:

The goal is to tie in the monthly theme and your program in some way. It must be in your own words from your own personal experiences. Commentaries are due to the Comms/Marketing team by the first Friday of the month and will be published to the woundedwarrior.mil site the second Friday of the month. If more guidance is needed, please reach out to POCs.

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MONTHLY PM COMMENTARY VIDEO SCHEDULE:

June 2020: RAMP

July 2020: Airmen 4 Life

August 2020: EIT

September 2020: WAR

October 2020: Community Programs

November 2020: Leadership

December 2020: Ambassadors

January 2021: TRAC

February 2021: Adaptive Sports

March 2021: NGO Section

April 2021: WII Cell

May 2021: Caregiver

June 2021: NWSW Region

July 2021: NE/SE Region

August 2021: NC/SC Region

AFW2 QUICK FACTS

- The Air Force Wounded Warrior Program is a congressionally mandated, federally funded program. AFW2 is functionally aligned under the Air Force Warrior Care Division and operationally managed by the Air Force Personnel Center at JBSA - Randolph.
- AFW2 provides personalized service and support ensuring best outcomes for our Airmen and families.
- More than 10,000 wounded warriors, families and/or caregivers are supported by AFW2; the number grows monthly as more wounded warriors are asking for help.
- The Air Force Wounded Warrior Program strives to provide well-coordinated, personalized support and advocacy to each wounded, ill and injured service member, as well as their family and/or caregivers.
- The Air Force understands the power resiliency based events have to promote healing.
- The Air Force Wounded Warrior Program incorporates athletics into a restorative care approach that focuses on an individual's mental, emotional, physical and spiritual well-being.
- Airmen enrolled in the Air Force Wounded Warrior Program go through a seven phase Continuum of Care that starts with identification of one's condition and continues through stabilization/resolution.

HASHTAGS

When posting or sharing live events and any advertisement for live events on the main AFW2 Facebook page please use the hashtag #AFW2social. Additional hashtags for your use are below:

#AFW2

#WarriorCare

#MilitaryCaregiver

#AirForce

#RealitytoResiliency

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DAILY SOCIAL MEDIA THEMES

The following are themes for the closed FB groups. The intent is to provide a standardized messaging across the platforms, while still allowing the freedom to engage on topics needed by your individual audience. Each of the themes can easily be used to generate conversations and foster further relationships between staff, wounded warriors and caregivers. Feel free to mold these into your daily conversations and combine them with planned events for maximum synchronization and standardization.

DATE	TOPIC
1-5 June	<p>Mentorship Monday <i>Tell us about experiences you've had with mentoring. What do you look for in a good mentor?</i></p> <p>Instructional Tuesday <i>Time to learn something new. Go out and find something you'd like to try to learn and give it a shot. Tell us what you did and how you did it.</i></p> <p>Wellness Wednesday <i>What are you doing to maintain your overall wellness? Physically, emotionally, mentally and spiritually.</i></p> <p>Tell A Story Thursday <i>Tell us a story about you or your significant others recovery and what they did to succeed.</i></p> <p>Nutrition Friday <i>What are some healthy food items you like that you want to share with all of us?</i></p>
8-12 June	<p>Make it Happen Monday <i>What are your short/long term goals?</i></p> <p>Talk About It Tuesday <i>Let's talk more about our goals and encourage one another.</i></p> <p>Workout Wednesday <i>Tell us what you've been doing to stay fit.</i></p> <p>Thursday Connections <i>Connect with a friend, co-worker or family member. Tell us about how that made you feel.</i></p> <p>Look Back Friday <i>Take a look back at last month and tell us what you would do different or the same.</i></p>

DATE	TOPIC
<p>22-26 June</p>	<p>Mentorship Monday <i>Tell us about experiences you've had with mentoring. What do you look for in a good mentor?</i></p> <p>Talk About It Tuesday <i>Let's talk more about our goals and encourage one another.</i></p> <p>Wellness Wednesday <i>What are you doing to maintain your overall wellness? Physically, emotionally, mentally and spiritually.</i></p> <p>Tell A Story Thursday <i>Tell us a story about you or your significant others recovery and what they did to succeed.</i></p> <p>Look Back Friday <i>Take a look back at last month and tell us what you would do different or the same.</i></p>
<p>29-30 June</p>	<p>Memory Monday <i>What is your favorite memory from your Air Force days?</i></p> <p>Talk About It Tuesday <i>Let's talk more about our goals and encourage one another.</i></p> <p>Wellness Wednesday <i>What are you doing to maintain your overall wellness? Physically, emotionally, mentally and spiritually.</i></p> <p>Tell A Story Thursday <i>Tell us a story about you or your significant others recovery and what they did to succeed.</i></p> <p>Nutrition Friday <i>What are some healthy food items you like that you want to share with all of us?</i></p>

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“GOING LIVE” BEST PRACTICES

The following are best practices for going live on Facebook and can be shared with your guest speakers to help ensure the standardized look of our events.

Preparing to go LIVE

1. Gather all the materials you will need for the live event. Make sure they are neatly arranged, and you know what you will be doing with them. This will keep you from fumbling during the feed.
2. Write down notes and talking points on a piece of paper that you can reference during the event. Do not hesitate to look down if you get lost, the audience knows you are doing this from home and do not expect it to look like a newscast.
3. Eliminate as many distractions as possible. Let your family know what you are going to be doing so that you have the free time to contribute to the feed.
4. Have fun. You are helping to connect people and the message you have is important.

Visual Set-Up

1. Avoid setting up your shot with a large window or doorway behind you. This will make it difficult for you to control the lighting. Best choice is to sit facing a window or have one to the side that will throw nice light across your face.
2. Wear your AFW2 polo. We are trying to brand these events and the easiest way to do that is to wear your AFW2 gear. The polo is preferred as it looks more professional.
3. Try to have a neutral background. We realize you put a lot of time and energy into the look of your homes, but we want to focus attention on you and the information you are providing.



Figure 1 Example of a good set-up featuring Candace Escobedo (Screen shot)

Using an iPhone or iPad

1. Conduct the livestream with your phone turned sideways. This gives you the greatest amount of screen for the video and is the standard for live feeds on Facebook.
2. Prop your phone or iPad up using whatever you have available (tripod preferred). Make sure it's steady and won't fall during your live feed.
3. When you start your live feed take a minute acknowledge people on the screen with you. Let them know you are about to start soon so they can settle into the event. This is a great time to interact with people as they show up. You can talk a little about what you'll be doing.



Using Personal Computer

1. Turn your microphone up and turn your speakers off. This will reduce echo and eliminate feedback. You won't be getting voice interaction, so the speakers won't help during the live feed.
2. Follow the same visual guidance from above so you maintain uniformity with the elements of the program.
3. Make sure to talk to the camera when you engage directly. This will make it feel like you are talking directly to the audience. Avoid looking at the screen if you can because it is evident to those watching

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