

**About Booz Allen**

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Providing a broad range of services in strategy and organization, engineering and operations, technology, and analytics, Booz Allen is committed to delivering results that endure.

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# Digital Strategy and Social Media

Social media is about more than the tools, it is about what the tools enable. Just as the Internet connected people with information, social media connects people with other people. Within an organization, social media can increase collaboration and capture the institutional knowledge of employees before they retire. Externally, social media gives organizations and the public a platform on which to directly communicate, engage, and share ideas and concerns. Social media is the great equalizer—it gives everyone a voice that can be heard by everyone else. For organizations, this is both exciting and challenging.

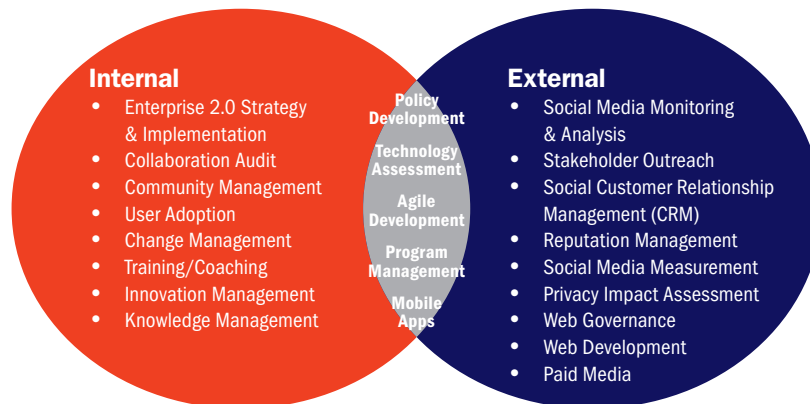
An organization’s digital environment includes both its internal and external networks. A digital strategy that is aligned with organizational goals and objectives is a flexible, scalable, and sustainable way to integrate social media securely and efficiently and achieve the best outcomes.

## Booz Allen Can Help You Be Ready for What’s Next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, we take social media beyond marketing and public affairs. We partner with our clients to create tailored digital strategies that are integrated with communications, marketing, legal, information security, and information technology plans. We analyze our clients’ digital environment, involve the right mix of people, determine the goals and objectives, design the approach, develop the tools and messaging, identify measures of success, and manage the social media platforms.

## Our Social Media Expertise and Approach

Whether clients are looking to implement social media internally or trying to harness the influence of millions of Facebook users, Booz Allen maximizes the potential of social media while mitigating its risks. Our digital strategy and social media staff members have expertise in public relations, privacy concerns, legal issues, and cybersecurity. Our focus is not on getting more friends or followers—these are just outputs. Instead, we specialize in using social media to achieve outcomes by integrating the concept into the core of our clients’ mission and business plans.



**Booz Allen’s Digital Strategy and Social Media Capabilities: Encompassing People, Process, and Technology**

Ready for what’s next. [www.boozallen.com](http://www.boozallen.com)

**Booz | Allen | Hamilton**  
delivering results that endure

## Engaging the Military Health Community Through Social Media

"The Booz Allen approach to social media implementation allows us to connect and engage people like never before. ... We're able to obtain feedback and, in turn, provide information to service members and their families how, when, and where they want it."

—Michael Kilpatrick, M.D.,  
Director, Military Health  
Service (MHS) Strategic  
Communications

We work with you to answer the following questions:

- Who will manage your social media presence?
- What is your policy on employees using social media?
- Who owns the intellectual property rights of the content your employees are posting online?
- What is your liability if someone posts inappropriate or dangerous content on your pages?
- What happens if there is a crisis? How will it impact your use of social media?
- What platforms are best suited to help you accomplish your social media goals? How do these platforms mesh with your technical infrastructure?
- How will you insulate your social media efforts from future budget cuts?

Our digital strategy and social media experts help our clients think through the answers to these questions and develop plans to integrate social media into the fabric of the organization. By applying industry-leading functional knowledge and a deep understanding of our clients' mission, employees, and stakeholders, we develop digital strategies that are integrated, scalable, and sustainable.

### Success Stories

Since 2007, Booz Allen has guided our clients through the ever-changing social media environment, helping them realize the potential of conversation platforms for stakeholders both inside and outside the firewall.

- **All Partners Access Network (APAN).** Booz Allen worked with the US Pacific Command to develop APAN (<https://community.apan.org>), an online information-sharing platform that streamlines the exchange of information between various US government agencies, nongovernmental organizations, and international partners. After its launch in January 2010, APAN became the US Department of Defense's tool of choice for unclassified information sharing during crisis response. In the aftermath of the Haiti earthquake, users established a Haitian Relief Virtual Group through APAN to support and facilitate discussions about response problems and solutions and to facilitate information sharing among relief organizations, the US military, the Haitian people, and relief workers on the ground. In March 2011, the APAN community again sprang into action to support Japanese earthquake and tsunami relief efforts. APAN's success earned it both the 2010 Forrester Groundswell Award for Employee Social Application and the American Council for Technology and Industry Advisory Council (ACT-IAC) Excellence.gov Award for Excellence in Intergovernmental Collaboration.
- **Office of the Director of National Intelligence.** In the post-Cold War world, globalization, the information age, and asymmetric threats require our national security agencies to share information faster than ever before. Unfortunately, government silos often restrict access to the very information we should be sharing. Booz Allen supported the creation of an online community to promote collaboration among analysts and collectors around a shared topic. The resulting web portal on the Top Secret (TS) network—begun with just 35 stakeholders from five agencies—now hosts more than 2,000 stakeholders from all 16 members of the intelligence community and the six combatant commands who share information on TS, Secret, and Unclassified networks. Community members now use social media tools such as Intellipedia, A-Space, and jSpace to discuss breaking news, coordinate intelligence assessments, and build trusting relationships that extend beyond the virtual sphere.
- **Military Health Community.** When the Military Health System (MHS) wanted to create a more open, authentic atmosphere to connect and communicate with its more than 9 million beneficiaries, it called on Booz Allen. We helped MHS design and implement a social media strategy to engage with stakeholders and promote health access, research, education, and training. (To learn more, see our Slideshare page at <http://www.slideshare.net/BoozAllen/military-healthsocialmediacasestudy>.)

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.