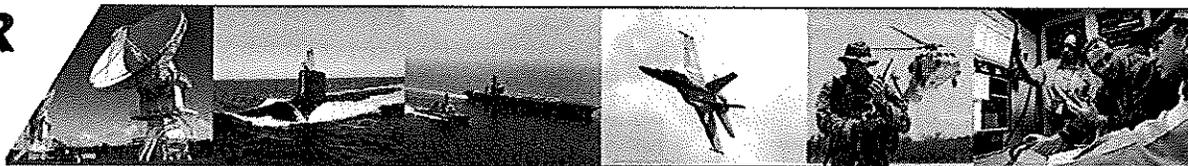


TO: PAO/EA/ROD SMITH



GREG,

Mobile User Objective System (MUOS) Launch Social Media Wrap Up Report

1. APPRECIATE THE ANALYSIS
2. SO THE SUMMARY IS...?
- ACHIEVED ALL 3 GOALS...
(BY A LOT IT APPEARS)

In the month of February, SPAWAR social media efforts focused primarily around the launch of the Mobile User Objective System (MUOS) satellite. This campaign focused on a broader, Navy message vice specifically on SPAWAR and PEO Space Systems' role in the launch. The content and messaging for this proactive push included facts and information about MUOS, photos of various stages of launch preparations and links to drive fans and followers to the SPAWAR website and the live stream of the launch.

3. SEEMS LIKE A LOW COST WAY TO GET MESSAGE OUT... CORRECT?

As stated in the initial MUOS launch social media plan, we identified three main goals. Below are the goals, objectives and accomplishments, as well as more specific metrics for each social media platform. Metrics are based on a February 1-February 29 timeframe unless specified otherwise.

4. WHAT DO YOU PLAN TO DO DIFFERENTLY BASED ON THIS

INFO?

R/PB

GOAL 1: Increase general public awareness of the Navy's role in space

Objective: By the date of launch, demonstrate increased interaction with the public by augmenting the number of channels to obtain knowledge and understanding of MUOS and its capabilities.

- Created a **dedicated hashtag (#MUOS)** on Twitter to start, engage and monitor conversation about MUOS (see hashtag metrics below)
- Refer to the metrics breakdown section below for specific Facebook and Twitter metrics
- Partnered with the Navy's Chief of Information's Emerging Media Directorate to include MUOS message on the U.S. Navy's Facebook page. With a fan base of nearly **half a million** people, this increased our reach to a broad audience.
- Launched a dedicated **MUOS section** on the SPAWAR website (<http://www.public.navy.mil/spawar/Press/Pages/MUOS.aspx>) including information, facts and photos

GOAL 2: Demonstrate the effective partnerships of the successful MUOS launch: Navy, Lockheed Martin (prime contractor) and United Launch Alliance (launch vehicle)

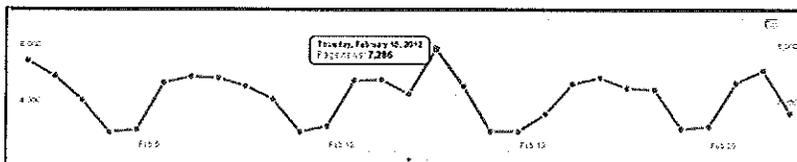
Objective: In the two weeks leading up to the launch, incorporate our partners (ULA and Lockheed Martin) in our messages about MUOS.

- **5** Facebook posts mentioning or linking to our partners
- **28** tweets and retweets including our partners

GOAL 3: Drive traffic to the SPAWAR public website

Objective: Increase website hits in the week of the launch by 5 percent.

- **3,800** visits* to the SPAWAR website on the originally scheduled launch day (February 16); up **96%** compared to the week before



Page	Pageviews	% Pageviews
1. /spawar/Pages/Default.aspx	22,274	19.60%
2. /spawar/Press/Pages/MUOS.aspx	6,815	6.06%
3. /spawar/Pacific/1500/Pages/Default.aspx	3,854	3.43%
4. /spawar/products/Services/Pages/Default.aspx	3,269	2.91%
5. /spawar/Atlantic/Pages/Home.aspx	3,205	2.85%
6. /SPAWAR/PACIFIC/PAGES/DEFAULT.ASPX	3,157	2.81%
7. /spawar/Pages/AboutUs.aspx	2,159	1.92%
8. /spawar/Pages/ContactUs.aspx	1,992	1.77%
9. /spawar/Atlantic/Products/Services/Pages/NavyReserveSystem.aspx	1,759	1.56%
10. /spawar/Pages/Careers.aspx	1,524	1.35%

- **7,286** page views** visits to the SPAWAR website on the originally scheduled launch day (February 16); up **57%** compared to the week before
- **6,815** page views to the MUOS section of the SPAWAR website with spikes on February 16 and February 24; second most viewed page after the homepage
- **4,295** clicks off the SPAWAR website's MUOS page to the live streaming of the launch

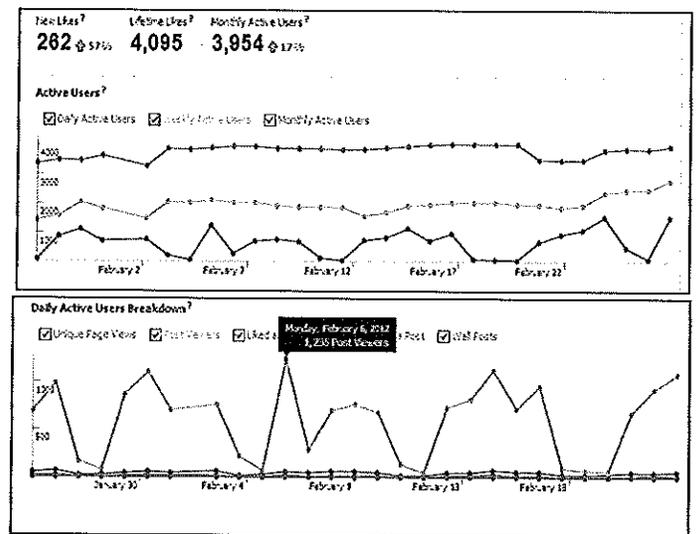
*Visits: A visit happens when someone visits the site. It can consist of one or more page views/hits.

**Page views: Each time a visitor views a page on the website, regardless of how many hits are generated.

Overall Metric Breakdown

FACEBOOK

- **14** posts; **2** photos; **2** videos
- Content generated (including SPAWAR's page and the posts on the U.S. Navy's page):
 - **234,688** People reached
 - **2,021** Likes
 - **276** Comments
 - **284** Shares
- SPAWAR Facebook fan increase of **262** fans in the month of February; up **57%** compared to fan increase in the month of January
- Spikes of active users on days that MUOS content was posted to the Facebook page
- **551 post feedback** in the month of February (number of likes and comments made on news feed stories posted on the SPAWAR page); up **95%** compared to the month of January
- **3,954 monthly active users** in the month of February (the number of people who have interacted with SPAWAR page posts. This include fans and non-fans); up **17%** compared to the month of January

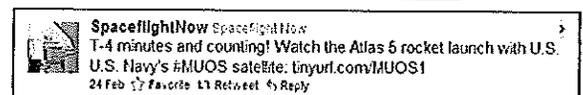


TWITTER

- **72** tweets and retweets about MUOS from @SPAWARHQ
- **83** retweets
- **33** mentions of @SPAWARHQ
- MUOS Hashtag (#MUOS)

The official hashtag for the launch was #MUOS, used and coordinated amongst the U.S. Navy, SPAWAR, Lockheed Martin and United Launch Alliance entities. The following statistics cover Hoot Suite data for #MUOS from Feb. 20 – 27:

- **1,500** tweets mentioning #MUOS
- **533** contributors



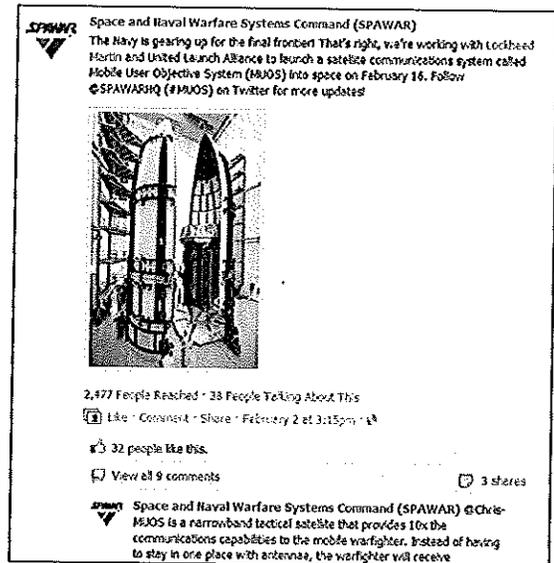
- **786,000 reach** (total number of unique Twitter users that received at least one #MUOS tweet)
- **3.5 million impressions** (total number of unique Twitter users and the total number of #MUOS tweets received)

Metrics by Facebook Post

*People Reached=Number of unique people who have seen this post

SPAWAR's Facebook Page

- The Navy is gearing up for the final frontier! That's right, we're working with Lockheed Martin and United Launch Alliance to launch a satellite communications system called Mobile User Objective System (MUOS) into space on February 16. Follow @SPAWARHQ (#MUOS) on Twitter for more updates!
People Reached: 2,477
Likes: 32
Comments: 6
Shares: 3
- It's no secret that our warfighters are more digitally connected and mobile than ever. With the launch of MUOS, the satellite communication system will provide ten times more capability than ever before and will deliver secure communications, including simultaneous voice, video and data, to mobile warfighters. Learn more:
<http://www.public.navy.mil/spawar/Press/Pages/MUOS.aspx>.
People Reached: 1,284
Likes: 15
Comments: 0
Shares: 11
- It's not rocket science...ok, maybe it is. How was a 15,000 pound satellite transported across the country? Find out:
<http://www.youtube.com/watch?v=37Z65a1BDmo&feature=plcp&context=C3e0bbe2UDOEgsToPdskJGUNKoyDWJyaaPLN5GOH6>. Like it, love it, SHARE it!
People Reached: 1,036
Likes: 12
Comments: 0
Shares: 2
- Did you know that right now with military narrowband, users have to be sitting in place with the antennae up and pointed toward a satellite? With MUOS you'll be able to move around in the battlefield and be able to communicate beyond the line of sight.
People Reached: 1,036
Likes: 10
Comments: 1
Shares: 1
- Beyond providing continuous communication to all four branches of the U.S. military and many of their allies, MUOS ensures reliable worldwide coverage for national emergency assistance, disaster response and humanitarian relief.
People Reached: 1,022



Likes: 12
Comments: 0
Shares: 1

- The big day is almost here! The MUOS satellite will be launched tomorrow at 5:45 p.m. EST. Follow @SPAWARHQ on Twitter for live updates and watch the live stream here:
<http://www.ulalaunch.com/site/pages/Webcast.shtml#MUOS>

People Reached: 942

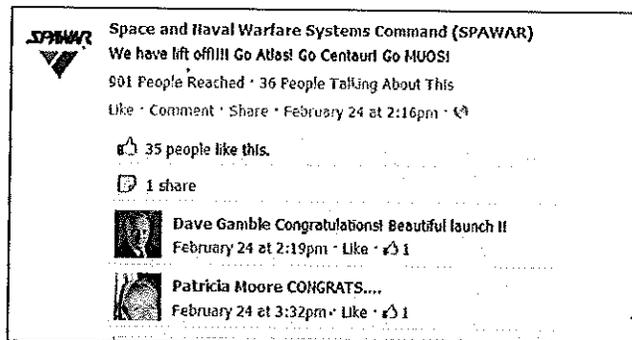
Likes: 9
Comments: 1
Shares: 1

- Today's MUOS Satellite launch was postponed due to weather conditions.

The Atlas V rocket and MUOS are safe and secure. The launch is rescheduled for Friday, Feb. 17 at 5:42 p.m. EST.

People Reached: 937

Likes: 9
Comments: 1
Shares: 0



- Don't give up on MUOS yet! Despite two weather scrubs late last week, we're still planning to launch the satellite on Friday, February 24 at 5:15 p.m. EST. Crossing our fingers for favorable weather!

People Reached: 918

Likes: 6
Comments: 0
Shares: 0

- No technical issues at this time. Weather is looking good. Fueled up. Lift off of the U.S. Navy's MUOS in less than an hour! Watch the live steam: <http://www.spaceflightnow.com/atlas/av030/status.html>. Are you going to watch?

People Reached: 1,163

Likes: 19
Comments: 0
Shares: 2

- We have lift off!!!! Go Atlas! Go Centaur! Go MUOS!

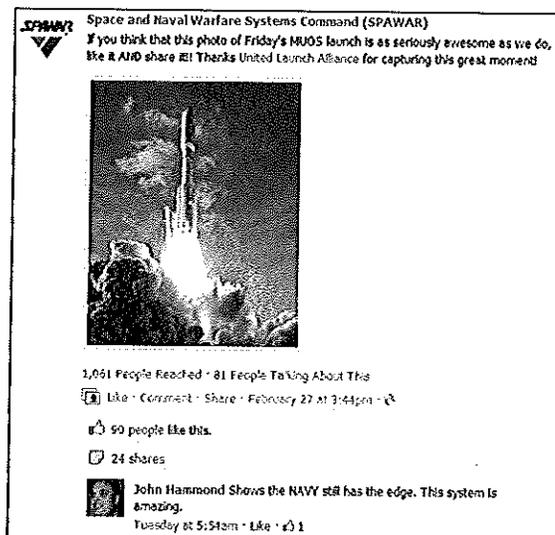
People Reached: 901

Likes: 35
Comments: 2
Shares: 1

- MUOS Launch – Third Time's a Charm! SPAWAR, PEO Space, and PMW-146 personnel watched the launch of the first MUOS Satellite live from San Diego.

People Reached: 790

Likes: 16
Comments: 1
Shares: 0

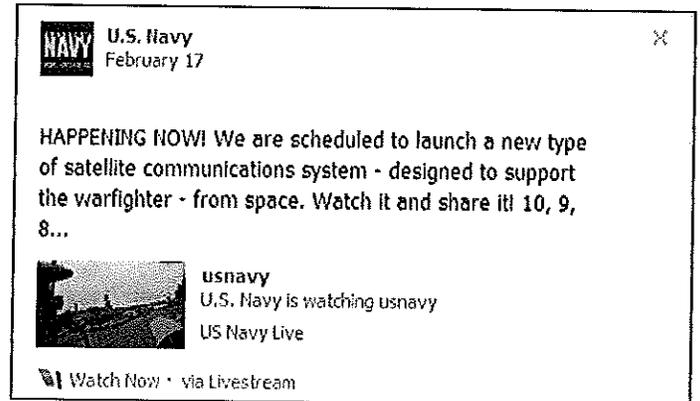


- If you think that this photo of Friday's MUOS launch is as seriously awesome as we do, like it AND share it!! Thanks United Launch Alliance [tagged] for capturing this great moment!
 People Reached: 1,061
 Likes: 90
 Comments: 2
 Shares: 24

U.S. Navy's Facebook Page

- HAPPENING NOW! We are scheduled to launch a new type of satellite communications system - designed to support the warfighter - from space. Watch it and share it! 10, 9, 8...

People Reached: 103,773
 Likes: 956
 Comments: 55
 Shares: 160



- Let's try this again! Navy satellite launch rescheduled for this week -here's the gouge from The San Diego Union-Tribune...

People Reached: 76,332
 Likes: 415
 Comments: 13
 Shares: 36

- CAPTION THIS! So, yes, it's a cool, high tech satellite that will help our warfighters... but what caption do you have?

People Reached: 42,052
 Likes: 385
 Comments: 194
 Shares: 42

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