

Unit Visibility Teams - Frequently Asked Questions

Q1: What is the Uni Visibility Team?

A1: The Unit Visibility Team is a simple concept of bringing together Public Affairs, Recruiting, and Social Media. The goal is to sit together around a table a least once every 60 days and evaluate local and regional events for visibility and recruiting potential. Our mission is to represent the Royal Canadian Navy in connecting with Canadians through the maintenance of a broad national presence, as well as generating trained individuals and teams for Canadian Forces operations. The goal of the UVT is to provide a structure whereby those departments working separately for the same goal can compliment and assist each other in fulfilling the mission.

Q2: Is this intended as a secondary duty?

A2: Yes, this is intended as a secondary duty. It is our hope that with establishing a strong mentoring and training support network for social media, units will see the ROI value and allow a half day or full day pay a week for this individual to manage and promote the unit. Most likely this will be done from the Social Media Managers (SMM) home on their personal computer as DWAN does not provide access.

Q3: What is the anticipated workload? How many Class A days a week/month?

A3: I would anticipate a minimum of a half day a week on top of regular training night activities. Of course, when the unit is participating in small boat ops, Battle of the Atlantic, upcoming various events, the SMM would be allocated extra time. This could be prior to the event to create FB, Twitter interest, as well as during the event with Instagramming, and after major events to post galleries, videos etc. social media.

Q4: What IT equipment are the incumbents expected to use? Personal resources? Twitter, for example, is blocked on DWAN. Because of DWAN limitations the individual will primarily be using their own computer, tabloid, cell phone, etc.

A4: NAVRES HQ PA is providing tablets to all PAO/SMM teams. Most units will be able to provide access on GP Net computers within the unit.

Q5: Do Social Media Managers need to be bilingual?

A5: Bilingual is an advantage but not mandatory. We are working to provide easier access to preformatted bilingual captions as well as quicker turnaround time on requested translations.

Q6. Is there a rank requirement? Can my PAO or UPAR fulfill this duty?

A6. There is no rank requirement. The position simply needs to be filled by an individual which is competent and understanding in the use of Facebook, Twitter, Instagram, Snapchat, Flickr and YouTube. Most often this will be a younger member of ships company. The command team at each unit will have the ability to locate and designate the individual which shares the enthusiasm and trust of the Command Team. NAVRES HQ PA will initially very closely monitor all new Social Media OPI (SM OPI).

Q7. Can my PAO or UPAR also be my SM OPI?

A7. While the PAO or UPAR can be your SM OPI, it also defeats the purpose. While your PAO will have access to your social media platforms, it is not always guaranteed that they will be available to manage and update your SM. The building of a Unit Visibility Teams effectiveness is multiplied through the addition of an independent, competent individual designated to grow your online presence.