

Engage via Social Media and be part of NATO's future; in real time! - ACT

Written by Megan Thum, Allied Command Transformation Strategic Communications Contractor
Sunday, 22 April 2012 21:07



There is, no doubt, a lot of buzz around the upcoming NATO Summit in Chicago this month. But there is an aspect of the Summit you may not be aware of: The role that Social Media will play.

In partnership between NATO's Public Affairs and Public Diplomacy staff, Allied Command Transformation's (ACT) Strategic Communications Capability Development team, and ACT's Operational Experimentation Branch, Social Media is being used to understand how NATO is currently being perceived in the U.S. and how the Social Media conversation changes during the Summit broadcasts.

By focusing analysts' efforts on Social Media during the events surrounding the Chicago Summit, the ACT Strategic Communications' experiment is designed to precisely examine and assess audience comments and inputs. The result: assisting NATO in improving audience messaging.

Engage via Social Media and be part of NATO's future; in real time! - ACT

Written by Megan Thum, Allied Command Transformation Strategic Communications Contractor
Sunday, 22 April 2012 21:07



[Engage via Social Media and be part of NATO's future; in real time! - ACT](#) at [Check our dedicated page](#) [Engage via Social Media and be part of NATO at](#)