



## **Innovation Hub Social Media Event**

### **Brainstorming Phase outcome**

In response to the question : *How should NATO use Social Media*, the Innovation Hub Community, after a two months online workshop came up with the following conclusions. Details about each topic can be found at <http://InnovationHub-act.org>

#### **Opportunity Areas**

*Areas of potential use of Social in support of NATO*

- 1 - Support to existing Command and Control
- 2 - Alternative Command and Control
- 3 - Crisis prevention and resolution
- 4 - Corporate communication
- 5 - Strategic communication
- 6 - Measure of effectiveness
- 7 – Environment understanding
- 8 - Crisis mapping
- 9 - Language support
- 10 - Cultural Awareness
- 11 - Initial entry capability
- 12 - Education and training
- 13 - Small devices in operation
- 14 - Simulation with and of SM
- 15 - Key Leaders Engagement
- 16 - Collaboration protocols apps

- 17 - Cyber domain understanding
- 18 - Crowdsourcing of ACT business
- 19 - ACT project management
- 20 - Coordination in Comprehensive Approach
- 21 - Monitoring and Evaluation of reconstruction efforts

### Enablers

*The aspects NATO needs to take into account to enable an efficient use of Social Media*

- 22 - Standardization and interoperability of SM tools
- 23 - Strategic framework for the use of SM
- 24 - Operators profile and skills
- 25 - Measure of effectiveness
- 26 - SM operators training
- 27 - Internet provision
- 28 - NATO narrative
- 29 - Cultural change

### Concerns

*Issues NATO should address in order to de-risk the use of social media*

- 30 - SM Security issues
- 31 - Internet dependence
- 32 - Relationship vs. influence



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