



# 245<sup>TH</sup> ARMY BIRTHDAY



2020

COMMUNICATION  
CAMPAIGN:

MAY  
THROUGH  
JULY

#ARMYBDAY  
PLAYBOOK



# 245<sup>TH</sup> ARMY BIRTHDAY

**The Army celebrates 245 years of service to our Nation, since its establishment 14 June 1775.**

This year, the Army Birthday falls during a challenging time in American history. The COVID-19 pandemic has upended the daily lives and traditions of Americans and has increased health and financial uncertainty. This is the solemn backdrop for this year's communication campaign, and it must be respected in tone and execution.

Traditional Army Birthday events are shifting to an all-digital execution. Celebrations will ensure we maintain the Army's traditions while practicing social distancing and appropriate protection efforts because of the pandemic.

Through a robust communication campaign, we will disseminate a synchronized narrative in support of the Army brand and harness the power of digital media and the collective strength of Army-wide communication efforts.

**ARMY  
BIRTHDAY  
THEME  
OUR PEOPLE**

**TAGLINE  
AMERICA'S ARMY:  
WHEN WE  
ARE NEEDED,  
WE ARE THERE**

★ The communication campaign's theme and tagline provide an overarching framework to champion the stories and accomplishments of Army personnel who answer the call to serve.

Storytelling will highlight all Army compos and their achievements: Active/Guard/Reserve Soldiers and their families; DA Civilians; Veterans; retirees.

## CONTENTS

<b>Background   Theme   Tagline</b>	<b>2</b>
<b>Communication Goal   Audiences   Objectives</b>	<b>3</b>
<b>Communication Campaign Execution Guidance</b>	<b>4-7</b>
<b>Army Birthday Week - Lift of Key Events</b>	<b>8</b>
<b>Army National Hiring Days</b>	<b>9</b>
<b>Share and Connect</b>	<b>10</b>

Visit the [Public Affairs Portal](#) for COVID-19 social media guidance, talking points, fact sheets and more.



Photos shown above are from the 2019 Army Birthday celebrations. Pre-pandemic images will have a 2019 watermark on following pages.

# COMMUNICATION CAMPAIGN

## COMMUNICATION GOAL

Execute a multimedia campaign delivered primarily through digital platforms and media engagement to showcase the stories of those who answered the Call to Serve, the bond between our Army and the U.S. flag and our call to serve.

## AUDIENCES

- ★ Soldiers and their families
- ★ Young adults / American high school and college students, and their parents or guardians
- ★ Centers of influence: elected officials; MSOs/ VSOs; Civilian Aides to the Secretary of the Army
- ★ Veterans, DA Civilians and their families
- ★ Allies and partners

## OBJECTIVES

Reinforce awareness of the Army efforts to respond to COVID-19 by championing the stories and contributions of Army personnel



Bolster support by sharing what the Army stands for with our #ArmyValues of patriotism and loyalty



Reinforce understanding of the powerful bonds of our Army legacy and history of service



Re-imagine traditional Army Birthday week events into an online format to increase advocacy and support of the positive impact America's Army makes to the Nation. #ArmyBDay week

## TOOLKIT

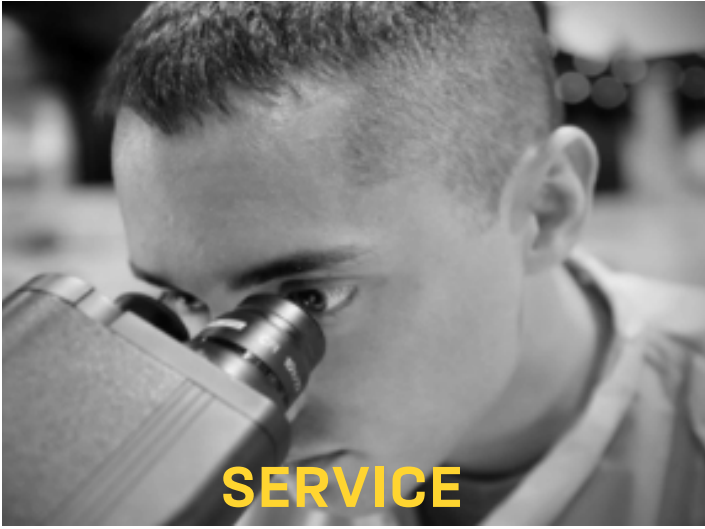
For more communication products and tools for Army Birthday, please visit the Army Birthday Communication [Toolkit](#)

**VISIT**  
[ARMY.MIL 1775](https://www.army.mil/1775)

to learn more about the establishment of the US Army

# CAMPAIGN CONTENT SERIES

Four lines of effort will support the Army Birthday Communication Campaign.



**SERVICE**



**BRAVERY**



**LEGACY**



**ARMYBDAY WEEK**



Primary campaign content and events will be published on @USArmy platforms and coordinated for Army-wide sharing.



Army units will create and share their local campaign stories. OCPA will amplify select content on @USArmy.



Encourage influencer, Veteran and citizen participation in campaigns.

★ The External Outreach Guide will be available for PAOs and stakeholders to distribute through end of June.

## CAMPAIGN PHASES AND FOCUS

**1**

**CALL TO SERVE**

**2**

**HOME OF  
THE BRAVE**

**3**

**LEGACY**

\* The campaign runs from May through July 2 – Army National Hiring Days. The three content series will be featured in each of the phases, along with other Army events.





## EXECUTION GUIDANCE

### SERIES FOCUS:

- COVID-19 support
- Notable achievements
- Graduation and commissioning

### CONTENT TYPES:

- Videos
- Articles
- Graphics
- Instagram stories

### Instagram Stories Campaign Begins

1st Story – SMA: May 31

2nd Story – CSA: June 1

3rd Story – SecArmy: June 2

4th Story – VCSA: June 3

### EXECUTION

OCPA will release messaging and videos on these dates. Please amplify:

- Video 1 – May 29
- Video 2 – May 31

Units will create videos and post on their platforms.

### UNIT VIDEO FOCUS:

- Community service and contributions to the COVID-19 fight
- Stand-out achievements
- Training

### SPECIFICATIONS:

- 20-60 seconds in length
- Best video footage up front
- All unit logos at end or super-imposed in the lower right corner
- Dimension: 1280 x 720

### HASHTAGS

#CallToServe

#ArmyCOVID19Fight

# CONTENT SERIES 1

## CALL TO SERVE

In this series, we will showcase the extraordinary people — Soldiers, Families and Army Civilians — who stepped forward to act when the nation needed them the most. This series will showcase Army personnel who made a difference during the COVID-19 outbreak, or made notable achievements during the past year. The USMA Graduation and the national commissioning ceremony offer the opportunity to showcase how the next generation is answering the call to serve.

## STORIES TO TELL

- Feature the stories of Army personnel who responded to COVID-19 to raise awareness and to inspire others to service (Army National Hiring Days).
- Deployments of Lab tech and medical professionals to help people in COVID-19 impacted communities.
- Feature stories of Army scientists conducting important research; Engineers building temporary hospitals; Retirees who return to service to help others in need.
- Extraordinary acts of valor & bravery in combat or our communities.
- Starting May 31 units are encouraged to share their first Army Birthday and tag @USARMY in Instagram story.
- Highlight Cadet Command National Commissioning, United States Military Academy at West Point Graduation.

## MESSAGING

★ *For 245 years, the @USArmy has stood together with America to help save lives and protect our people and our nation.*

- This year, #ArmyBday falls during a national crisis, but we're all in this together, and we're here to serve our nation.
- @USArmy Soldiers and Civilians have been there to serve when the nation has needed them the most.
- We are on America's frontlines, and we'll always be there to serve our nation when needed in any challenge, visible or invisible.
- From the Battle of Lexington to the frontlines of the COVID-19 fight, @USArmy Soldiers have answered our nation's call for 245 years.
- I support and salute the @USArmy on its 245th #ArmyBday for its defense of our country and our way of life.
- No matter the challenges we face as a nation, disease or any other threat, the @USArmy has answered the call to protect our people.
- Thank you, @USArmy, for being there for America when needed, since 1775 – Happy 245th #ArmyBday!

\* Look for the June Playbook for information on Army National Hiring Days.



## CONTENT SERIES 2

# HOME OF THE BRAVE

In this series, we'll showcase patriotism and the shared **#ArmyValues** of love of country and oaths to defend the American way of life. Senior Leaders will tell their Army Stories. June 14th — Flag Day — is an opportunity to showcase the powerful bond between the American Soldier and the American flag.

### EXECUTION GUIDANCE

#### SERIES FOCUS:

- Patriotism
- Respect to the flag and nation
- Senior leaders tell their Army stories

#### CONTENT TYPES:

- Videos
- Articles
- Graphics
- Instagram stories

### EXECUTION

OCPA will release messaging and videos on these dates. Please amplify:

- Video 1 – June 2
- Video 2 – June 4

Units will create videos and post on their platforms.

#### UNIT VIDEO FOCUS:

- Patriotism
- Reenlistments, Promotions, Commissioning Ceremonies
- Soldier Features

#### SPECIFICATIONS:

- 20 - 60 seconds in length
- Best video footage up front
- All unit logos at end or superimposed in the lower right corner
- Dimension: 1280 x 720

#### HASHTAGS

**#HomeOfTheBrave**  
**#FLAGDay**

## STORIES TO TELL

- SMA kicks off **#ArmyBdayRun** Challenge June 8. Soldiers will run 2.45 miles and show their run time at the end and post photos/video in Instagram story with tag @USArmy (Follow COVID-19 policies)
- Soldiers, past and present, share photos of their oath of enlistment, commissioning, reenlistment ceremonies, etc
- Hometown heroes and Veterans holding small flags on their porch or raising flags on local flagpoles
- Big Army platforms post overarching video showing the bond between Soldiers and the Flag
- Big Army platforms will curate and produce an overall compilation video and Facebook/Instagram stories

## MESSAGING

★ June 14 marks the **@USArmy** 245th **#ArmyBday** and Flag Day when we honor the American Soldier's bravery serving and protecting our nation.

- The **@USArmy #ArmyBday** is also Flag Day – June 14.
- For 245 years, there has been a powerful bond between the American Soldier and the American Flag.
- On **#ArmyBday** and Flag Day, we celebrate our shared love of country and patriotism.
- I'm honored to support the American Soldier and the American Flag, and everything they represent.
- During **#ArmyBday**, let's celebrate our **@USArmy** and their people for their accomplishments in the defense of our nation.
- Whenever our nation has needed the **@USArmy** in the past 245 years, they have been there at America's side.
- For 245 years, **@USArmy** has been there bravely for America when it has been needed.



## EXECUTION GUIDANCE

### SERIES FOCUS:

- Families that serve
- Veterans
- Fallen heroes

### CONTENT TYPES:

- Videos
- Articles
- Graphics
- Instagram stories

Instagram stories will focus on MOH recipients – past and present June 12

## EXECUTION

OCPA will release messaging and videos on these dates. Please amplify:

- Video 1 – June 10
- Video 2 – June 12

Units will create videos and post on their platforms.

### UNIT VIDEO FOCUS:

- Families serving together
- Leaders/Soldiers following family traditions
- MOH recipients

### SPECIFICATIONS:

- 20 - 60 seconds in length
- Best video footage up front
- All unit logos at end or superimposed in the lower right corner
- Dimension: 1280 x 720

### HASHTAGS

#MemorialDay  
#HonorThem  
#ProudToServe

# CONTENT SERIES 3 WHAT'S YOUR LEGACY

In this series, we'll explore how our Army's history of coming together is America's legacy.

## STORIES TO TELL

- Stories about the legacy of service among families.
- Honoring the fallen on #MemorialDay.
- Soldiers whose ancestors also served will reflect on why they joined the Army and what it means for them to continue the family legacy of serving the nation.
- Interviews with former Soldiers recalling battles from WWII and the Korean War.
- Big Army platforms will curate and publish videos/articles highlighting certain units' biggest victories and how those wins helped build the success of future Soldiers.
- Highlight 70th Anniversary of the Korean War and D-Day to share the Army's rich history and longstanding mission in support of our nation.

## MESSAGING

★ *During #ArmyBday, we thank the @USArmy for its longstanding legacy of service, generation after generation.*

- Our @USArmy history of coming together to get a job done is part of the enduring fabric of America's legacy.
- The @USArmy stands behind its oath to defend the American way of life – that's part of our legacy.
- Our American Soldiers and Army Civilians embody the #ArmyValues of Leadership, Duty, Respect, Service, Honor, Integrity and Personal Courage.
- For those who made the ultimate sacrifice: #HonorThem. #MemorialDay. #HonorTheFallen.
- This #MemorialDay weekend, we honor those who gave their life for the precious gift of our freedom. #HonorThem.

## TOOLKIT



















For more communication products and tools for the birthday, please visit the Army Birthday [Toolkit](#)



★ For the full list of Army birthday events, click [here](#)

# ARMY BIRTHDAY WEEK EVENTS

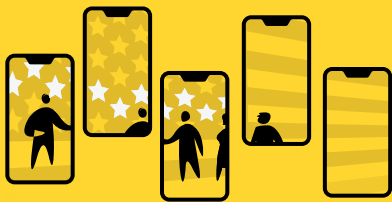
Share with your stakeholders and attend online!

DATE (ALL TIMES EDT)	EVENT	PLATFORM
June 8	SMA 2.45-mile Run Challenge begins	Video  Story 
June 10 @1900	★ <b>VIRTUAL EVENT</b> <b>Twilight Tattoo:</b> This event will use elements from the 2019 Army Birthday Tattoo, and it will include an introduction from an Army Senior Leader	Video  
June 12 @0630	★ <b>VIRTUAL EVENT</b> <b>Virtual Army Birthday Run:</b> A virtual run will be conducted and prerecorded by the Military District of Washington, in coordination with The Old Guard.	@USARMY Photos + Video   
June 12 @1000	Cadet Command National Commissioning Ceremony	Livestream    
June 12 @1300	★ <b>VIRTUAL EVENT</b> <b>The Army Cake-Cutting and Reenlistment Ceremony:</b> A traditional birthday cake-cutting and reenlistment ceremony will be held at the Pentagon to a virtual audience	Livestream 
June 13 @0930	U.S. Military Academy at West Point Graduation	Livestream of Graduation Ceremony
June 14 @1130	★ <b>VIRTUAL EVENT</b> <b>Army Birthday Wreath-Laying Ceremony at Arlington National Cemetery:</b> This annual event will be livestreamed from the Tomb of the Unknown Soldier in honor of the fallen	Livestream   
June 14 @1100	<b>Celebration Teaser Released</b>	
June 14 @1900	★ <b>VIRTUAL EVENT</b> <b>Army Birthday Week Flagship Event:</b> <b>The Army at 245: An American Celebration</b> (Replaced the HQDA Army Birthday Ball.) Available 14 June 2020 on social media accounts, to a national audience.	Video   
June 14 - July 2	<b>Army National Hiring Days:</b> A Virtual Hiring Drive	Details to be published





**JUNE 30  
- JULY 2  
2020**



- Army National Hiring Days is an integrated digital communication campaign during which the Army will conduct a virtual hiring drive to adapt to the current environment.
- Army National Hiring Days runs from 30 June to 2 July 2020.
- The Army wants to hire 10,000 Soldiers for full- or part-time opportunities in more than 150 career fields, including cyber, artificial intelligence, healthcare, aviation and big data analysis.
- The Army is hiring high school and college graduates.
- The Army is the largest provider of scholarships in the nation, enabling scholar-athletes to attend college and become officers.
- Army National Hiring Days will be conducted fully online. Visit [GoArmy.com](https://www.goarmy.com) for details.
- Look for the June Communication Playbook for more information and guidance.

**150 CAREER FIELDS**

**TOOLKIT**

**VISIT**  
[ARMY.MIL 1775](https://army.mil/1775)

For more communication products and tools for Army Birthday, please visit the Army Birthday Communication [Toolkit](#).

to learn more about the establishment of the US Army.



## SHARE YOUR CONTENT AND CONNECT WITH US

Be sure to tag **@USArmy** in all your social media posts so we can share your content. Look for our official Army Birthday hashtag, **#ArmyBday** and be sure to include it your social media posts. Please share or retweet our Army Birthday content.

Follow the Army Birthday conversation  
on our social media platforms:

**@USARMY**



## TOOLKIT

For more communication products and tools for Army Birthday, please visit  
**the Army Birthday Communication Toolkit**

## VISIT

**[www.army.mil/1775](http://www.army.mil/1775)**

to learn more about the  
establishment of  
the US Army