



Public Diplomacy Strategy for Success

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What is Public Diplomacy?



The mission of American public diplomacy is to support the achievement of U.S. foreign policy goals and objectives, advance national interests, and enhance national security by informing and influencing foreign publics and by expanding and strengthening the relationship between the people and Government of the United States and citizens of the rest of the world.





Moving Forward



- Communication
- Consistency of Message
- Connecting to our audience





Communication



- Photo essays/news articles/news releases/Monthly Field Operations Summaries/social media/DVIDS, and videos
- Create a communication function that is essential and sustains proactive, relevant, accurate, consistent, and timely messaging
- Communication beyond the News Release/sound-byte
- Speaking engagements and museum partnerships
- Real-time two-way dialogue





Consistency of Message



- OSD/DPAA Policy as the driver for enabling mission requirements and aligning critical framework for Strategic/Operational Planning, Foreign Engagements, and external communications
- Mission support through open lines of communication
- Enhanced mission awareness through aligned messaging
- Transparency at each turn
- Education campaigns to the general public about our mission





Connecting to Our Audience



- Global Conversations: Continue publicizing our relationship, cooperation with U.S. Embassy's and foreign governments
- Create proactive dialogue and sustained communications
- Create buy-in for our mission, and display appreciation for their support and building strategic relationships
- Work together with VSOs who visit foreign countries to share our information
- Sustain two-way conversations





Connecting to Our Audience (cont.)



- Social media, PSAs, radio announcements, news releases, community engagement exhibits/public diplomacy activities/U.S. Embassy's and coordination with Strategic Partners and
- Publish articles and videos that showcase scientific innovation
- Use Website as primary driver to deliver messages:
 - Photographs, videos, stories, news releases and YouTube
 - Increase capability and revamp our content on major social media platforms including Facebook, Twitter and Instagram



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