



After-Action Report



Orlando Virtual Navy Week
April 12-18, 2021

Section I: Executive Summary

Overview

Dates

April 12-18, 2021

Senior Executives

RDML Robert Gaucher

NAVCO Lead Planner

LCDR Ben Anderson

Planning & Action Team: LCDR Ben Anderson, lead planner; LT Courtney Prizer, Reserve support and social media engagement planner; Ms. Alice Leenhouts, GDIT assistant planner; LT Ian McConnaughey, MC2 Justin Whitley, MC1 Donaldson, and MC1 Danica Phillips, digital engagement and broadcast specialists.

Participating Assets: NSA Orlando/ NAWCTSD, NOSC Orlando, USS Constitution, Office of Small Business Programs, Navy Facilities Engineering Systems Command, Naval Research Laboratory, Naval History and Heritage Command, U.S. Navy Ceremonial Guard Drill Team, U.S. Fleet Forces/ Stewards of the Sea, U.S. Navy Band Southeast, Leap Frogs, NTAG Jacksonville, Submarine Group 10, and Explosive Ordnance Disposal Group Two.

Measures of Performance¹

Digital Engagements	54²
Total impressions	10,164,462
Print impressions	0
Broadcast Impressions	3,630,679
Online impressions*	2,703,016
Social media impressions (Facebook, Twitter, Instagram)	3,830,767

Orlando Statistics (2015-19)

Population: 287,442

Households with a computer: 94%

Households with a broadband internet subscription: 87%

Racial diversity and Hispanic Origin³:

- 32.6% Hispanic or Latino
- 61.3% White alone; 36.5% White alone (not Hispanic or Latino),
- 24.5% African American alone,
- 0.2% American Indian/ Alaskan Native,
- 4.2% Asian alone.

¹ All impression numbers are as of Monday, April 19. Facebook impressions were not available for individual posts but were captured in social media monitoring and included in overall impressions.

² Digital engagements were controlled by removing from the sum Plans of the Day/ Week; all USS Constitution tours not explicitly Florida-focused; Daily Feature teasers; Daily Lesson Plans; and daily infographic posts (77 social media posts minus 23 non-qualifying events).

³ Reporting aligns with official U.S. Census categories.



Executive Summary

Background. NAVCO planned and executed a virtual Navy Week in Orlando, Florida April 12-18, following cancellation of the physical Navy Week earlier this year due to an ongoing public health crisis.

Audiences. The primary audiences and key stakeholders were area students, educators and STEM-educational institutions, civic and military-interest organizations, and general audiences in the greater Orlando area.

Execution and Tactics. Orlando virtual Navy Week (OVNW) comprised 54 digital engagements on owned and leveraged social media platforms, continuing use of Facebook, Instagram and Twitter for look-like-live events and prerecorded content, with marketing engagements spread across all platforms. Social media presence and schedules were publicized in advance and daily to targeted media, influencers, and in-city partners via guerilla and targeted marketing (email and social media promotional posts).

Measures of Performance. Social media impressions were collated as raw data summaries from across NAVCO's platforms by the NAVCO support contractor (GDIT) using PR industry-standard practices and processes. While we targeted posts geographically to reach an audience in Central Florida, raw data is non-specific to the region due to non-owned shares reaching a more diffuse audience. Because of the nature of the data as untransformed, MOPs are qualitative in nature.



Participating Assets

Rear Adm. Robert Gaucher, director, Maritime Headquarters, U.S. Pacific Fleet. Engaged with community via Mayoral proclamation, and served as the swearing-in official for a virtual Future Sailor event.

Naval Support Activity Orlando. NSA Orlando supported with morning colors, as well as a recorded market message from Commanding Officer Capt. Hill and guest speaker role with the local Rotary.

Naval Air Warfare Center Training Systems Division. NAWCTSD supported with two livestreamed, sign-up STEM webinars for local students and educators.

Naval Operational Support Center Orlando. NOSC Orlando supported with two pre-recorded hometown Sailor shoutouts.

USS Constitution. NAVCO shared three livestreamed virtual tours of USSC throughout the week, as well as sharing Orlando-specific events that included two live evening colors, a pike drill and a gun drill.

Office of Small Business Programs. OSBP supported with a virtual workshop, hosted by the University of Central Florida.

U.S. Navy Band Southeast. NBSE supported with daily band performances amplified by NAVCO; they also provided the national anthem to an Orlando Magic home game, and supported Spanish-language interview on Orlando-area Univision.

U.S. Navy Ceremonial Guard Drill Team. NCG supported with virtual silent drill and two hometown Sailor shoutouts.

Naval Talent Acquisition Group Jacksonville. NTAG JAX arranged and executed pre-recorded courtesy enlistment of future Sailors.

Submarine Group Ten. SUBGRU-10 supported with multiple pre-recorded STEM explainers and social media posts, as well as hometown Sailor shoutouts.

Naval Facilities Engineering Systems Command. NAVFAC SE supported with multiple pre-recorded interviews and explainers, as well as a hometown Sailor shoutout.

Explosive Ordnance Disposal Group Two. EODGRU-2 supported with pre-recorded explainer content.

Naval Research Laboratory. NRL supported with two hometown scientist shoutouts and content for Orlando Scientist Center.

U.S. Fleet Forces Stewards of the Sea. Stewards of the Sea provided regular content for posting and publicizing by NAVCO.

Leap Frogs. Navy Parachute Team (NPT) provided a promotional video for posting and marketing of the Navy Week.



Naval History & Heritage Command. NHHHC provided infographic content, pre-recorded amphibious forces in WWII history explainer, and pre-recorded field archaeology of Florida and Naval aviation of Orlando content.



Section II: Schedule of Engagements⁴

Monday, April 12

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.

0900 | NPT Promo Video

0930 | RDML Gaucher Future Sailor Swearing-In Ceremony with NTAG Jacksonville

RDML Gaucher swore in 21 future sailors and provided introductory remarks; Posted to owned Facebook and Instagram.

1100 | Stewards of the Sea: U.S. Navy Environmental Stewardship ad Outreach

Posted to owned Facebook and Instagram.

1130 | NBSE Intro Trailer to Orlando

Included Rock Band Rendition of Foo Fighters' Learn to Fly; posted to NBSE Facebook and cross-posted to owned Facebook.

1200 | Mayoral Proclamations

Proclamations from city and county Mayors, with RDML Gaucher introductory remarks; posted to owned Facebook.

1300 | Virtual Tour of USS Constitution (LIVE)

Shared live stream from USS Constitution's Facebook page to owned FB. Tour lasted about 50 minutes, standard engagement.

1400 | Pike Drill Aboard USS Constitution (LIVE)

Special event of repel boarders drill evolution added to live daily tour especially for Orlando; posted to USSC's Facebook and shared to owned FB.

1500 | SUBGRU-10 STEM Explainer: How Sonar Works

Posted to owned Facebook.

1530 | Ship2Shore: NAVFAC SE Drones and Maps

Posted to owned Facebook and Instagram.

1600 | Hometown Scientist Shoutout: Dr. Jennifer Hite

Posted to owned Instagram.

1600 | NAVCO Daily Feature Teaser

Promo posted to owned social platforms showed viewers a preview of Ceremonial Guard Silent Drill content scheduled for tomorrow.

⁴ All post times are in Eastern Daylight Time. Tags and captions have been removed for brevity.



Tuesday, April 13

0800 | NSA Orlando Morning Colors and CO Hometown Hi

Posted to NSA Orlando Facebook and cross-posted to owned Facebook.

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.

0830 | USS Ford Hometown Sailor Shoutout

Posted to owned Facebook, Instagram and Twitter.

0930 | Stewards of the Sea: U.S. Navy Atlantic Behavioral Response Study

Posted to owned Instagram.

1015 | Submarine #DYK

Focused on Multiple-All-Up-Round Canisters; posted to owned Twitter and Instagram.

1130 | Drill Team Florida Sailor Shoutout and Silent Drill

Posted to owned Facebook and Instagram.

1230 | Ship2Shore: Cold-Stunned Sea Turtles Rescue

Posted to owned Facebook and Instagram.

1300 | Navy Band Intro Trailer and Woodwind Quartet Aires Tropicales

Posted to NBSE Facebook, cross-posted to owned Facebook.

1500 | Florida's Navy History Infographic

Posted to owned Instagram and Facebook.

1530 | SUBGRU-10 Hometown Hi

Posted to owned Twitter and Instagram.

1600 | Daily Feature Teaser

Women in Navy Tech Panel promo posted to owned social platforms showed viewers a preview of content scheduled for tomorrow.

1800 | Lake Eola Navy Week Lighting Promo

Posted to owned LinkedIn.

1922 | USS Constitution Evening Colors for Orlando (LIVE)

Posted to USSC Facebook with cross-post to owned Facebook.

Wednesday, April 14

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.



0930 | Stewards of the Sea; Environmental Stewardship Cartoon

"Stewie and Friends" cartoon, posted to owned Instagram and Twitter.

1000 | Women in Navy Tech: Celebrating Diversity and Leadership in STEM Careers (LIVE)

Hosted NSA Orlando webinar on stemCONNECT platform, marketed on all owned platforms in advance.

1030 | NAVFAC SE Hometown Hi

With LT Dallas Dunbar; posted to owned Instagram and Twitter.

1245 | Navy Band Intro Trailer and VIP Combo/ Mr. Rogers Medley/ Month of the Military Child

Posted to owned Facebook and Instagram.

1300 | Submarine STEM Explainer: How Buoyancy Works

Posted to owned Facebook.

1300 | OSBP: Doing Business with the DoN Virtual Workshop (LIVE)

UCF PTAC-hosted Zoom webinar, marketed on all owned platforms in advance.

1530 | NS Mayport Sea Turtle Program

Posted to owned Instagram and Facebook.

1600 | Daily Feature Teaser

Underwater Archaeology promo posted to owned social platforms showed viewers a preview of content scheduled for tomorrow.

1630 | Drill Team Florida Sailor Shoutout

Posted to owned Facebook and Instagram.

Thursday, April 15

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.

0930 | Stewards of the Sea: Protecting the North Atlantic Right Whale

Posted to owned Instagram and Twitter.

1030 | Submarine #DYK

Focused on USS Florida forward deployments; posted to owned Instagram and Twitter.

1100 | USS Constitution Daily Tour

Livestreamed on USSC Facebook and shared to owned Facebook.

1200 | USS Constitution Gun Drill for Orlando

Livestreamed to USSC Facebook and shared to owned Facebook.



1200 | NSA Orlando CO CAPT Hill Guest Speaker at Orlando Rotary

Live Zoom webinar to Rotarian members.

1245 | Navy Band Intro Trailer and Brass Quintet -- Malaguena

Posted to NBSE Facebook, shared to owned Facebook and Instagram.

1330 | Ship2Shore: Underwater Archaeology of Florida

Posted to owned Facebook and Instagram.

1400 | Hometown Scientist Shoutout

Shoutout from Daniell Zuk, NRL; posted to owned Instagram, LinkedIn.

1500 | Ship2Shore: Historical Structures and Sites

Posted to owned Facebook.

1600 | Daily Feature Teaser

TechRAT Demo promo posted to owned social platforms showed viewers a preview of content scheduled for tomorrow.

Friday, April 16

0600 | Entrevista Univision Orlando

Interview with NBSE MU3 Luis Flores aired live in Spanish, and posted to Univision Orlando Facebook; Shared with Spanish caption on owned Facebook at 1430 today.

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.

0900 | NAWCTSD TechRAT Lab Demo Webinar (LIVE)

Sign-up live webinar on stemCONNECT.

1030 | Submarine STEM Explainer: How a Periscope Works

Posted to owned Facebook.

1100 | Stewards of the Sea: Understanding Sonar in the Marine Environment

Posted to owned Twitter.

1130 | Navy Band Intro Trailer and Full Render Concert of All Performances

Posted to NBSE Facebook, shared to owned Facebook and Instagram.

1230 | Ship2Shore: Interview with an Explosive Ordnance Disposal Operator

Posted to owned Facebook.

1300 | Ship2Shore: AO2 Zach Brian, Grand Ole' Opry

Posted to owned Facebook and YouTube.

1400 | Navy Forestry Programs

NAVFAC content posted to owned Facebook and Instagram.

1500 | WWII Naval Amphibious Forces and Florida

NHHC content posted to owned Instagram and Facebook.

1600 | Daily Feature Teaser: Naval Aviation Museum

Posted to owned social media.

1926 | USS Constitution Evening Colors for Orlando

Livestreamed from USS Constitution Facebook and cross-posted to owned Facebook.

Saturday, April 17

0800 | Virtual Navy Week Plan of the Day

Graphic promo for daily events posted to owned social media.

0830 | Hometown Hi: YN2 Xavier Holley

SUBGRU-10 shoutout, posted to owned Twitter and Instagram.

0900 | Submarine #DYK

USS Florida Blue/ Gold Crew; posted to owned Twitter and Facebook.

1000 | Ship2Shore Explainer: AM1 Orlando Navedo, Blue Angels

Posted to owned Twitter and Instagram.

1100 | USS Constitution Daily Tour

Livestreamed to USSC Facebook and cross-posted to owned Facebook.

1230 | Ship2Shore: Orlando's Naval Aviation History

With the National Naval Aviation Museum, Pensacola; posted to owned Facebook.

1300 | #DYK on Baldwin Park's Navy History

Content posted to owned Twitter.

1330 | Hometown Hi: NOSC Orlando Sailors

Content posted to owned Facebook.



Section III: Evaluation

Goal and Tactics

Goal. Execute a robust virtual community outreach to educational, civic and general audiences in the Orlando market during social distancing restrictions.

- **Daily Items.** OVNW included daily Plan of the Day graphic posts, which were shared by local organizations in the Orlando area. The schedule included daily recurring features such as USS Constitution virtual tours, Stewards of the Sea content, and NHHC content.
- **Live Content.** This was a cornerstone of the week, with a focus was on highlighting STEM content.
- **Pre-Produced Content.** Overlapping with daily items, assets provided video content via a Google Drive upload file and via DVIDS, and we encouraged all assets to send finished content or to develop content in collaboration with our Ship2Shore program.
- **Collaboration.** Crossposting permissions with our partner units is a critical part of being able to amplify what they are doing across both our platforms, and is a necessary part of unit-level collaboration with NAVCO on virtual Navy Weeks. External entity collaboration included providing our in-market stakeholders with the releasable SOE in advance of the week to leverage their previously-stated interest and offers of marketing assistance.



Lessons Learned

Summary. Orlando was a controlled opportunity to develop the new command-control structure, streamline communications, and refine processes between the traditional event planning and execution team and the extended social media/ emerging trends production and execution experts. Continued priority should be placed on highlighting local Navy entities and hometown connections with innovative engagements, and in targeting organizations with a significant social media footprint in the area in which we are presenting the virtual Navy Week.

Planning Process. Having an engaged and proactive ICP in the local area continues to be the critical aspect for conducting a successful vNW. The level of seriousness and obligation for Navy Week events (virtual or in-person) incumbent on supporting units should continue to be stressed. There continue to be instances of lack of communication in limited cases from units to NAVCO planners as their ability to support devolves, and in several cases this led to scheduled events not occurring due to a lack of participation, content, or updates.

Over-saturation on platforms continues to be an issue of concern. While spreading content onto partner-hosted platforms and leveraging other stakeholders remains a best practice to mitigate, further refinement of Ship2Shore content for Navy Weeks may be needed to maximize this mitigation. Changes to content should be driven by prior engagement analysis and conventional wisdom.

Execution Team Optimization. NAVCO HQ team must further delineate roles and responsibilities between executing departments for virtual events, to stem effort duplication and reduce points of failure. Team composition should have flexibility in the lower tactical levels, to accommodate for short-term augment from external PA equities; intake capabilities questionnaire for augment staff should also be implemented to maximize efficient tasking. Unit-level annual training for units most likely to provide augment staff to the Navy Week mission could also be proactively integrated into their standing requirements for MCs.

A certification process for virtual execution augment staff should be integrated into onboarding, focused on HQ methods, strategy, and technical aspects. Training should be run by NAVCO SMET, with EP support.

Marketing and Media Relations. Leveraging organizations and influencers with the largest reach in the local area, as well as Navy high-equity stakeholders, to increase cross posting and sharing of our content continues to be vital for in-market visibility. Increased refinement to targeting of posts is recommended, along with increased and standardized guerilla marketing tactics engaged by team.

Expectation of the role the In-City Planner plays in identification and marketing to in-city influencers is critical to execution success, and must be understood and agreed to up-front by the ICP. Additionally, the role the ICP plays during execution in small-group marketing and specific content promotion should be clearly spelled out in future social media plans. All contract partners should be participants in all social media and production coordination meetings.

Content sharing for select items occurred on new NAVCO LinkedIn, with encouraging success. Increased use of this platform should be built into social media plans, and NAVCO should explore branching into other platforms such as Reddit to have conversations on those platforms with their organic audiences, particularly for specific topics and events.

Content and Production Optimization. SOPs must be updated to reflect tactic development, to include guerilla marketing and an open architecture for creative tactics. It is also important to ensure process is always in-place for comment screening and relay to moderator

Continued quality control of all social media posts and marketing materials by multiple team members is critical; with a high-intensity schedule that is mirrored by commensurate production fatigue, more eyes make for less mistakes.



Content from 2nd parties should follow standardized layout as dictated by NAVCO, and NAVCO should further assist localize PA in identifying sensitivities and mitigating risks as they source and develop their content. Content receipt delays continue to be a significant issues; all content needs to be received by NAVCO from assets within stated deadlines (at least two weeks prior to execution) so that it can be effectively integrated into production cycle and marketed out to the media and various non-participating organizations to extend our reach in the local community. Additionally, short video content should be used for all teasers of upcoming segments, following a trailer-style of approach.

During execution, the value of assets in posting to their own pages and driving traffic to them versus all content being posted by NAVCO must be balanced against the risk to schedule control; several instances occurred throughout this week in which partners delayed content posting until well after the scheduled time.



Section IV: Media Monitoring

Encl. 1: Keyhole Social Media Monitoring Report





Encl. 2: Consolidated Media Monitoring Report