



NEWS...

Facebook App Highlights Military Unit Pages

Easy and Direct Access to Military Content with the New DVIDS Facebook App

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Atlanta, GA, September 13, 2013 – The new Facebook application ‘[DVIDS Unit News](#)’ officially launched today and will provide military units with easy and direct access to their content uploaded to [DVIDS](#) on their Facebook page. Additionally, organizations interested in featuring military unit news can utilize this application.

Installing the new application on Facebook is simple. When content is uploaded to a [DVIDS Unit Page](#), the content is automatically posted to the DVIDS Unit News app. Therefore, each unit with a DVIDS Unit Page and Facebook page, can highlight all images, news articles, videos and publications in one neat organized location.

For organizations, this tool can be used to showcase news from specific military units. Organizations can rotate featured units to help promote their humanitarian missions, operations and often untold stories from the frontlines.

“Continuing DVIDS’ commitment to the US Military, we are always looking for ways to embrace technology and provide service members and their military units with any and every avenue to tell their story,” said Major Scott Betts, DVIDS director of operations. “Now, everything a unit wants to report or promote can be housed in a tab on their Facebook Military Unit page. Content often lands all over the internet, this helps promote a unit in one place on the ever-dominating world of social media.”

It is important to note that to install the DVIDS Unit News app, the user must have administrative access to the unit or organization’s Facebook page. Additionally, this app is not applicable to personal Facebook pages. To begin, follow the instructions provided [here](#).

Earlier in the year, DVIDS introduced instant YouTube uploads. Submitting units are given the ability to add video directly to their YouTube pages while simultaneously uploading material to DVIDS. For more information, click [here](#) or ask a DVIDS Media Representative for assistance.

About DVIDS:

Since 2004, [DVIDS](#) (Defense Video & Imagery Distribution System, a Third Army/ARCENT project) has provided world media with reliable access to all branches of the U.S. Armed Forces and coalition partners serving overseas, helping fulfill the military’s obligation to provide maximum disclosure of information with minimum delay. With the use of today’s newest broadcast technologies and satellite capabilities provided to deployed units, and a distribution hub in Atlanta, Georgia, DVIDS makes available real-time broadcast-quality video, still images and print products, as well as immediate interview opportunities with service members, commanders and subject matter experts.

For questions, comments or suggestions, contact DVIDS 24 hours a day at: toll free 877-DVIDS-24/7, commercial 678-421-6612.

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For more information please visit www.dvidshub.net

