



## ITA SOCIAL MEDIA PAVES THE WAY

ITA is working to expand its social media presence in an effort to connect with its customers and engage the workforce. Breaking into the social media realm allows ITA to actively interact in a two way dialogue, which enables customers to voice feedback, and permits ITA to respond or disseminate information. ITA embraces the shifting dynamics of communication and the way audiences absorb information in today's technologically savvy workplace by leveraging social media channels.

Social media is a growing component to Department of Defense (DoD) operations. As its role in communication develops, the DoD community must be aware of the expectations and policies associated with social media to ensure it is used responsibly and effectively. When used appropriately, social media can help ITA improve its communication with customers, the workforce and the public. Using tools such as milSuite and Twitter, ITA aims to improve customer relationships and the results ITA delivers. In addition, ITA will be able to take advantage of using analytics on the massive amounts of information available through social media.

ITA is developing new media tools to provide real time information. Social media is one component of ITA's efforts to provide mission critical IT support. Follow ITA's Executive Director Mr. Gregory L. Garcia on Twitter: @USAITA\_ExecDir.

