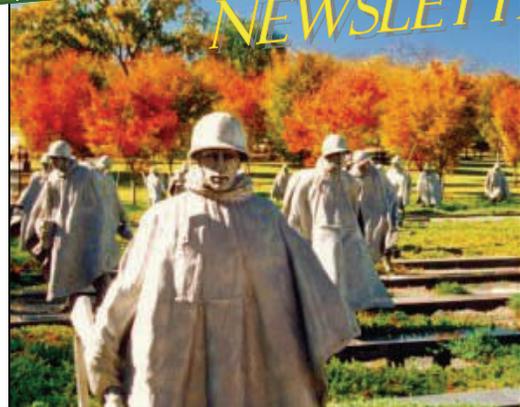




U.S. ARMY

September 2010

# ARMY HOUSING CONNECTOR NEWSLETTER



## Chief's Corner

I am excited to announce that the Automated Housing Referral Network ([www.AHRN.com](http://www.AHRN.com)) has recently expanded its global presence! The database went live at several installations throughout Europe this summer, including:

- USAG Ansbach, Germany
- USAG Bamberg, Germany
- USAG Baumholder, Germany
- USAG Grafenwoehr, Germany
- USAG Illesheim, Germany
- USAG Schweinfurt, Germany
- USAG Wiesbaden, Germany
- USAG Livorno, Italy
- USAG Vicenza, Italy
- USAG Chievres, Belgium
- USAG Brussels, Belgium
- USAG Schinnen, Netherlands

AHRN is scheduled to deploy at four more installations this month:

- USAG Mannheim, Germany: 20-21 Sep
- USAG Stuttgart, Germany: 27-28 Sep
- USAG Heidelberg, Germany: 23-24 Sep
- USAG Garmisch, Germany: 30 Sep—01 Oct

As of August 2010, AHRN has been deployed to over 75 Army posts and over 450 Department of Defense installations worldwide. Thanks to your outreach efforts, AHRN has over 525,000 registered users and over 90,000 available properties across the globe. Please continue to promote this resource in your daily operations. Thank you for educating our Soldiers and Families on this valuable resource.

**Deborah H. Reynolds**  
Chief, Army Housing

### Reminder: PHMA Award Nominations

Don't forget to nominate deserving Housing Professionals for the annual PHMA awards. PHMA is seeking nominations for the following award categories: Outstanding Senior Housing Manager, Outstanding Mid-Level Housing Manager, Outstanding Housing/Billeting Employee, Outstanding Housing Installation Team (Traditional), and Outstanding Housing Installation Team (Privatized). Nominations are due to Ms. Suzanne Harrison ([Suzanne.harrison@us.army.mil](mailto:Suzanne.harrison@us.army.mil)) by 08 October 2010. Additional information can be found at <http://www.phma.com/about/awards.html>.



# 00000 GET CONNECTED



## Straight Talk from LTG Lynch

The Army launched the Army Community Covenant in April 2008 to formalize and facilitate the relationships between our installations and their community partners. This has been a valuable program for our Installation Management Community, but the Covenant Signing ceremonies are only first steps. As an Army, we must continue to strengthen our community relationships, both as an organization and as individuals. We must be ready to answer when communities and local leadership ask, "How can we help?" and we must continue to be active community members.

## ★ SHINING STARS? ★

**Attention Housing Managers:** Would you like to recognize your Shining Stars? The Army Housing Connector wants to highlight those Housing Professionals who have gone above and beyond the call of duty in service to our Soldiers and Families. We want to hear about your team members who have recently been promoted, earned an award, received positive ICE comments, or exceeded expectations. Please share your good news with us and we will feature your Star in an upcoming issue of the Housing Connector:

[acsimhousinghq@conus.army.mil](mailto:acsimhousinghq@conus.army.mil).



## Call For Articles!

Have a great idea for an article that you would like to share with your fellow Housing Careerist? Feel free to submit all ideas to OACSIM Army Housing Headquarters at [acsimhousinghq@conus.army.mil](mailto:acsimhousinghq@conus.army.mil). We look forward to hearing from you soon.

**Check out the latest Housing Office Facebook pages by clicking on these links:**

- [Fort Belvoir Housing Services Office](#)
- [Fort Campbell Family Housing](#)
- [Fort Campbell Housing Services Office](#)
- [Fort Drum Army Community Housing](#)
- [Fort Knox, KY HSO](#)
- [Fort Leavenworth HSO](#)
- [Fort Lee Virginia Housing Services Office](#)
- [Fort Riley Housing Services Office](#)
- [HSO Fort Sill](#)

Army Housing Service Desk  
Phone: 1-800-368-1023



## Optimizing your Organization's Facebook Page

As you've probably heard by now, social media is all the rage. Social media sites, such as Facebook, serve as efficient and cost-effective venues for reaching out to incoming Soldiers and Families and staying in touch with current residents.

Does your Housing Office have a Facebook Page? Is your Page providing the most current and useful information to Soldiers and Families? This issue of the Housing Connector (HC) highlights the Fort Campbell Housing Services Office (FC HSO) Facebook Page. FC HSO has done a tremendous job maintaining a Page that serves as a valuable resource for current residents and incoming Soldiers & Families. The HC conducted a Q & A session with the FC HSO to learn some of their secrets to success.

**HC: What type of information do you post on your Facebook Page?**

FC HSO: Because we have a diverse Customer base with varying needs and interests, we try to post as much information as possible on buying, renting, community news, installation events, and any information our users may find valuable. We even post local happenings such as street closures.

**HC: How frequently do you check Facebook? How often do you post?**

FC HSO: We love Facebook! We stay logged into our HSO Page all day. We check it every couple hours, but it is not too time consuming. Since many of us use Facebook outside of work, we just check it whenever we're on our personal Pages. We respond to questions and/or post new information on a daily basis.

**HC: What type of posts do your fans find to be the most helpful?**

FC HSO: Our readers find AHRN to be a valuable resource. Many Soldiers and Families are just learning about AHRN for the first time upon viewing our Page, so we highlight it's features. Our fans also like the community news and updates.

**HC: How do you market your Facebook Page?**

FC HSO: We market our Facebook presence every chance we get. From brochures to briefing slides to newcomer orientations, we are always telling people to find us on Facebook. We also market through the internet; we are on other Housing Offices' "Favorites" Pages and linked to the installation's website.

**HC: What tips can you offer to Housing Offices that are just starting out on Facebook?**

FC HSO: Look on other Housing Offices' Facebook Pages to get ideas on the type of information to post. Also, search these Pages for questions that relate to your installation and send that person a message from your organization's Facebook page. Look for items of interest on local news websites and military websites.

Below are some additional tips that may be useful when setting up your page:

- Consider using the word "Housing" in your Page name (rather than "HSO" or any other acronym); this should make it easier for Soldiers and Families to find your office.
- Add other Housing Office Pages to your "Favorite Pages." This will link your Page to your "Favorites" Pages, expand your reader base, welcome incoming Soldiers & Families, and smooth the transition for your outbound Families.
- Consult Facebook's "Resources" section. It is user-friendly and full of tips on setting up and maintaining your Page.

Feel free Contact ACSIM Housing Headquarters via Facebook or [acsimhousinghq@conus.army.mil](mailto:acsimhousinghq@conus.army.mil) if you have questions. We will be glad to help your office get started!

*The HC would like to thank Ms. Patty Downes and Ms. Yolanda McDaniel for their participation in this article.*

