Updated Army Strong Stories shares Soldier stories on-the-go

U.S. Army

ALEXANDRIA, Va. -- (Dec. 14, 2012) -- To remain at the forefront of readership trends and the ever-changing news landscape, the U.S. Army Marketing and Research Group launched mobile-optimized site enhancements, topic pages and iOS app capabilities as part of its award-winning Army Strong Stories blogging and story-telling platform.

Army Strong Stories includes hundreds of stories from Soldiers representing more than 145 career fields and more than 20 ranks to date. Family members and other Army supporters are also able to share their authentic Army stories. Since its debut in 2008, Army Strong Stories has been host to more than 5,000 stories about Army life.

Site updates include:

• Enhanced, more engaging visual content and mobile-optimized functionality that provides an updated user experience. The website is now seamlessly viewable from any desktop, mobile or tablet device.

• Fifteen topic pages to date such as basic combat training, educational opportunities and diversity in the Army, give site visitors access to a more complete picture of life in the Army. In addition to hundreds of stories, the topic pages feature content from beyond the site, placing Army Strong Stories at the forefront of current habits in media consumption.

• An iOS app that allows site visitors and bloggers the ability to easily access and contribute to the conversation by using iPhones and iPads. Access the universal iOS app available at http://bit.ly/armystrongapp.

"Keeping our Soldiers socially connected, engaged and talking candidly about their service is important for telling the Army story," said John Myers, director of Marketing, Army Marketing and Research Group, or AMRG. "The enhanced Army Strong Stories platform reinforces the Army's ongoing commitment to provide potential recruits with credible, first-hand accounts of Army life."

Army Strong Stories' web and mobile evolution allows the Army to more effectively connect Soldiers, families and Army supporters across the globe. To date, Soldiers have shared their stories from nearly 30 countries. From deployments in Afghanistan and Iraq to ROTC programs in Costa Rica and Thailand, families and supporters can follow and engage with Soldiers as they experience some of the Army's most unique opportunities.

In addition to Army Strong Stories enhancements, www.goarmy.com has significantly grown its social communities in the last year. Specifically, Facebook fans have increased more than 117 percent, Twitter followers have increased more than 1,533 percent and YouTube channel views have increased more than 4,725 percent since February 2011.

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