



A Lo-fi, Valencia & #nofilter Coast Guard

Lt. Stephanie Young, @uscg

Instagram

Audience & Needs



policy | programs



messaging | events



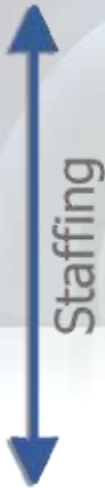
operations | community

Command Level

National & Programs

District

Unit



Appropriate Tools



facebook | twitter



facebook | twitter

facebook





Following

uscg

U. S. Coast Guard Official account of the U.S. Coast Guard. This week, we will be sharing photos from #USCG's participation in RIMPAC 2014! <http://www.uscg.mil>

414
posts

10,714
followers

12
following

- Straight to the source
- Ambassadors are already out there
- Guidance, not restrictions

@USCG

#prnews



Sunrise in
Bahrain



View from
the bow



Graduation
hug

Full access for servicemembers resulted in
Full access for fans.



techananda

I have enjoyed your pics...different than what I've seen elsewhere. My daughter is a coastie so I am always interested in all the different ways coasties serve our country !!



eyesimant

Have really enjoyed getting a better understanding of your world! Blessing to you all!!!!!!



janpowell

You are one very special man! And a member of an elite group of lifesavers putting other human lives before their own. Thank you for sharing your life this week. I have enjoyed your postings.



techananda

@uscg it's fascinating! My husband is in the CG and it's so neat to see day to day what's going on. Thanks for making this!



nicoleschwartz

Thank you. You have taught me so much. It's been a week of going on instagram and learning something new. Thank you for everything! @uscg



a_real_navy_yo

That Blackhull work has got to be some of the toughest hard work in The Guard! Semper P!



@USCG

#prnews



@USCG

#prnews

#stationlife #stationfortlauderdale #stationftl
#smallboat #searchandrescueready
#southflorida #work #beautifulday
#bestweather #cg #uscg #coasties
#coastguard #USA #semperparatus
#safetyfirst #funinthesun
#honorrespectdevotiontoduty #dania
#doingwork #duty #coastguardlife

#USCG Cutter Alex Haley in Kodiak, #Alaska.
#cgseriestwc



Embrace the authenticity.
Yes, even the mistakes.

Who can be an ambassador? Think beyond the traditional.



uscg

2 months ago

Interview with H-60 #h



uscg

2 months ago

I am part of the crew which has been making The Weather Channel's Coast Guard shows for three years now. Those of us in the field bounce from base to base gathering content our post department in New York uses to construct the episodes. The photos above show only some of the individuals who have contributed to the show over the past few years. All have been dedicated to telling the Coast Guard story. We can't tell every story, but we hope our work results in something every Coast Guardsman can be proud of. It is a privilege and an honor to tell the Coast Guard story. -Michael #uscg #cgseriestwc

Following

Following

of a USCG MH-60

Stay true to your brand

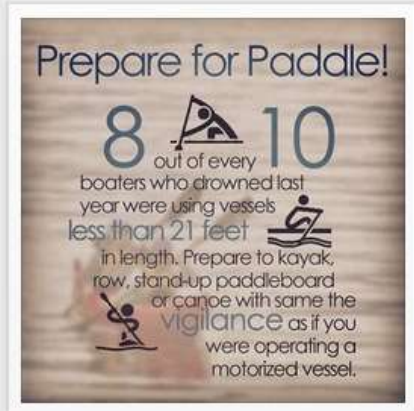


uscg

Following

1 month ago

Crewmembers from #USCG Cutter Key Largo rescue a Haitian migrant from the water west of Mona Island, #PuertoRico. The rescue began when a group of 19 migrants was detected by a Coast Guard aircraft west of Mona Island. Key Largo interdicted the migrant vessel and informed federal law enforcement partner agencies. Upon the cutter's arrival on scene, the smugglers, in an attempt to flee the area and avoid interdiction, allegedly threatened the migrants aboard and forced two Haitians, including a minor, overboard without life jackets. The crew of the Key Largo rescued the two Haitians and continued to pursue the suspect vessel. The suspected smugglers were later apprehended by Dominican Republic law enforcement authorities. More on the case: <http://d7.uscgnews.com/go/doc/4007/2182693/> #CGCKEYLARGO



A #nofilter Coast Guard:

Instagram

- Need brand ambassadors? Ask your brand!
- Build the keel, not the whole ship.
- **Full access** for employee = **full access** for fan.
- Authentic is awesome. It's also imperfect.
- Re-think "internal."
- Stay true to your brand.