

# Interview released with new 77th Brigade member on social media within the military domain

*SMi speak to some of its key presenters about social media strategy in the run up to Social Media within the Defence and Military Sector 2015*

LONDON, ENGLAND, UNITED KINGDOM, July 13, 2015 /EINPresswire.com/ -- As cyber-attacks increase and extremist groups become more pervasive through sophisticated use of social media, we are entering into a new age whereby national security is not only determined by physical warfare and diplomatic reasoning but also by an increasing dependence on digital capabilities.

From RAF recruitment and engagement strategy, through to crisis communication and tracking terrorists, SMi's conference on Social Media within the Defence and Military Sector, will look to discuss an emerging and critical communications platform which has, in turn, become a valuable strategic resource for today's defence community, when it returns to London this Autumn.

Now in its 5th year, the show will feature insights from leading military institutions and experts such as NATO HQ, the RAF, Royal Netherlands Army, US Defense Media Agency, Canadian Department of National Defence, Norwegian National Security Authority, plus many more. [Click here](#) to see the full speaker line-up.

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*Mick Latter*

In the run up to the show, SMi spoke to some of its key speakers about social media strategy within the military domain.

Giovanni Galoforo, Strategic Communication Instructor from the Italian Naval Staff College said:

“What could be improved is the sense of empowerment that could be used to create a new generation of ambassadors for the military...the risk of being "too" military or "too little" military is real.”

“Education plays a large role in the future of how social media will be used, in a peculiar environment as the military one is: the co-existence of unclass and sensitive information in the same workspace requires a higher degree of quality leadership and staff responsibility.”

Mick Latter, who has been involved in delivering specialist content for the British Army and who is



currently the Head of Digital and Media Engagement from Headquarter Corps of Army Music, commented:

"In order for the British Army to be successful on operations it requires the support of public and social media has been a key part of this over recent years especially in Afghanistan. The balance of operational and personal security against the need to raise awareness has to be considered at all times..."

On what he envisioned for the role of social media in future military engagements, Mick Latter said,

"In my new role in the newly formed 77x Brigade should be looking at ways to exploit the power of social media from a military perspective, something that various terrorist organisations are doing pretty well at currently."

The full interviews available to read in SMi's event [download center](#).

For further details or to view a programme for the show, visit [www.military-socialmedia.com](http://www.military-socialmedia.com)

Social Media within the Defence and Military Sector 2015

19-20 November

Holiday Inn Kensington Forum, London UK

[www.military-socialmedia.com](http://www.military-socialmedia.com) | Follow the conversation on Twitter at #milsocialmedia

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Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

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