This resource provides template social media captions to promote the Defense Organizational Climate Survey (DEOCS) during the annual fielding window. These captions are designed to be displayed with graphics that have been developed to promote the DEOCS. The captions and hashtags can be used as is or edited to be most relevant for the unit or organization.

# **FACEBOOK**

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| ASSOCIATED GRAPHIC | POST CAPTION | HASHTAG |
| Your Voice, Our MissionYour Voice Matters.The DEOCS is Now Open. | **LIVE**#YourVoiceMatters in shaping our future! The DEOCS is open from [INSERT DATE] to [INSERT DATE]. Share feedback quickly and confidentially to strengthen our force. Complete the 15-minute #DEOCS at [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our FutureDo Your Part.Take the DEOCS. | **REMINDER**There’s still time to take your DEOCS! The [INSERT UNIT] #DEOCS is open until [INSERT DATE]. Make an impact by sharing confidential feedback directly with your leadership. Ensure #YourVoiceMatters and access the 15-minute survey at [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our CommitmentSpeak up. Support our Mission.Last Chance to Take the DEOCS. | **LAST CHANCE**Don’t miss your opportunity to make your voice heard! The [INSERT UNIT] DEOCS is your chance to ensure #YourVoiceMatters. Share your feedback directly with your command and make a difference. Take 15 minutes to complete the #DEOCS at [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |

# **INSTAGRAM**

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| ASSOCIATED GRAPHIC | POST CAPTION | HASHTAG |
| Your Voice, Our MissionYour Voice Matters.The DEOCS is Now Open. | **LIVE**[INSERT UNIT], it’s your time to speak up! The DEOCS is open from [INSERT DATE] to [INSERT DATE]. #YourVoiceMatters in enhancing our Service. Click the link in our bio to take the quick 15-minute #DEOCS and provide confidential feedback to your leadership. | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our FutureDo Your Part.Take the DEOCS. | **REMINDER**There’s still time to help your unit grow! The [INSERT UNIT] DEOCS helps your leadership better support you and your team. Make an impact and take the 15-minute survey now before [INSERT DATE]. #YourVoiceMatters #DEOCS | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our CommitmentSpeak up. Support our Mission.Last Chance to Take the DEOCS. | **LAST CHANCE**Today’s the final call, [INSERT UNIT]! Don’t miss your chance to provide confidential feedback in the #DEOCS before it closes tonight. #YourVoiceMatters. Click the bio link to complete the 15-minute survey.  | #YourVoiceMatters#DEOCS2025 |

# **TWITTER**

|  |  |  |
| --- | --- | --- |
| ASSOCIATED GRAPHIC | POST CAPTION | HASHTAG |
| Your Voice, Our MissionYour Voice Matters.The DEOCS is Now Open. | **LIVE**[INSERT UNIT], now is your chance to make an impact! From [INSERT DATE] to [INSERT DATE], complete your DEOCS and ensure #YourVoiceMatters. Take the 15-minute #DEOCS here: [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our FutureDo your Part.Take the DEOCS. | **REMINDER**Set the tone for our [INSERT UNIT] success by taking the DEOCS. #YourVoiceMatters, so complete your #DEOCS and provide feedback that shapes our Service. Take the 15-minute survey before [INSERT DATE]. Access it here: [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |
| Your Voice, Our CommitmentSpeak up. Support our Mission.Last Chance to Take the DEOCS. | **LAST CHANCE**Do you have 15 minutes? Then you have time for the DEOCS! Speak up and share confidential feedback that strengthens your unit’s leadership. Ensure #YourVoiceMatters by taking the #DEOCS here: [www.surveysdrc.com/DEOCS](https://forsmarshgroup.sharepoint.com/sites/DEOCS5.0-DEOCSTrainingandOutreach/Shared%20Documents/DCP%20User%20Support/DCP%20RESOURCES/Promotional%20Materials/www.surveysdrc.com/DEOCS). | #YourVoiceMatters#DEOCS2025 |