



# Steve Radick



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## **Professional Overview**

Steve Radick is an award-winning public relations professional with more than eight years of public relations and strategic communications experience. He is an industry-recognized blogger and digital strategist specializing in the integration of social media strategies and tactics into organizational strategies. Steve was named one of [PRNews' 15 to Watch for in 2009](#) and was a contributing author to the book, "[State of the eUnion, Government 2.0 and Onwards](#)." Steve is also an "Expert Blogger" for [AIIM's Enterprise 2.0 Community](#). He serves on the [Advisory Board](#) for the SmartBrief on Social Media and [Governingpeople.com](#), and the Program Committee for the [Government 2.0 Expo Showcase](#), and 2010's [Government 2.0 Expo](#).

## **Professional Experience**

*Lead Associate, Booz Allen Hamilton  
McLean, VA., Oct. 2003-Present*

Since 2003, Mr. Radick has provided strategic communications support to more than 40 different government clients. In 2007, he founded Booz Allen's social media capability and has since led the maturation of this practice where he is now responsible for the strategic implementation for a portfolio of more than \$5M in annual revenue and more than 30 staff. He is also the lead evangelist for developing the firm's (23,000+ people) social media policy, guidelines, and practices. In this role, he has become Booz Allen's primary speaker, author, and subject matter expert both internally and externally, building and maintaining relationships with industry leaders, clients, and media.

- **Navy Chief of Information**

Mr. Radick is the senior advisor to the Navy's Chief of Information (CHINFO) Emerging Media Integration Team, and is responsible for providing oversight and strategic guidance to all of the Navy's emerging and social media efforts, including the development of the Navy's social media policies, engagement plans, and communications strategies. Using Radian6, Mr. Radick's team is also monitoring, measuring, and analyzing all of the Navy's online engagement efforts (<http://www.navy.mil/media/smd.asp>).

- **United States Pacific Command Public Affairs**

Mr. Radick oversaw Booz Allen's support to the [United States Pacific Command Public Affairs Office](#) and the development and implementation of their social media initiatives. His team developed a comprehensive social media marketing plan that identified targeted groups and influential communities within the Asia-Pacific Region and recommendations to effectively communicate with them, including Twitter, blogging, Facebook, and Flickr.

- **Military Health System**

Mr. Radick provides oversight to the team responsible for the Military Health System's (MHS) social media engagement. This includes guiding the development and management of the implementation of outreach programs and using social media to increase stakeholder engagement and awareness surrounding health promotion and disease prevention campaigns. Mr. Radick provides strategic guidance to MHS' two-time award winning MHS Blog and social media profiles, including video sharing ([YouTube](#)), social bookmarking ([Diigo](#)) and social networking ([Facebook/MySpace](#)). The team also produces [Dot Mil Docs](#), a weekly MHS podcast. Find a complete list of MHS social media connection points at <http://www.health.mil/connect>. Using Vocus, the team is also responsible for monitoring, measuring, and analyzing the impact of MHS's social media efforts.

- **San Francisco Municipal Transportation Agency, Central Subway Project**

Mr. Radick led the development and implementation of a comprehensive strategic social media and communications engagement strategy for SFMTA's Central Subway Project, one of the largest transportation infrastructure initiatives in the state of California. He oversaw the development of a social media strategy, online engagement guidelines, platform-specific guidelines, internal process maps and social media analyses. As a result of the project's blog, Twitter, and Facebook accounts, SFMTA's share of online discussion increased from 6.9% to 45% and there was a noticeable shift in online sentiment from negative/neutral to neutral/positive.

- **U.S. Government Client – U.S. Intelligence Community**

Mr. Radick provided internal communications support to an agency within the U.S. Intelligence Community. In this role, he guided the development and implementation of the organization's strategic communications plan. He was also the organization's lead Social Media advisor, responsible for managing the effective use of collaboration tools like blogs, wikis, social bookmarking, and RSS.

- **Booz Allen's hello.bah.com Implementation**

When Booz Allen wanted to develop a more effective way of sharing the firm's collective knowledge and increasing communication and collaboration internally, Mr. Radick was called upon to oversee the development of a change management strategy to increase user adoption of a comprehensive internal collaboration platform (hello.bah.com) for an organization with over 23,000 staff located in more than 100 different offices across the world. He was one of the primary community managers, responsible for building and maintaining a culture of collaboration and an active and vibrant online community. Hello.bah.com was also honored with the [2009 Open Enterprise Innovation Award](#).

- **Office of the Secretary of Defense Unified Exchange Task Force (UETF)**

Mr. Radick provided on-site strategic communications support to an organization responsible for optimizing the operations of the military exchange system. He was the primary media relations specialist for the Task Force, responsible for developing and maintaining relationships with multiple military and retail reporters, editors, and communications directors for newspapers, trade magazines, television stations, websites. In this capacity, he coordinated all interviews, media inquiries, and follow up.

### **Awards and Honors**

- Named an "Expert Blogger" for the [AIIM Enterprise 2.0 Community](#), 2010
- Named one of [PRNews 15-to-Watch](#), 2009
- Co-founder, [Social Media Education Connection \(SMCEDU\)](#), 2009
- Named to the [SmartBrief on Social Media Advisory Board](#), 2009
- Named to the [Board of Editors for Governing People](#), 2009
- Booz Allen Values in Practice Award (highest individual award given by Booz Allen), 2009

### **Professional Speaking**

- Speaker, DCWeek, "Social Media and Higher Education," Washington, DC, June 2010
- Speaker, PRSA Maryland's Chesapeake Conference, "Managing Your Time While Managing Your Social Media," Maryland, June 2010
- Keynote Speaker, University of Southern Indiana, "Stop Making Pitches and Start Having Conversations" Evansville, Indiana, March 2010
- Speaker, Intelligence Science Board, "What is Social Software and Why is it Important?" McLean, VA, January 2010
- Speaker, Transportation Research Board Annual Meeting, "Integrating Social Media into Communication and PI Strategies" Washington, DC, January 2010
- Speaker, U.S. European Command Public Affairs Conference, "From Buzzwords to Business" Stuttgart, Germany, December 2009
- Speaker, All Services Social Media Council, "Has Social Media Really Changed the Way We Communicate?" Washington, DC, December 2009
- Panelist, Public Relations Society of America (PRSA) International Conference, "The Future of Public Relations" San Diego, CA, November 2009
- Speaker, Society for New Communications Research (SNCR) NewComm Forum, "Jump on the Gov 2.0 Cluetrain or Get Hit by It" San Francisco, CA, April 2009

### **Publications**

- Guest Columnist, Mashable.com, "[How Social Media is Changing the Way Government Does Business](#)"
- Creator and author of Social Media Strategery, a top-ranked blog on communications and government that receives more than 2,000 average monthly visitors and a Technorati rank of 400 or more
- Contributing author, "[State of the eUnion, Government 2.0 and Onwards](#)" 2009
- Routinely quoted as a subject matter expert in publications like Federal Computer Week, Social Computing Journal, SIGNAL Magazine, and Washington Technology

### **Education**

- Bachelor of Arts in Communications, Bethany College, Bethany, WV, May 2003
- AIIM Enterprise 2.0 Practitioner Certificate
- PROSCI Change Management Practitioner