Disabled Veterans Network (DVN)

A Social Networking Site (SNS) for Disabled Veterans,

Their Families and Caregiving Facilities For

Rapid and Effective Communication

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Disabled Veterans face challenges with seeing and communicating with family and friends due the Covid-19 Pandemic. Along with Disabled Veterans not being able to see their families on a consistent basis caregiving facilities may face challenges communicating how well Disabled Veterans are doing, what initiatives they have in place to protect them and marketing their facilities to remain in business. Allowing Disabled Veterans to communicate with their families on a regular basis in real time can improve the quality of life for veterans while maintaining social distancing. Real time communication using social networking sites or SNS can help any organization manage communication problems especially during a time of crisis. Specific SNSs may help to meet needs within specific communities such as Disabled Veteran Communities with real time, rapid and effective communication.

Social Networking Sites (SNS or Social Media Platforms) are online website communities such as VHA Innovation Ecosystem Challenge America Platform, Facebook, twitter and Instagram. These social networking sites allow members to create profiles, share pictures, create relationships and communicate with families, friends and organizations about how they are doing in real time (Rajasekera, 2010). For example, Toyota had a major recall crisis in 2010 and failed to communicate its' resolutions with its' customers and stake holders (Rajasekera, 2010). Toyota quickly put together a Facebook page, twitter page, and other social networking sites to communicate with the public very quickly which was a huge success. They were able to overcome public scrutiny due to their recall crisis by relaying their solutions to their customers and stake holders in real time (Rajasekera, 2010). Social Networking Sites can help caregiving facilities keep Disabled Veterans Families and friends informed about what is happening with them in real time to help ease the stress and devastation caused by the COVID-19 Pandemic (Rajasekera, 2010). SNSs can also help to maintain social distancing between Disabled Veterans, their families, friends and caregivers. Although there are many SNSs there are none which specifically bridge the gap between, Disabled Veterans, their families, friends and caregiving facilities.

What is the Disabled Veterans Network? The Disabled Veterans Network (DVN) is a social networking site created to aid with communication between veterans, their families and caregiving facilities specifically (Clinton, 2020). This works using a similar concept to the VHA Innovation Ecosystem Challenge America Platform and Facebook. For example, Veterans can become a member, create a profile and befriend family members to communicate how they are doing in real time on DVN. Caregiving facilities may also create profiles and groups to update families about emergency contingency plans, new initiatives, marketing services and visiting hours to Disabled Veterans and their families using the DVN posting and group systems. Communication has become one of the most valuable assets in the world especially within the Disabled Veterans communities. DVN can help to bridge the gap between Disabled Veterans, their families and caregiving facilities by providing a social

networking site (SNS) specifically for disabled veterans (Clinton, 2020). In closing, there are other social networking sites such as Facebook, twitter and Instagram, but none specifically cater to the Disabled Veteran communities like The Disabled Veterans Network (DVN) does. DVN helps with real time, rapid and effective communication.

DVN can be found at https://www.disabledveterans.network

Sources:

Clinton, Broch. “Disabled Veterans.” *Disabled Veterans Network (DVN)*, 7 July 2020, disabledveterans.network/.

Rajasekera, Jay. “Crisis Management in Social Media and Digital Age: Recall Problem and Challenges to Toyota.” *SSRN Electronic Journal*, 2010, doi:10.2139/ssrn.1603027.