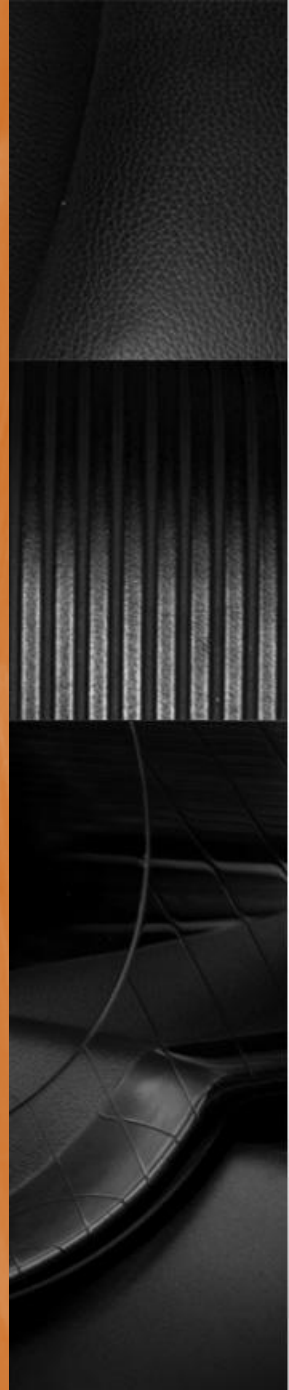


Social Media as an NSCA tool

Methods to communicating with congressional leaders and other organizations



Facebook as an NSCA tool

- There is significant potential with Facebook (FB) to communicate to thousands of people (including legislative leaders) with the least amount of time investment. There are drawbacks also associated with Facebook use. This slide show reviews the potential, methods and privacy issues.



Facebook as an NSCA tool

- This is a voluntary effort. Everyone must be willing to take on the responsibility for using and maintaining a Facebook account.
- If you do not already have an account, you can create one by going to <http://www.facebook.com>
- To sign up you will be asked to provide a First Name, Last Name, birthdate, email address and password. Once enrolled you will be asked to establish your account settings and most importantly, your privacy settings.
- For those existing users, you can followed the described steps after you have logged on to your account.



Facebook as an NSCA tool

- Privacy: This is how Facebook describes the various aspects of privacy.
- Sharing on Facebook
- This section controls who can see all the content you post on a day-to-day basis (such as status updates, photos and videos). It also includes some things you share about yourself (birthday and contact information) and content others share about you (comments on your posts and photos and videos you've been tagged in). Set these now with one click, and your settings will apply to all the day-to-day content you post in the future. "Customize settings" displays a full list so you can control the privacy level for each setting.
- Connecting on Facebook
- Your name, profile picture, gender, networks and username are available to everyone because this info is essential to helping you connect with your friends and family.
 - Name and profile picture help friends recognize you.
 - Gender helps us describe you (for example, "Add her as a friend").
 - Networks are open to everyone so network members can see who they will be sharing information with before they choose "Friends and Networks" for any privacy settings.
- Other information in this section, including hometown, activities and experiences, is open to everyone by default to help you connect with friends and get the most out of your Facebook experience.
- Apps and Websites
- This section controls what information is shared with websites and apps, including search engines (apps and websites you and your friends use already have access to your name, profile picture, gender, networks, friend list, user ID, username, and any other information you share with everyone). You can view your apps, remove any you don't want to use, or turn off platform completely. Turning off platform means you won't be able to use any platform apps or websites and we won't share your information with them.
- Block Lists
- This section lets you block people from interacting with you or seeing your information on Facebook. You can also specify friends you want to



Facebook as an NSCA tool

- **How are Pages different from personal profiles?**
- Profiles represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative.

In addition, Pages are managed by admins who have personal Facebook profiles. Pages are not separate Facebook accounts and do not have separate login information from your profile. They are merely different entities on our site, similar to how Groups and Events function. Once you have set up a Page within your profile, you may add other admins to help you manage this Page. People who choose to connect to your Page won't be able to see that you are the Page admin or have any access to your personal account.

Facebook as an NSCA tool

- Facebook terms
- Post: to put information on Facebook for all your contacts to see.
- Comment: to respond to someone's post by writing a comment.
- Group: an organization with a FB presence (you join a group)
- Page: an organization (formal or informal) that wants to share info on FB (to see their communications you click "LIKE" at their site)
- Privacy: who can see your posts and comments (Friends, Friends of Friends, everyone on Facebook or customized settings)



Facebook as an NSCA tool

- Just about all Senators and Representatives have Facebook pages. You can search for them using the search function at the top of the home page. If they have a FB Page it will appear in a list on the screen. There may be numerous pages for a public official. You will want to make sure the page you choose is the publicly authorized page for that person. Once you verify that the page is their official page, click the box marked “LIKE”. You will now see all the postings that appear on Facebook via the Senator or Reps staff.

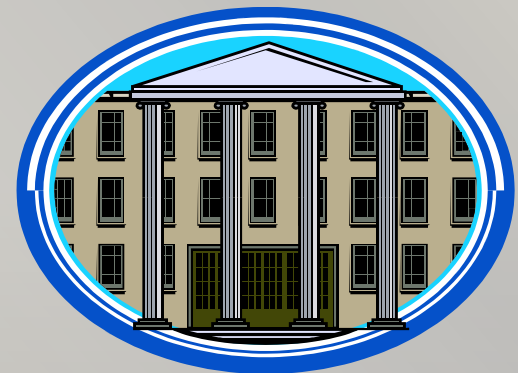


Facebook as an NSCA tool

- A post looks like this:
- [Sherrod Brown](#)
- Loan guarantee from @Energy will help set up #solar #manufacturing in former #Ontario @GM plant, creating 2,100 #jobs <http://bit.ly/kYYnsi>
- [Feds woo Calisolar to Ontario with \\$275 million loan guarantee](#)
- bit.ly Mansfield Journal - A \$275 million conditional loan guarantee from the U.S. Department of Energy should help facilitate Calisolar Inc.'s purchase...
- [Saturday at 5:04pm](#) via [HootSuite](#) · LikeUnlike · [Share](#)
- [38 people](#) like this.
 - [Rafer Hoxworth](#) More Corporate Welfare for the politically connected fatcats. But since less than half of US workers pay income taxes at all, who cares if they get the shaft? 22 hours ago · LikeUnlike · [1 personLoading...](#)
 - [Jamie Nieminen](#) I'm glad someone is loaning out capital to rebuild America. Too bad it's not the banks. 14 hours ago · LikeUnlike · [1 personLoading...](#)

Facebook as an NSCA tool

- Since these are fan pages you can't post directly to all members. The Legislator (staff) posts information relative to their efforts in Congress. You can respond with a comment, but it should make it relevant to the topic. If the post is about energy policy, it might be hard to work in something about Senior Corps. But if the post is about budget or medicare you can write a comment that connects the benefit of RSVP/SCP/FGP to the issue at hand. Not all comments are friendly to the Legislator. If you can get your comment first, it will be viewed by more people. After several comments FB starts hiding additional comments and you can only view them by clicking the tab that says "See More".





Facebook as an NSCA tool

- Other FB Pages and Groups
- There are many organizations (like NSCA) that have a presence on FB. They can be listed as groups (very interactive) or pages (limited interaction). For the FB Pages, you find them in the same manner as for Legislators (search at the top of the page). Then to join that page you click “LIKE”. Many Pages allow you to post directly to all their fans. This is a nice feature and ensures many more people will see your post. The benefit of these pages is the large number of contacts that can be made with a quick post. Some Pages are: AARP (35,000 fans), AARP State (1,000 fans) (Ohio or specific state), Americorps VISTA (5,300 fans) , Americorps (7,300 fans), Save Service (5,200 fans), NCOA, etc.



Facebook as an NSCA tool

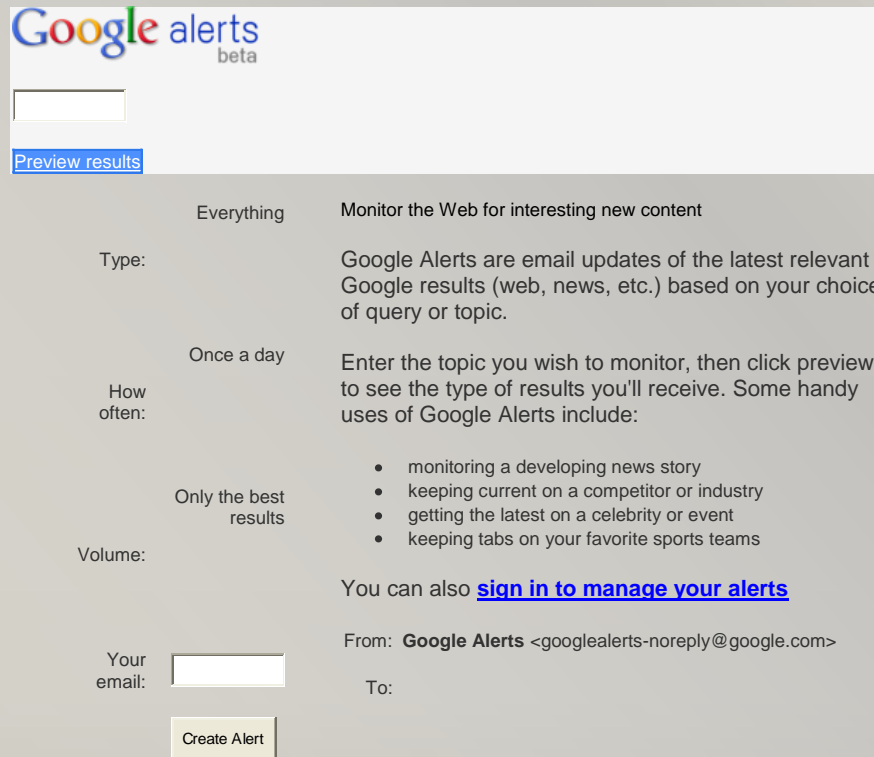
- Posts to Pages and Groups:
- We want to spread good news about our projects. You can do this by writing a post about a volunteer, a success story, an innovative project or any other notable item. You can also grab news stories and post the link (with a comment) by using Google Alerts. Google Alerts scan the internet each day and find stories related to keywords that you entered into the saved search criteria. You set up Alerts by going to Google, clicking on “more” (top of the page toolbar) going to tab “Even More” (in drop down box) and scrolling to the bottom of the page where you’ll find Alerts. By clicking on Alerts you’ll see you can enter searchable keywords like “Foster Grandparents Ohio” and all stories will have those words appearing. At the end of each day Google will email you the links to all news stories that include your keywords.



Google as an NSCA tool

- You can keep track of many media hits and articles by using Google Alerts. On the home page for Google you will see a menu at the top of the page. One tab is “MORE”. Click this tab and you will get a drop down box. Go to the bottom and click the tab “EVEN MORE” One of the items on this page is “ALERTS”. Click this tab.
- Business info, news and interactive charts
- [Scholar](#)
- Search scholarly papers
- [Alerts](#)
- Get email updates on the topics of your choice
- [Trends](#)
- Explore past and present search trends

Google as an NSCA tool



Google alerts
beta

[Preview results](#)

Everything Monitor the Web for interesting new content

Type: Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Once a day

How often: Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

Only the best results

Volume:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

From: **Google Alerts** <googlealerts-noreply@google.com>

Your email:

To:

•

Google as an NSCA tool

- To create a Google Alert, you enter a keyword that Google will search for in all web pages. For example: type “Foster Grandparents Ohio” and you will get articles that include these words. You can have this search done every day, every week or whatever time span you prefer. Notices will be sent to you via email announcements. They will contain links to any relevant articles.



Google as an NSCA tool

- Google alert looks like this when you get an email:

Web 2 new results for **foster grandparents**

Local **foster grandparent** in Washington for recognition ...
Very few people see what Clarie Miller does on nearly a daily basis during the school year.
www.timesrepublican.com/.../Local-foster-grandparent-in-Was...

Foster Grandparent Program - Catholic Community Services of ...
Seniors provide one-on-one emotional support, mentoring and tutoring for children from preschool ages to 18 years at schools and other sites throughout ...
www.ccsww.org/site/R?i=uK_yftsWiV9Eq_wqemGbWA..

Tip: Use quotes ("like this") around a set of words in your query to match them exactly. [Learn more.](#)

[Remove this alert.](#)
[Create another alert.](#)
[Manage your alerts.](#)



Twitter as a Social Media Tool

- **Twitter** is an online [social networking](#) and [microblogging](#) service that enables its users to send and read text-based posts of up to 140 [characters](#), informally known as "tweets."
- Twitter was created in March 2006 by [Jack Dorsey](#) and launched in July of that year. Twitter rapidly gained worldwide popularity, with 200 million users as of 2011,^[6] generating over 200 million tweets and handling over 1.6 billion [search queries](#) per day.^{[3][8][9]} It is sometimes described as the "[SMS](#) of the [Internet](#)."^[10]

Twitter as a Social Media Tool

- Twitter has been compared to a web-based [Internet Relay Chat](#) (IRC) client.^[44]
- Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for [smartphones](#)), or by [Short Message Service](#) (SMS) available in certain countries.^[45] While the service is free, accessing it through SMS may incur [phone service provider](#) fees.
- Users may subscribe to other users' tweets – this is known as *following* and subscribers are known as *followers*^[46] or *tweeps* (Twitter + peeps).^[47]
- Twitter allows users the ability to update their profile by using their mobile phone either by text messaging or by apps released for certain smartphones / tablets.^[48]

Twitter as a Social Media Tool

Type:	Everything	Monitor the Web for interesting new content
How often:	Once a day	Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
Volume:	Only the best results	Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include: <ul style="list-style-type: none">• monitoring a developing news story• keeping current on a competitor or industry• getting the latest on a celebrity or event• keeping tabs on your favorite sports teams
Your email:	<input type="text"/>	You can also sign in to manage your alerts
	<input type="button" value="Create Alert"/>	From: Google Alerts <googlealerts-noreply@google.com> To:



Sherrod Brown

@SenSherrodBrown Ohio/Washington D.C.

Office of United States Senator Sherrod Brown who is proud to serve Ohio.

<http://brown.senate.gov>

Follow

Text follow **SenSherrodBrown** to [your carrier's shortcode](#)



Standard Internet Legislative Contacts

- All legislators have websites and ways to contact them. Most provide access to a regular newsletters (you just have to sign up using your email account), their Facebook pages or Twitter. They also have a comments page where you can share any comments you want forwarded to the legislator.
- **Newsletter Sign-up**
- Enter your e-mail address below to receive Senator Brown's monthly eNewsletter -----
- Weekly Column

LinkedIn

- **LinkedIn** (pronounced [/ˌlɪŋkt.ˈɪn/](#)) ([NYSE: LNKD](#)) is a business-related [social networking site](#). Founded in December 2002 and launched in May 2003,^[3] it is mainly used for [professional networking](#). As of 22 March 2011 (2011-03-22)^[update], LinkedIn reports more than 120 million registered users, spanning more than 200 countries and territories worldwide.
- One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called *Connections*. Users can invite anyone (whether a site user or not) to become a connection.

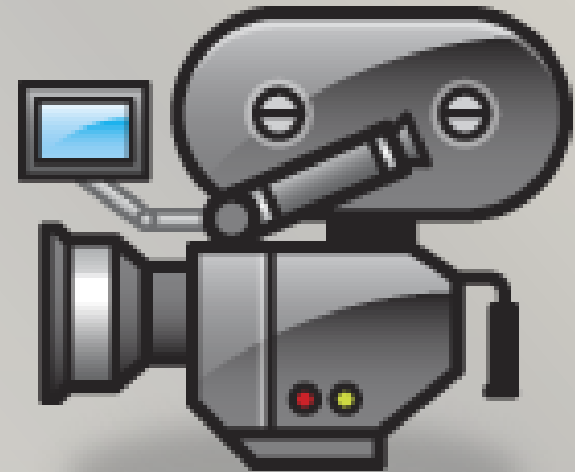
LinkedIn

- LinkedIn is social media with a professional orientation. People use it to seek jobs, promote themselves and share professional affiliations. There is less chance to promote large media messages. Groups exist, but are professional affiliations and don't have widespread open forums.



Blogs, Youtube and everything else

- There are other options like YouTube, but these have many drawbacks. You can be successful introducing an idea or organization, but the chances of widespread exposure are small.





Social Media for NSCA

- Let, us know about your successes with Facebook, LinkedIn, blogs, Twitter and all other forms of social media.