

# **Making the Most of Websites and Social Media**

**Mary S. Pickett, LWV Oakland Area**

*League of Women Voters of Michigan*

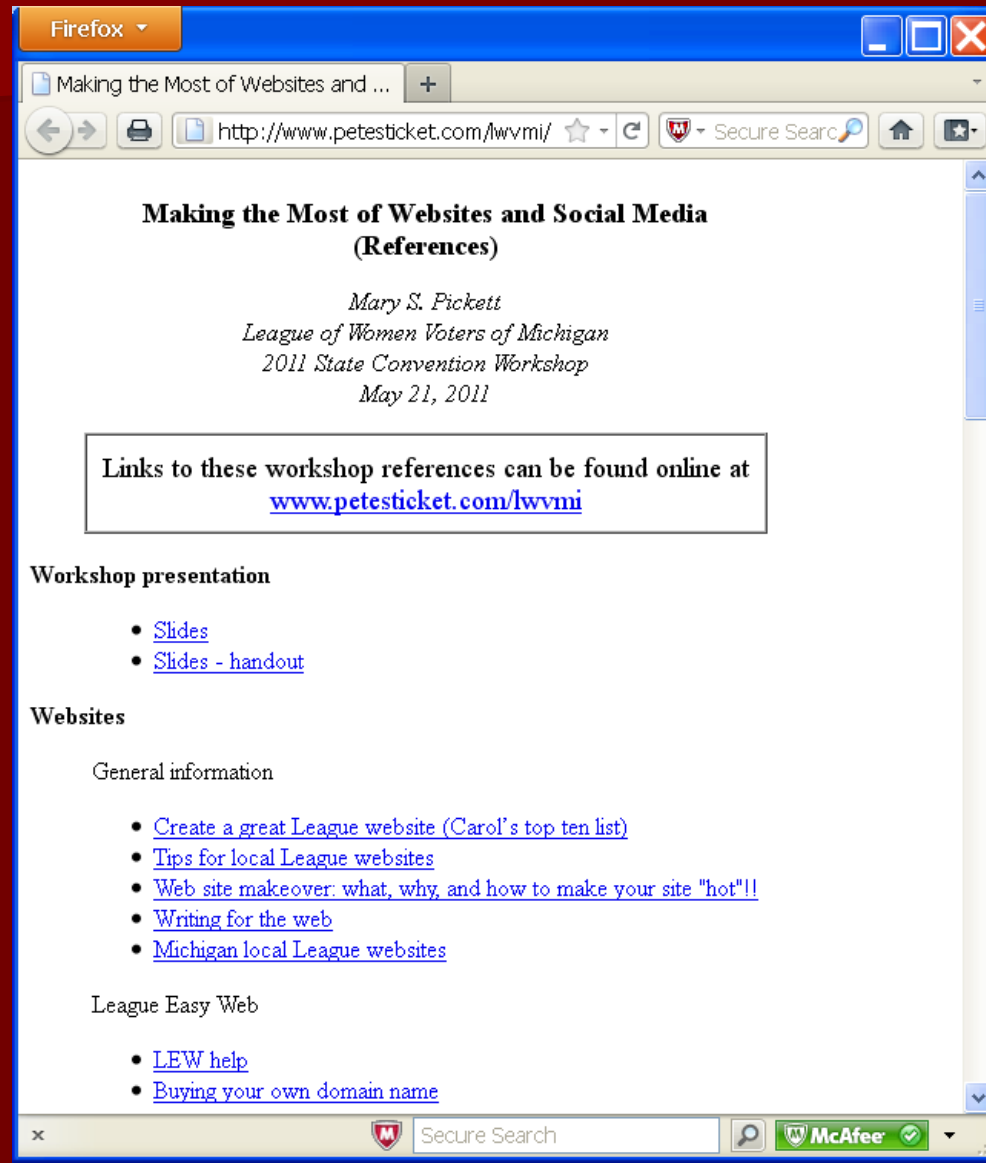
*2011 State Convention*

*May 21, 2011*

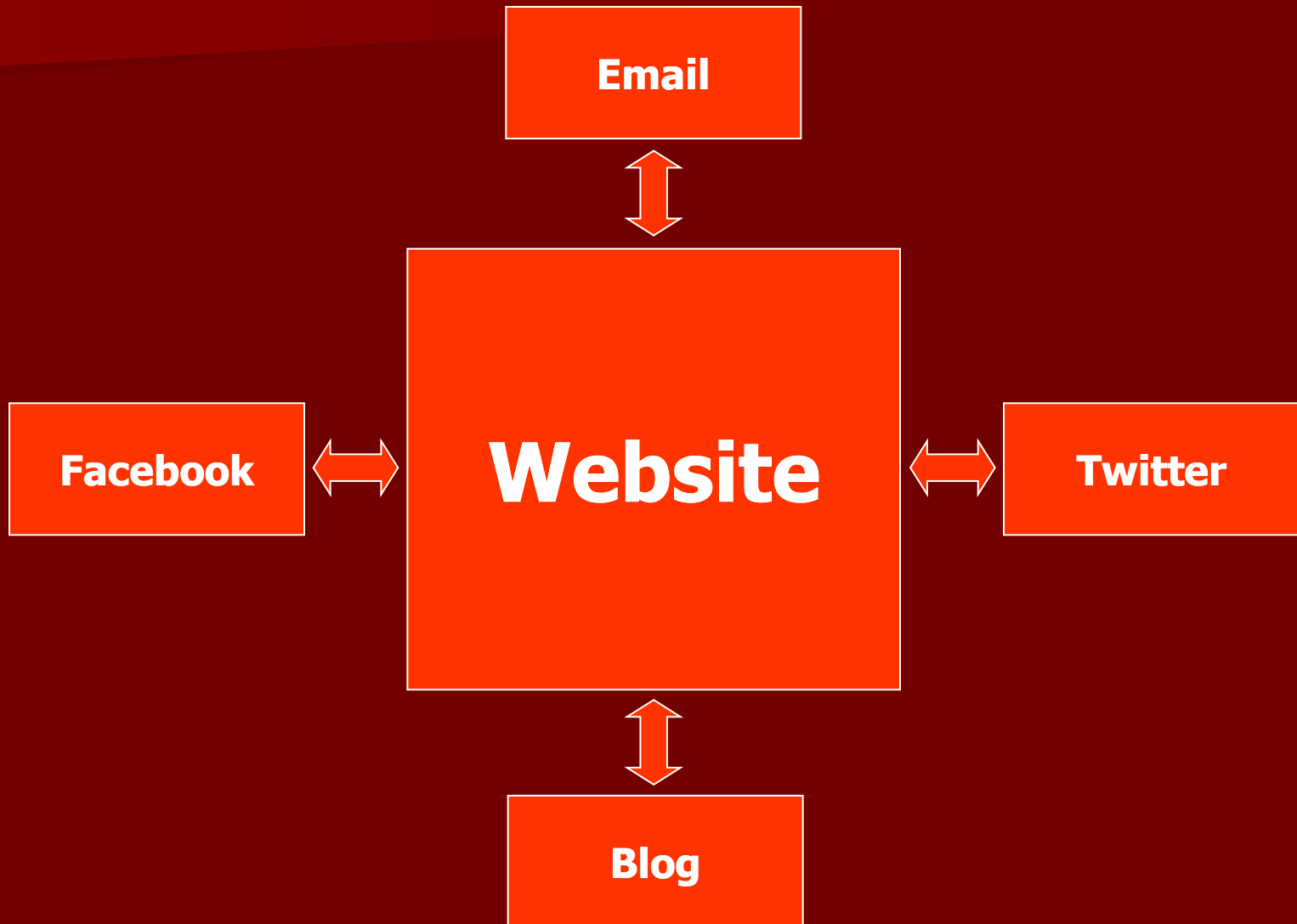
# Outline

- Websites
- Social Media
  - Facebook
  - Twitter
  - Blogs
- Integrating your online presence
- Some useful tools
  - YouTube
  - Picasa
  - PayPal
- Questions

# References handout



# Your Internet presence



# **Making the Most of Your Website**

# Your audiences / goals

- Typical League audiences
  - Current active voters
  - People preparing to vote for the first time
  - Current League members
  - Prospective members
  - People with an interest in public policy
  - Office holders
  - Communities and school districts
  - ...

# Your audiences / goals

- Typical League goals
  - Voter education
  - Advocacy
  - Encourage voting
  - Inform current members of activities
  - Attract new members
  - Provide information to a wide audience
  - ...

Each audience may have different goals

# Content

- Based on audiences / goals
- Typical League website content
  - Voter Guides
  - Positions (local, state, national)
  - How to register and vote
  - Calendar
  - Contact information for elected officials
  - How to join the League / how to donate
  - ...



# Study other League sites

- Study other League websites for ideas
  - Content
  - Organization
  - Design
- Contact them for “how to” information



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## Separate candidate forum calendar

The calendar changes frequently. To ensure you are viewing the most current version, click REFRESH on your browser.

For candidate & proposal forums, see the [Candidate Forums calendar](#).

Contact the [office](#) for further information about

## Event address with link

Click on an address below for a map of that location.

Date	Time	Place	Description
Thursday, April 28, 2011	7 PM	LWVOA Office <a href="#">725 S. Adams Rd., Rm 292 Birmingham, MI 48009</a>	<b>LWVOA Board Meeting.</b>
Tuesday, May 3, 2011	7 AM - 8 PM	Your Polling Place	<b>Election Day.</b>
Thursday, May 5, 2011	7 PM	Bloomfield Township Hall <a href="#">4200 Telegraph Rd. Bloomfield Hills, MI 48303</a> (Please note: this is change of venue from what was previously posted.)	<b>Discussion on Medical Marijuana.</b> Speakers: <b>Neil Rockind</b> , attorney & member of Marijuana Patients Organization & Sensible Michigan, who has represented patients & caregivers <b>Dan Christ</b> , Attorney for the city of Ferndale <b>Beth Hand</b> , Head of Narcotics, Oakland County <b>Marilyn Stephan</b> , Mayor of Berkley, MI
Friday, May 20, 2011-Sunday, May 22, 2011		Traverse City	<b>LWVMI Convention.</b> If you are interested in being a delegate to the convention, contact Judy Bateman <a href="mailto:pres@lwvoa.org">pres@lwvoa.org</a> or 248-399-2815.

## Event details



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RESOURCES](#)[JOIN LWV](#)[DONATE TO US](#)[CONTACT US](#)

## Program Resources

Papers and links for research on current programs

Reference material for an  
important current issue

### The Future of Financing Public Education in Michigan

The LWVMI Position on Education Structure, Finance and Goals may be found [here](#).

An excellent summary of education financing in Michigan published by the Citizens Research Council may be found [here](#) with links to more detailed reports.

The two local programs, 1/29/11 and 2/12/11, on Financing Education are available on MCTV's [Video on Demand](#)

Comments, suggestions, questions? Contact our [webmaster](#). Last revised: March 21, 2011 11:32 PDT.

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**Special events**

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## Great Decisions

*The Great Decisions program is a series of discussions on current international issues based on materials from the Foreign Policy Association.*

[General Information](#). [Topics for 2011](#). [Discussion Groups](#).

### General Information

The Great Decisions discussion series, coordinated locally by the League of Women Voters, uses materials developed by the [Foreign Policy Association](#), a national nonprofit, nonpartisan organization formed in 1918 to promote understanding of international affairs. Learning materials include a briefing book and a videotape set. Tapes are usually broadcast on the local cable access channel.

**Briefing books will be available at the library.** The cost is \$20.

### Topics for 2011

**Rebuilding Haiti** The January 2010 earthquake that devastated Haiti struck a country already suffering from widespread poverty and underdevelopment. Did this natural disaster inadvertently provide an opportunity for reassessment and planning a new Haiti? With presidential elections looming in early 2011, what can new leadership bring to restore the country?

**U.S. National Security** U.S. national security priorities were expanded after the terrorist attacks of September 11, 2001, to include waging war in Iraq and Afghanistan, tightening border security, pursuing cyberthreats, halting nuclear proliferation and attempting to snuff out homegrown terrorism. How has the U.S. national security agenda evolved since 9/11? In what ways will this agenda shape the American way of life in the future? What are the security concerns and goals, and how do its perceptions affect its neighbors, the U.S. and the world?



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Rejected: City of Troy General ... x iGoogle x +

http://www.lwvtroyarea.org/taxproposal.html

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**Special elections**

**Rejected: City of Troy General Operating Millage Proposal of February 23, 2010**

Special Tax Millage Proposal Election

**Wording of the City of Troy General Operating Millage Proposal**

THE CITY COUNCIL WOULD BE AUTHORIZED TO LEVY UP TO 1.9 MILLS WITH THE SUCCESSFUL PASSAGE OF THE FOLLOWING QUESTION: Shall the City of Troy levy new additional millage of up to 1.9 mills against all taxable property for a five-year period of time, 2010 through 2014, for general operating purposes, including public safety and quality of life purposes? 1.9 mills are equal to \$1.90 on each \$1,000.00 of taxable value. If approved, the additional millage levied will raise approximately \$9,129,000.00 the first year it is levied. YES\_\_\_\_NO\_\_\_\_

*Comments, suggestions, questions? Contact our [webmaster](#). Last revised: April 22, 2011 11:48 PDT.*

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HOME  
GENERAL ELECTION  
2010 VOTER GUIDE  
SPECIAL TAX  
MILLAGE PROPOSAL  
ELECTION  
CALENDAR  
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GUIDE 2009  
CITY BALLOT  
PROPOSALS 2009  
TROY SCHOOL  
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Election Results - LWV Oakland ... x iGoogle

http://www.lwvoa.org/results.html

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**Election results**

**Election Results**

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**November 2, 2010 General Election Results**

Find results for the November 2, 2010 General Election for Oakland County races at the [Detroit Free Press web site](#).

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*Comments, suggestions, questions? Contact our [webmaster](#). Last revised: April 29, 2011 14:52 PDT.*

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The Midland Area LWV may also act under positions of the [LWVUS](#) and [LWVMI](#).



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## Volunteer opportunities

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NAME?](#)[CONTACT US](#)

### Volunteer Opportunities

[LWV Observer Corp.](#) [Will you serve on a committee?](#) ["Running and Winning" Steering Committee.](#)

#### LWV Observer Corp

LWV Observers provide a significant service to our League in that through their information, ideas for Forums and Town Hall meetings are generated and questions for candidates at our Forums are suggested. It is important for the League to gain the community visibility provided by our presence at City Council and School Board meetings.

A short training session is all that is needed to get you started. Please give joining the Observer Core your consideration. Even if you are unable to be an Observer, LWV members are encouraged to attend Council and Board meetings periodically as part of their civic responsibility.

For information, contact Christina Schlitt.

#### Will you serve on a committee?

At the 2010 National Convention, League members voted to research and study two topics:

- 1 The federal role in education
- 2 Privatization of public services

If you are interested in either one of these topics and would like to serve on a study committee or other committees, please contact any board member, or make your interest known at the Annual Meeting on May 14. Information will be provided to members later this year.

#### "Running and Winning" Steering Committee



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# League of Women Voters Manistee County

**Photos**

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[ts](#)
[Manistee County Information](#)
[Video Events](#)
[Government Podcasts](#)
[Community Discussion](#)
[How To Join or How To Help](#)


## Who & What IS The League of Women Voters

Passionate. Impartial. Trusted. Determined advocates for civil discourse, civil liberty and good government.

### Our History




The 19th Amendment - 1920  
Though the Constitution originally made no mention of a woman's right to vote, it was implied by society - women simply did not have the right. As early as 1848, groups met to discuss how to further women's rights, and the franchise, it was decided, was the best place to start. But America was not ready, and the



# Conversations with the Candidates

Interviews are available for all eight candidates in the March 24 Special Primary Election for State Senate District 26. Scroll down to select a candidate name.

League of Women Voters of Los Angeles



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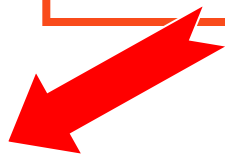
OPEN

1. Sandra Davis SD 26 Candidate

2. Mike Davis SD 26 Candidate

3. Cindy V Henderson SD 26 Candidate

Audio



www.podbean.com


Firefox

City of Flint Forums - LWV of the F... +

http://www.lwvflintarea.org/Flintforum.html

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**City of Flint Forums**

Candidate and Educational Forums


*The following Candidate Forum is now available on our website: Flint Board of Education Candidate Forum.*

**Flint Board of Education**

The League of Women Voters is a nonpartisan political organization encouraging informed and active participation in government. The League of Women Voters does not endorse, support or oppose any candidate.

All candidates who will appear on the May 3, 2011 ballot were invited to participate in this interview series. The videos below are of those who chose to participate.

**Video**



March 29, 2011

League of Women Voters - Flint Area

Flint Board of Education Candidate Forum

1:28:36 blip.tv

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## League of Women Voters Oakland Area

## Your order summary

Descriptions	Amount
Individual Membership	\$62.00
Item price: \$62.00	
Quantity: 1	
<b>Item total</b>	<b>\$62.00</b>
<b>Total</b>	<b>\$62.00 USD</b>

## Choose a way to pay

## Log in to my PayPal account

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pickett.mary@gmail.com

PayPal password

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**Individual Membership: \$62****Household Membership: \$31**

(Each additional person residing at same address is a household member)

**Student Membership: \$31**

PayPal

# Style: Vertical list of links





# Style: Horizontal list of links



# Style: Newspaper front page

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http://www.nytimes.com/

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**The New York Times**

Sunday, May 15, 2011 Last Update: 3:26 PM ET

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Television  
Theater  
STYLE  
Dining & Wine

**I.M.F. Names Replacement as Chief Awaits Arraignment**  
By AL BAKER and STEVEN ERLANGER 16 minutes ago  
After its chief, Dominique Strauss-Kahn, was arrested in connection with a sexual attack in Manhattan, the International Monetary Fund named John Lipsky acting managing director.  
• I.M.F. Talks in Greek Crisis at Key Juncture 3:11 PM ET

**Arrest Throws French Politics Into Disarray**  
By KATRIN BENNHOLD and LIZ ALDERMAN 12:06 PM ET  
Politicians and media met news of Mr. Strauss-Kahn's arrest with expressions of

  
Hassan Baharoun/European Pressphoto Agency


Palestinians carried a slain protester at the Israel-Lebanon border.

**Protesters Killed in Clashes With Israel**  
By ETHAN BRONNER 35 minutes ago  
Israel's borders erupted as thousands of Palestinians marched from Syria, Lebanon, Gaza and the West Bank on the anniversary when Arabs mourn Israel's creation.

**OPINION »**  
OP-ED | TAL SHAROT  
**Major Delusions**  
Why are college grads irrationally optimistic?  
  
• Dowd: Corsets, Cleavage, Fishnets | [Comment](#)  
• Friedman: 'I Am a Man'  
• Kristof: What Holbrooke Knew  
• Editorial: A Big Whine From Big Oil  
• Op-Ed: Your Education  
• Disunion: Black or White?

**BUSINESS DAY »**  
**Now Ferrari Has 'Room for Groceries,' Too**  
A hatchback is part of Ferrari's survival strategy as it looks to increase sales.

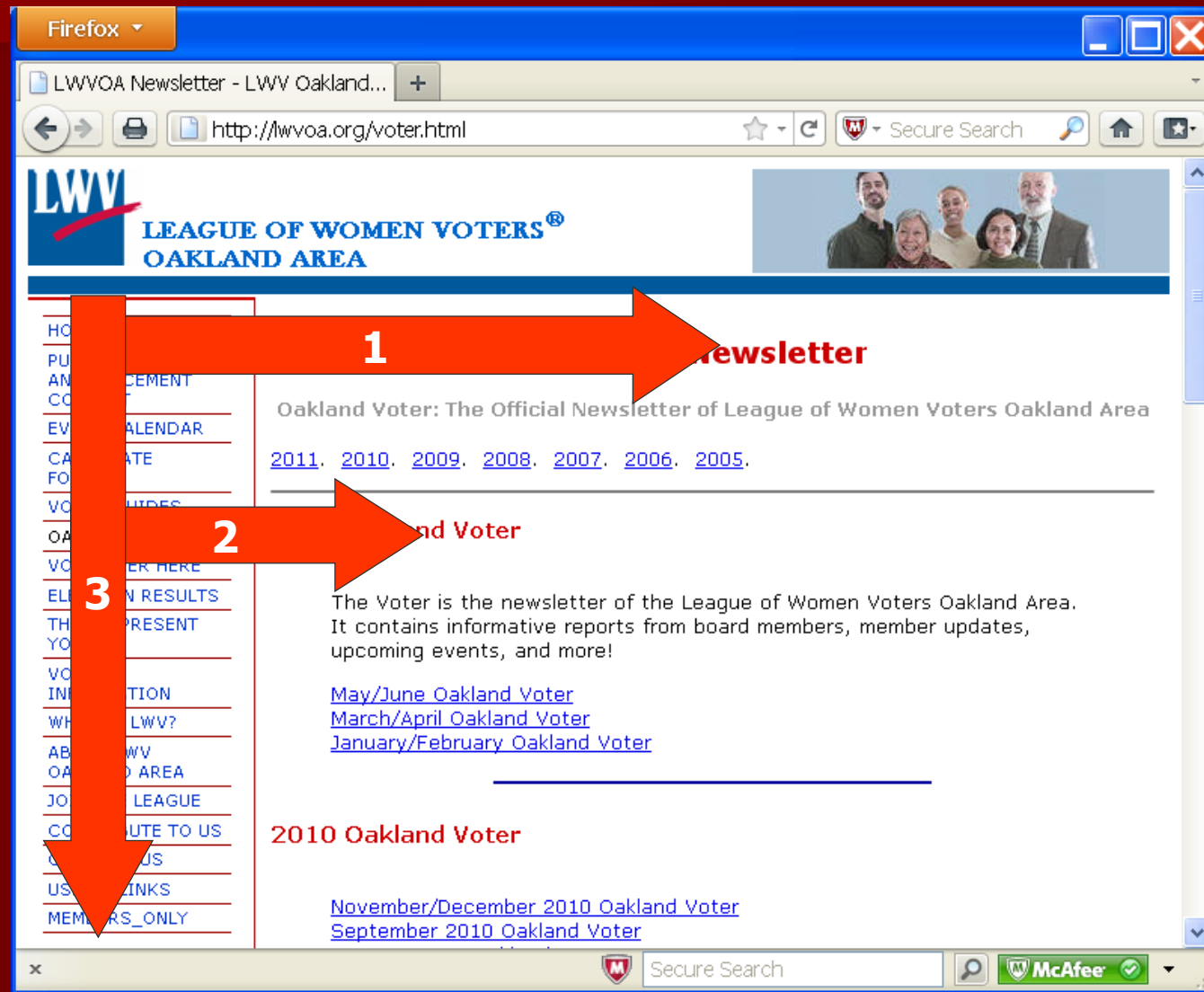
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• I.M.F. Chief, Apprehended at Airport, Is Accused of Sexual Attack   
• N.B.A. Executive Says He Is Gay 

The Times introduces Digital Subscriptions.  
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# Reading web pages: F pattern



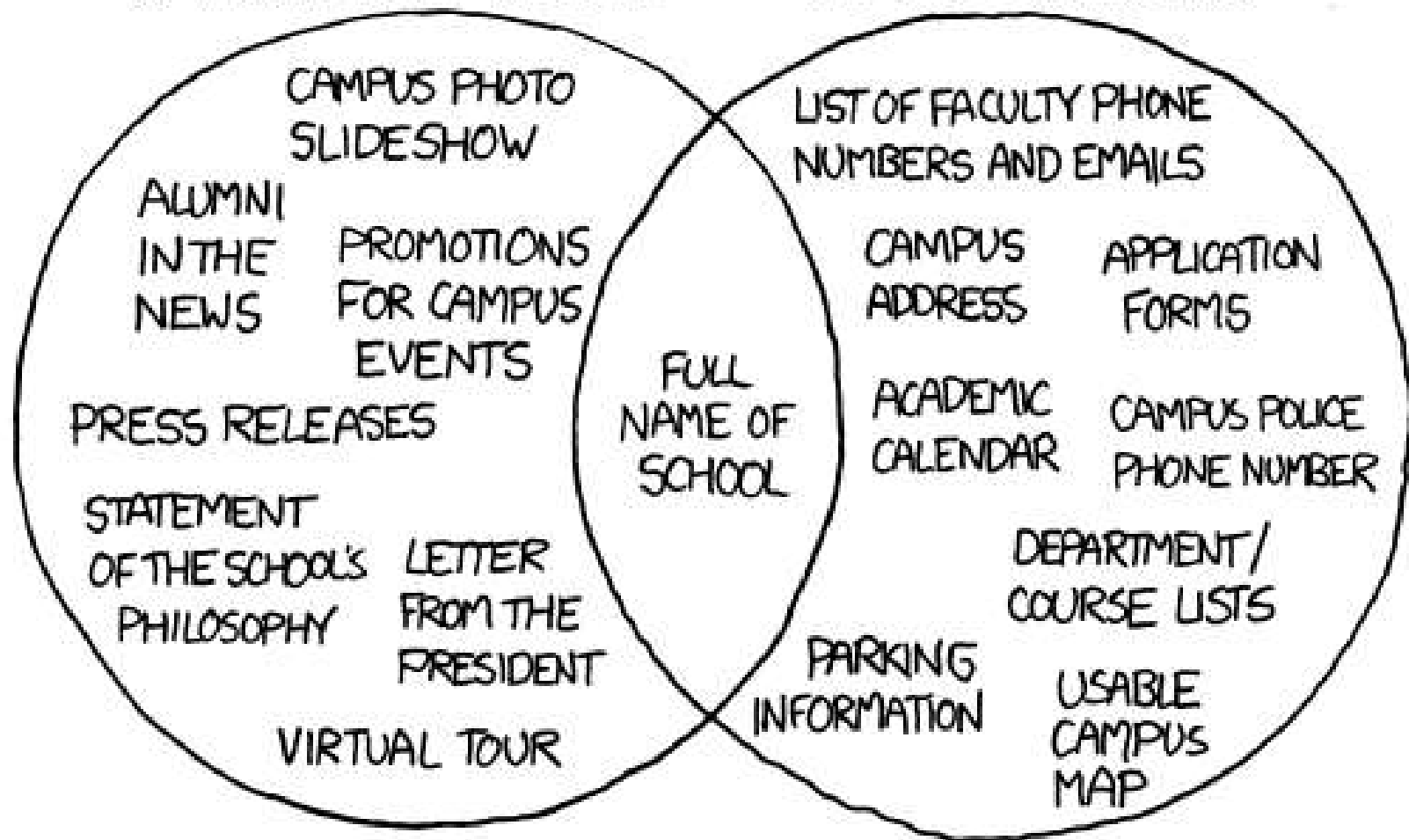


# Organization / navigation

- What are your readers looking for?

THINGS ON THE FRONT PAGE  
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO  
THE SITE LOOKING FOR



Source: [www.xkcd.com/773](http://www.xkcd.com/773)

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# Organization / navigation

- What are your readers looking for?
- Make important things highly visible



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## Financing Public Education

## Background Material

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*Papers and links for resources related to current programs*

### The Future of Financing Public Education in Michigan

The LWVMI Position on Education Structure, Finance and Goals may be found [here](#).

An excellent summary of education financing in Michigan published by the Citizens Research Council may be found [here](#) with links to more detailed reports.

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- What are your readers looking for?
- Make important things highly visible
- Balance “number of links” against “number of clicks”

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LWVOA Newsletter - LWV Oakland... +

http://www.lwvoa.org/voter.html

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**LWVOA Newsletter**

Oakland Voter: The Official Newsletter of League of Women Voters Oakland Area

[2011.](#) [2010.](#) [2009.](#) [2008.](#) [2007.](#) [2006.](#) [2005.](#)

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**2011 Oakland Voter**

The Voter is the newsletter of the League of Women Voters Oakland Area. It contains informative reports from board members, member updates, upcoming events, and more!

[May/June Oakland Voter](#)  
[March/April Oakland Voter](#)  
[January/February Oakland Voter](#)

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**2010 Oakland Voter**

[November/December 2010 Oakland Voter](#)  
[September 2010 Oakland Voter](#)

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- Make important things highly visible
- Balance “number of links” against “number of clicks”
- Consistent set of links on every page

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League of Women Voters of Michigan



Welcome Page


Who We Are

Voter Information

What's New

How You Can Help

MI Local Leagues Directory



MICHIGAN IS OURS!

Local League Program Planning Materials

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League of Women Voters

The links on this site <http://www.lwvmi.org> provide information for site users. Links linked site.

CHILDREN

Annie E. Casey Foundation (Children's Bureau)

<http://www.aecf.org/kidscount>

The PBS Kids Democracy Project

Attractive and appropriately presented information that affect me?" and "President For a Day"

<http://www.pbs.org/democracy>

GOVERNMENT SITES

Capitol Advantage

Capitol Advantage contains information on government directories, consulting, political web sites

<http://www.capwiz.com/>

Firstgov.gov

The U.S. government's official web page

<http://firstgov.gov/>

The Library of Congress

Features information on Library use (an on-line gallery), history (America's history)

<http://lcweb.loc.gov/>

The National Archives and Records Administration

Research government documents, lists, records, family history/genealogy, and more



# Organization / navigation

- What are your readers looking for?
- Make important things highly visible
- Balance “number of links” against “number of clicks”
- Consistent set of links on every page
- Reverse chronological order for newsletters



## LEAGUE OF WOMEN VOTERS® OF NORTHWEST WAYNE COUNTY

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### LWV NW Wayne Co. Newsletter

*The official newsletter of the League of Women Voters of Northwest Wayne County.*

The Voter is the newsletter of the League of Women Voters of Northwest Wayne County. It contains information about upcoming events, member updates and current advocacy issues.

[April, 2011 Voter](#)

[March, 2011 Voter](#)

[January, 2011 Voter](#)

[November, 2010 Voter](#)

[August, 2010 Voter](#)

Comments, suggestions, questions? Contact our [webmaster](#).

Last revised: April 24, 2011 15:03 PDT.

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KERN VOTER - LWV of Kern County

http://kerncounty.ca.lwvnet.org/NewsletterNew.f

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**KERN VOTER**  
Kern County Voter Newsletter

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The **KERN VOTER** is the LWV newsletter for the Kern County Area.

[April ~ May 2011](#)

In this issue...

- Annual Meeting Info
- President's Message
- April 20 Meeting + What Does Your Vote Cost?
- California: 100 Years of Women Voting
- New Member's Luncheon
- Redistricting Update
- California State Budget: Waiting for the Election
- Convention Speakers and Workshops
- Constitutional Reform

To read more, visit our [Newsletter Archives](#).

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# Organization / navigation

- What are your readers looking for?
- Make important things highly visible
- Balance “number of links” against “number of clicks”
- Consistent set of links on every page
- Reverse chronological order
- Don't put it all on the home page



*PLEASE REMEMBER: Parent or guardian must call the school at (248) 203-3700 by 7:30 am the morning following the absence and must call in each day a student is absent. The phone lines are open 24 hours a day.*



Enroll in Principal's newsletter



Birmingham Seaholm Telephone Numbers



Staff E-mail List

Online Student Registration

Daily Announcements

Online PTSA Registration and Maple

Student Handbook

Activities Calendar

Money Donation

### Seaholm Daily Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
X Block		7:30 - 8:20		7:30 - 8:20	
1st	7:30 - 8:42	8:20 - 9:22	7:30 - 8:42	8:20 - 9:22	7:30 - 8:42
2nd	8:50 - 10:05	9:30 - 10:35	8:50 - 10:05	9:30 - 10:35	8:50 - 10:05
A LUNCH	10:13 - 10:53	10:43 - 11:23	10:13 - 10:53	10:43 - 11:23	10:13 - 10:53
3rd.HR.CLASS	10:53 - 12:05	11:23 - 12:25	10:53 - 12:05	11:23 - 12:25	10:53 - 12:05
3rd.HR.CLASS	10:13- 11:25	10:43- 11:45	10:13- 11:25	10:43- 11:45	10:13- 11:25
B LUNCH	11:25 - 12:05	11:45 - 12:25	11:25 - 12:05	11:45 - 12:25	11:25 - 12:05
4th	12:13 - 1:25	12:33 - 1:35	12:13 - 1:25	12:33 - 1:35	12:13 - 1:25
5th	1:33 - 2:45	1:43- 2:45	1:33 - 2:45	1:43- 2:45	1:33 - 2:45

*Download printable version here*

2436 West Lincoln, Birmingham, MI 48009 248-203-3700 Fax: 248-203-3706

Site Map | Privacy Policy | View "printer-friendly" page | Login



Site powered by SchoolFusion.com © 2011 - Educational website content management & online calendar software.



# Organization / navigation

- What are your readers looking for?
- Make important things highly visible
- Balance “number of links” against “number of clicks”
- Consistent set of links on every page
- Reverse chronological order
- Don't put it all on the home page
- “Join” & “Donate” – on home page, but not a major focus

Firefox

League of Women Voters of the L... +

http://lansing.mi.lwvnet.org/

Secure Search

**LWV** **LEAGUE OF WOMEN VOTERS®**  
**OF THE LANSING AREA**

MAKE DEMOCRACY WORK

*Serving the people of Lansing, East Lansing, Meridian Township, Mason*

The League of Women Voters is a nonpartisan political organization encouraging the informed and active participation of citizens in government. It influences public policy through education and advocacy.

[HOME](#)  
[CAPITOL VOTER](#)  
[VOTER GUIDES](#)  
[PRESS RELEASE](#)  
[MICHIGAN ELECTION LAW BULLETIN](#)  
[CALENDAR](#)  
[EVENT FLYERS](#)  
[CANDIDATES' WEBSITES](#)  
[ELECTIONS](#)  
[VIEW CANDIDATE FORUMS](#)  
[ABOUT LWVLA](#)  
[JOIN LWV](#)  
[FORM](#)  
[DONATE TO US](#)  
[CONTACT US](#)  
[IMPORTANT LINKS](#)

[Voter Guides](#) Learn more about the candidates...

[Michigan Election Law Bulletin](#) A special informational bulletin on the implementation of the Michigan Election Law. Please note that detailed information on how the law regarding photo identification would be implemented can be found on page 5 of the document.

[Calendar of Events](#) We sponsor meetings and events for the public and League members

[About the League](#) What is our mission? How are we structured? What is our history?

Secure Search McAfee

# How users read on the web

- **They don't!**
- They **scan** the page.
  - They pick out individual words and phrases.
  - Higher-literacy readers do more scanning and less reading.
  - Only 16% of readers actually read web pages word-by-word.



# Scanning web pages: F pattern



# Writing for the web

- Short simple sentences, paragraphs, pages
- Key words at start of sentence
  - Sentence fragments OK in lists
- One idea per paragraph
- Inverted pyramid
  1. Conclusion
  2. Most important supporting information
  3. Background

# Writing for the web

- Very concise introductory paragraph
  - What is on the page
  - Why should the reader care
- Lots of meaningful sub-headings
  - Not “clever” ones
  - Use color, bold, or different font
- Bulleted lists, especially for links
- Highlight keywords in text – with care

# Writing for the web

- Most people come to your website via a search – looking for something very specific – often in a hurry
- Each page should stand alone
  - Short, descriptive page title
  - Name, address, phone for League
  - Copyright or “last updated” date

# Writing for the web

- Keep it visually simple
  - Not too many different fonts or graphics
  - Not too much use of bold or italics or color
  - Lots of empty space improves appeal
- Use photos
- Spelling and grammar matter!
- Don't underline for emphasis – implies a link
- Avoid League jargon

# For search engines (Google, etc.)

- Most people come to your website via a search
- Descriptive title and sub-headers on pages
- Talk about the content of the page in several ways – both League jargon and common terms (Voter Guides, candidate information, etc.)

# Copyrights

- Process to assure we honor them
- Applies to
  - Text
  - Graphics (photos, drawings, cartoons, etc.)
  - Audio
  - Video

# Education Fund

- Separate Education Fund pages from the other pages (especially action).
- Do not put action items on a page about voters service.
- Do not link to an action page from a voters service page.



# Acquire domain name

- Purchase domain name
  - [www.aitdomains.com](http://www.aitdomains.com): \$11/year
  - May want to purchase both .org and .com
  - Give many different people as contacts
  - Remember to pay for it again next year!
- Use the domain name for League email
  - Yes: [president@lwvoa.org](mailto:president@lwvoa.org)
  - No: [SallySmith@yahoo.com](mailto:SallySmith@yahoo.com)

# Advertise website

- Include domain name everywhere you put your address or phone number
  - Newsletters, stationary, business cards
  - Newspaper ads, signs
  - Voter guides
  - ...
- Include a short “Did you know that our website ...” in every newsletter


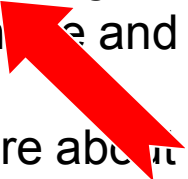
# Maintain the site!

- This is the hardest part of the job!!
- Development is fun –  
maintenance is boring.
- But this is where the payoff lies!

# May 10, 2011 ...

## Current Initiatives

Our 2010 *Program Planning* day is around the corner. This is where members are able to share and prioritize the [organization's work](#) for the prospective year.



Learn more about the many different ways you can get involved in 2009.

### Opportunities

To serve the information needs of our community we operate a voter information hotline before every election. Some common questions and easy sources of answers

# Maintain the site!

- One section of the website being out of date impacts the credibility of the rest of the site.
- Better a small up-to-date website than an ambitious out-of-date website.
- Start small and expand as you have more resources.

# Determine updating process

- What is updated ...
  - Weekly (hopefully very little!)
  - Monthly
  - Seasonally
  - Annually
- Transferring info from “content owners” to “web page editors”
- What will be archived and what deleted?

# Maintain the site!

- Put volatile information in one place
  - Link to it from elsewhere on the site
  - Then only need to update it on one page when it changes
- Link to information instead of duplicating it on your website

# Maintain the site!

- Update home page often – most visible
- Complete check of all pages
  - August: fall programs
  - January: spring programs & copyright date
  - May: summer programs
- Tickler file
  - *Before* posting page, add it to tickler file



# Tickler file

## ■ 2011

- 5/7 asked Bev for newsletter
- 5/8 asked Kalena for meeting dates
- 5/25 [special/readrod.htm](#)
- 6/15 [weekday/arbon.htm](#)
- 8/15 verify site up-to-date for fall programs

## ■ 2013

- 1/15 pay for domain name

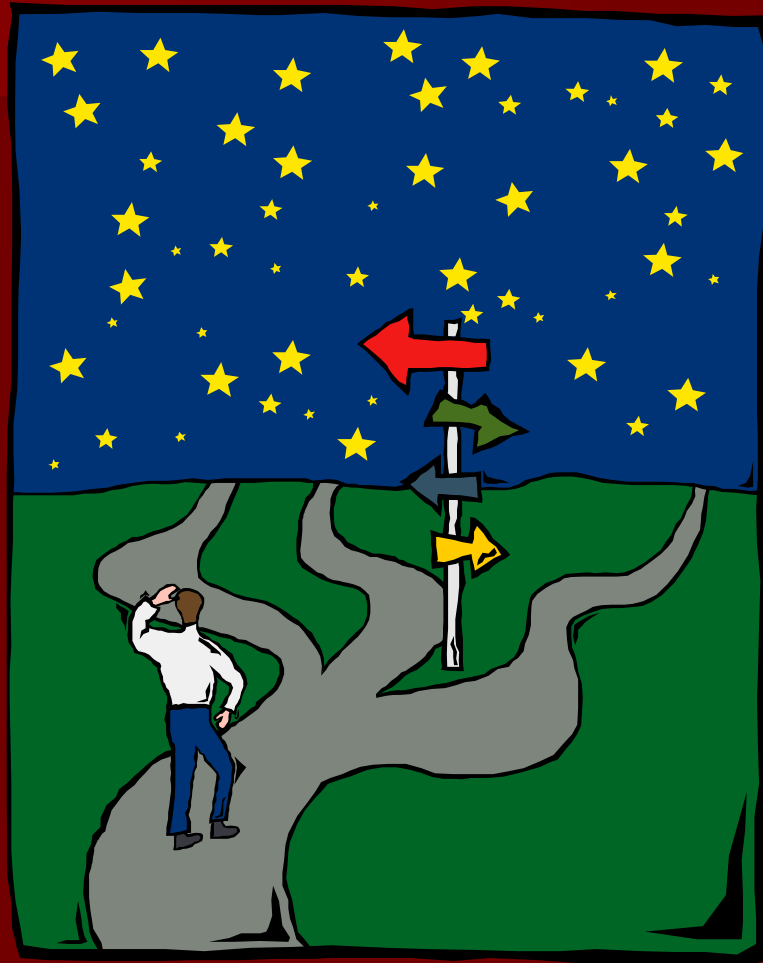
# Website & social media policies

- Advertising – on web pages, online newsletter, online Voter Guides, ...
- Personal information – phone, email, address, ...
- Approving content of website
- Responding to social media comments
- ...

# The role of the Board

- The website belongs to the whole Board
- Review the website at a Board meeting
  - Have everyone study website *before* meeting
    - What is missing?
    - What needs updating?
  - Who is the content owner for each section?
  - How to get info to webmaster in a timely way
  - Set website and social media policies

# That's overwhelming!



## How do we start?

# First things first

- Bring website up to date
  - Out-of-date information:  
Update it, archive it, or remove it!
  - Fix any broken links
  - Fix copyright date once page is up-to-date
- Update home page
  - Your most important page!
  - Include only most important links and text
  - Be sure it is compelling – add photos

# Next

- Improve navigation links (table of contents)
  - Logical for non-League reader
  - Not too many links, and not too few
- Develop schedule for updating website
- Purchase domain name

# Longer-term

- Rewrite pages for reading on the web
- Add missing content to website
- Develop website and social media policies

**Social M**

**Detour**



# Security



facebook - Mozilla Firefox

View History Bookmarks Tools Help

http://www.facebook.com/#1/

Free Hotmail My NetZero NetZero E-mail on the Windows Marketplace Windows Media Windows

facebook

Leah Beth Meray  
Edit My Profile

News Feed  
Messages  
Events  
Friends  
Create Group...  
Games  
Apps  
More +

News Feed

What's on your

Fafouts

36 H

The O

film palac

19 minutes ago · Like · Comment · Share

Mikaleen McClure via Ryan Hill Casting  
Our P.S.A.!!!

Michigan Film

www.youtube.c

Facebook uses information like a user's e-mail, phone number or a security question to verify identity when a password has become compromised.

**COVER STORY**

# ACK! HACKED!

Cyber thieves exploit Facebook's connectedness to score info, money

**FAKE LINKS LEAD TO BIG TROUBLE**

Facebook has become a veritable cesspool of spam, with fake links promising to show users things like how many people have visited your

# Security

- Using Facebook is no more dangerous than using email, online shopping, or online banking
- There are precautions you should take if you ever go online

# Security

Set up your computer to protect you...

- Keep your Windows software up-to-date
- Keep your anti-virus software up-to-date
- Run a complete virus scan at least weekly
- Keep your firewall turned on

# Security

## Passwords...

- Use strong passwords
  - Iaat2011Lc
  - “I am attending the 2011 League convention”
- Use a different password for each account

# Security

Be vigilant for scams...

- Watch for “phishing” (fishing) emails
  - Look at my photos
  - Log in to bank account to update information

*Never give id, password, or other private information in response to an email.*

*Use web browser instead to go to the correct website.*

# Social Media

# Social media – what is it?

The use of **web-based** and **mobile** technologies to turn communication into **interactive dialogue.**

# Social media – why?

- That's where your audience is today!
- In 2009, users spent nearly 3 times as long on social networks as email each day.
- Fastest growing group using social media is people over 45.
- 1 in 4 people over age 65 are now part of a social networking site.



# Social media – why?

- People feel a stronger connection to groups they interact with via social media.
- More info about these later
  - Fast dissemination of information
  - Sharing information with friends
  - Push vs. pull of information
  - Potential for dialogue

# Facebook

# Individuals on Facebook

- Create an account – a “profile”
- Establish Facebook relationships – “friends”
  - Being a “friend” is a mutual relationship
- Post message – a “status”
- All friends see the status
  - Friends can post short response – “comment”
  - Everyone who saw the status sees the comments and can then comment in turn
  - Friends can “share” the status with their friends

# Posting a status

Status may contain

- Text
- Photo
- Video
- Link to any web page (article, blog post, recipe, ...)

Firefox


Facebook

facebook.com https://www.facebook.com/?sk=h


Secure Search


Share: Status Photo Link Video Question


What's on your mind?

 **Bridget Nelson**  
Thoroughly enjoyed dinner and the movie Bridesmaids with Jeff tonight!  
7 minutes ago · Like · Comment


4 people like this.

 **Jami Acre** Was that movie HIGH-larious or WHAT?!?! LOL :)  
5 minutes ago · Like


 **Michael C. Desotell** Jeff Nelson do I need to take your man card away? Just kidding! was it any good?  
5 minutes ago · Like

 **Mary Pickett** Hoping to see it soon! Glad to know you liked it.  
16 seconds ago · Like

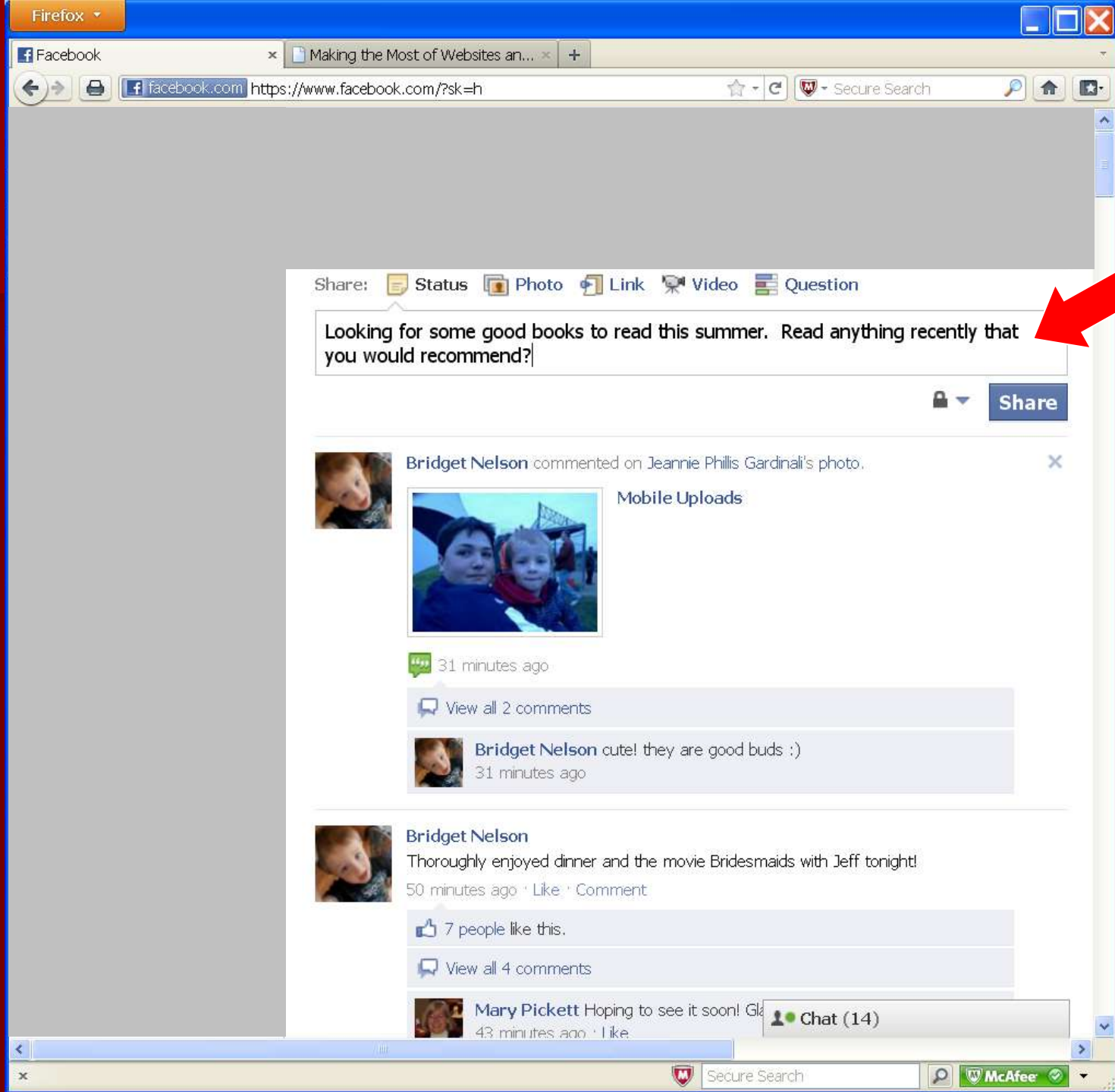
Write a comment...

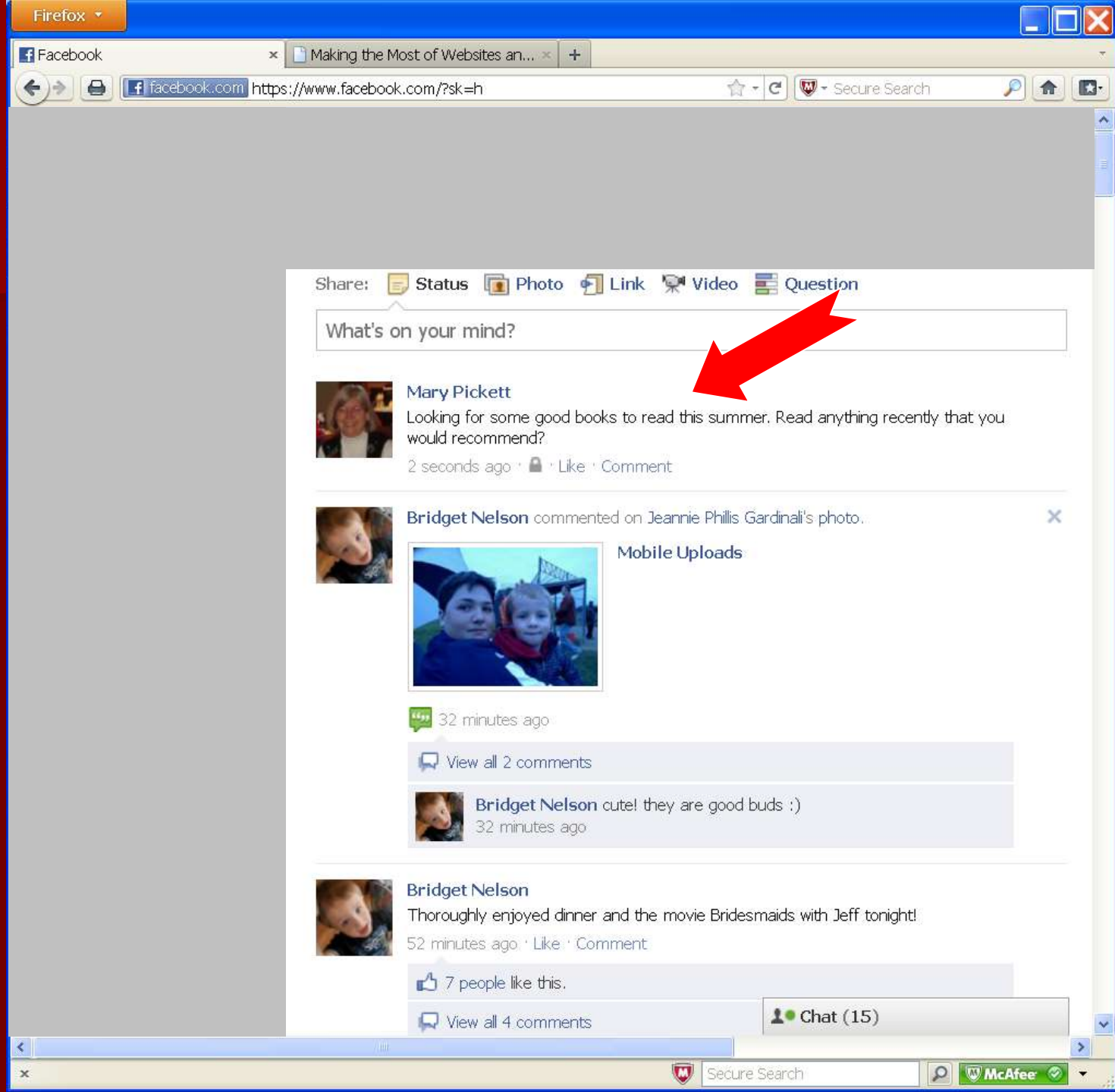
 **Dave Harris**  
This is awesome. Don't tell Anna. [http://www.youtube.com/watch?v=Gaid72fqzNE&feature=youtube\\_gdata\\_player](http://www.youtube.com/watch?v=Gaid72fqzNE&feature=youtube_gdata_player)  
about an hour ago via iPhone · Unlike · Comment

You and Ann T. Chang like this.

 **Ann T. Chang** gotta say it's true...and this coming from someone who believes in love.  
8 minutes ago · Like

Chat (14)





Firefox

Looking for some...

facebook.com https://www.facebook.com/mary.pickett/posts/1950621598

Secure Search

facebook

Search

Mary's Profile · Mary's Wall

**Mary Pickett**

Looking for some good books to read this summer. Read anything recently that you would recommend?

9 hours ago · Like · Comment

**Erin Pepler** What sort of thing do you like? I am the biggest book nerd ever and love to recommend...

9 hours ago · Like

**Arlene Oakland** Mary, if you get some good recommendations, head on down to Laurel Park Place this week for the Bookstock used books sale -- I went Monday and loaded up for my summer reading. Well worth the trip. Completely staffed by volunteers and proc...

See More

6 hours ago · Like

**Arlene Oakland** All the donated books are sorted into categories (fiction, bio/memoir, science, cooking, culture, religion, history, etc. etc.). There are tables throughout the mall. Lots of good stuff!

6 hours ago · Like

**Arlene Oakland** I know, I know, I didn't need any more cookbooks... but...

6 hours ago · Like

**Kim Stout Thoren** Just finished Devil in the White City. Nonfiction but good read

3 hours ago · Like

**Lindy Good** The Help if you haven't already read it

about an hour ago · Like

**Ashley Kuhlman Knowlton** Have not read yet but heard good things and flipped through in the store: Crazy Love by Francis Chan. Christian/discipleship...not exactly LIGHT reading but sounded amazing.

about an hour ago · Like

**Mary Krein Howarth** My name is MARY Sutter

about an hour ago · Like

Chat (11)

Secure Search McAfee



# Organizations on Facebook

- Create an account – a “page”
- Establish Facebook relationships – “fans”
  - Being a “fan” is not a mutual relationship
- Post message – a “status”
- All fans see the status
  - Fans can post short response – “comment”
  - Everyone who saw the status sees the comments and can then comment in turn
  - Fans can “share” the status with their friends

# Interacting with fans

- Organization or fans can initiate discussion
  - Page owner can delete comments or entire discussions
- Post 1-2 times each week
- Important to respond quickly to comments by fans

Firefox

League of Women Voters of the... Making the Most of Websites an... Vs | Define Vs at Dictionary.com

facebook.com https://www.facebook.com/leagueofwomensvoters

facebook

Search

**LWW**  
LEAGUE OF WOMEN VOTERS®  
www.lwv.org

Wall

Info

YouTube

Photos

Causes

Fair Courts

Discussions

Flickr

Events

About

We make democracy work.

**8,665**  
people like this

Likes See All

**League of Women Voters White Bear**

**League of Women Voters of the U.S.**  
Political Organization

Wall

League of Women Voters of... · Top Posts

Share: Post Photo Video

Write something...

**League of Women Voters of the U.S.**  
"Controlling fossil fuel pollution now will motivate investment in the better, cleaner energy technology that we will need to power the 21st century. Investing in new clean energy technologies not only prevents costly problems but will also pay for itself in new jobs, and a healthier workforce and environment."

**Sen. Scott Brown: Support Massachusetts Jobs Not Polluters**  
www.huffingtonpost.com  
Sen. Brown claims he is trying to keep energy prices low and prevent over regulation of small businesses by the government. Certainly, admirable goals, but the execution is faulty.

8 hours ago · Like · Comment · Share

13 people like this.

**Josh Dixon** "Sen. Scott Brown's recent votes that will harm the clean energy engine of economic recovery." - I believe that engine sputtered out on Evergreen Solar, actually.  
7 hours ago · Like · 1 person

Chat (10)

Firefox

League of Women Voters of the... Making the Most of Websites an... Vs | Define Vs at Dictionary.com

facebook.com https://www.facebook.com/leagueofwomensvoters

Secure Search

8,665 people like this

See All

Likes

League of Women Voters White Bear Lake Area

The New York Times

League of Women Voters of the Salinas Valley

League of Women Voters of New Canaan

American Lung Association

Add to My Page's Favorites

Subscribe via SMS

Subscribe via RSS

Unlike

Create a Page

Report Page

Share

8 hours ago · Like · Comment · Share

13 people like this.

**Josh Dickson** "Sen. Scott Brown's recent votes that will harm the clean energy engine of economic recovery." - I believe that engine sputtered out on Evergreen Solar, actually.  
7 hours ago · Like · 1 person

**Linell Marie Grundman** I am a member and truly wish the league would stop using this add. I do not believe it upholds the non-partisan ethics of the league.  
6 hours ago · Like · 2 people

**Wafa Rumman** Wars are not green technology.  
6 hours ago · Like

**Nick Ballinger** I suppose this is a bit opinionated for The League, but I still agree with it.  
about an hour ago · Like

**Kathleen Ferris** Check out the petition on Public Citizen: [www.citizen.org/end-nuclear-subsidies-petition](http://www.citizen.org/end-nuclear-subsidies-petition).  
about an hour ago · Like

**K.C. Winslow** I am also a member and was deeply offended by the direction the league has taken with these ads  
50 minutes ago · Like

Write a comment...

**League of Women Voters of the U.S.**  
"It started with an op-ed that accused of the League of Women Voters of being mean, but which never actually refuted the organization's arguments. It got worse when Brown's office would no longer say whether the senator even believes climate change is real. Soon after, Brown began excoriating the LWV and pleading with donors to send him money to counter the negative ads."

**STEVE BENEN POLITICAL ANIMAL** **Scott Brown vs. League of Women Voters**  
[www.washingtonmonthly.com](http://www.washingtonmonthly.com)  
As if Sen. Scott Brown (R-Mass.) didn't have enough to worry about, the man earning the moniker has decided to enga

Chat (10)

Secure Search McAfee

# Website *vs.* Facebook

## ■ Website

- One-way communication
- User must go to website to get new information
- Information remains on website long-term

## ■ Facebook

- Encourages discussion
- Fans automatically get new information as soon as it's posted
- Information is ephemeral – once pushed off first page, fans rarely go back to see it

# Email *vs.* Facebook

- Young people don't do much email.
- Takes less commitment to become a Facebook fan than it does to give the organization your email address.

# Getting started

- Start with individual account
- Experiment with finding friends, posting status, commenting on friends' posts
- Set privacy for personal account to "friends only" – then only "friends" can see your information, posts, etc.

# Getting started

- Then create page for your local League
- Choose id carefully
  - US Department of Education – US Ed Gov became “usedgov”
- Use LWV logo
  - Critical for fans identifying your message in the mass of messages



# Getting started

- Let the world see and comment on organization's page
- Set option to get email when anyone posts a status or comments on your status
- Post 1-2 times each week

# Getting noticed

- Ask people to become fans of League page
- Ask fans to share your posts with their friends
- Ask fans to post on League page or comment on your posts
- Post links, photos, and videos
- Link from website to Facebook page

# What to post on Facebook?

- Upcoming events and news
  - Elections
  - Candidate forums
- Link to new posts on website or blog
  - Voter Guides
  - Candidate forum videos
  - Newsletters

# What to post on Facebook?

- Snippets of information about current issues
- Links to thoughtful articles about current issues
- Requests for action – volunteer, contact elected official
- Encourage dialogue – ask questions

# Twitter

# Who tweets?

- Smaller number of users than Facebook
- Higher than average usage by
  - Adults aged 18-29
  - African-Americans and Latinos
  - Urbanites
  - Women
  - College-educated

# Organizations on Twitter

- Create an account
- Establish Twitter relationships – “followers”
  - Being a “follower” is not a mutual relationship
- Post message – “tweet”
  - Maximum of 140 characters
- All followers see the tweet
  - Followers can reply
  - Followers can “retweet” to share it

# Tweets

- Abbreviations
  - C U soon.
  - <3 means “love”
  - LOL means “laugh out loud”
- Shortened website links
- Hashtag: #lwv
- Mention: @lwv



## What's happening?

## Timeline

@Mentions

Retweets ▾

Searches ▾

Lists ▾

**AAUW** AAUW

Pay Disparity in Long Beach; What Do you Want to Be? Your **#Mom** is in Movies! **#AAUW** Dialog <http://bit.ly/cGEwP9> **#p2** **#fem2**

47 minutes ago

**carlgladstone** Carl Gladstone

I'm at Green Street Fair (Plymouth) <http://4sq.com/moTr3p>

4 hours ago

**TomKuhnYoYos** Tom Kuhn

Show Mom just how much you love her...Fill in the blank.... "My Mother taught me \_\_\_\_\_" Happy Mothers... <http://fb.me/EXO69eb5>

5 hours ago

**aauwcolorado** AAUW Colorado ↻ by AAUW

Join **#AAUW** Action Network 2 get FREE e-mail action alerts 4 issues affecting equity 4 **#women** & **#girls**! <http://capwiz.com/aauw/mlm/signup/>

21 hours ago

## Your Tweets 15

1 new follower request



25 Apr: We had a great time in New Zealand in March. Beautiful country! A month wasn't long

## Following 23

## Followers 8



## Trends

Worldwide · [change](#)#ThankYou Promoted

#Illpunchyouinthe face

#preguntasincomodas

#bellucci

HappyJonasDay

NoLifeWithoutParamore

Lady Hee Hee

Michael McIntyre

ExtranjeraOnTourEuropa

UKWantsMiley

## Who to follow

Suggestions for you · [view all](#)

**ctonsor** · Follow  
Connie Tonsor



**DP2A** · Follow  
DetroitPassport2Arts



**srivatsanlaxman** · Follow  
Srivatsan Laxman



**DeaconTery** · Follow  
DeaconTery

[Refresh suggestions](#)[Browse interests](#) · [Find friends](#)

## Twitter for BlackBerry

n. the official Twitter app for BlackBerry.



Secure Search



McAfee





Search



Home

Profile

Messages

Who To Follow



pickettmary ▾



## LWV of the US

**@LWV** Washington, DC

League of Women Voters is a nonpartisan political organization that seeks to improve government and impact public policies through citizen education & advocacy.

<http://www.lwv.org>

✓ Following



Tweets

Favorites

Following ▾

Followers ▾

Lists ▾


**LWV** LWV of the US

#VoterID bill passes ugly in #Wisconsin <http://on.msnbc.com/1VVdNfN> (via @maddowblog)

3 hours ago ☆ Favorite ↺ Retweet ↻ Reply


**grandrew24** Drew Grande ↺ by LWV

Boston pulmonary Dr calls out @USSenScottBrown for his vote against children with asthma <http://bit.ly/ldzcX3> #peoplenotpolluters

12 May


**LWV** LWV of the US

<http://twitter.com/maddowblog> "npartisan organization, but we are political." <http://bo.st>


About @LWV

54

Tweets

791

Following

287

Followers

12

Listed

Following 791



Connections

Also followed by @AAUW.



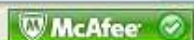
You both follow @AAUW.



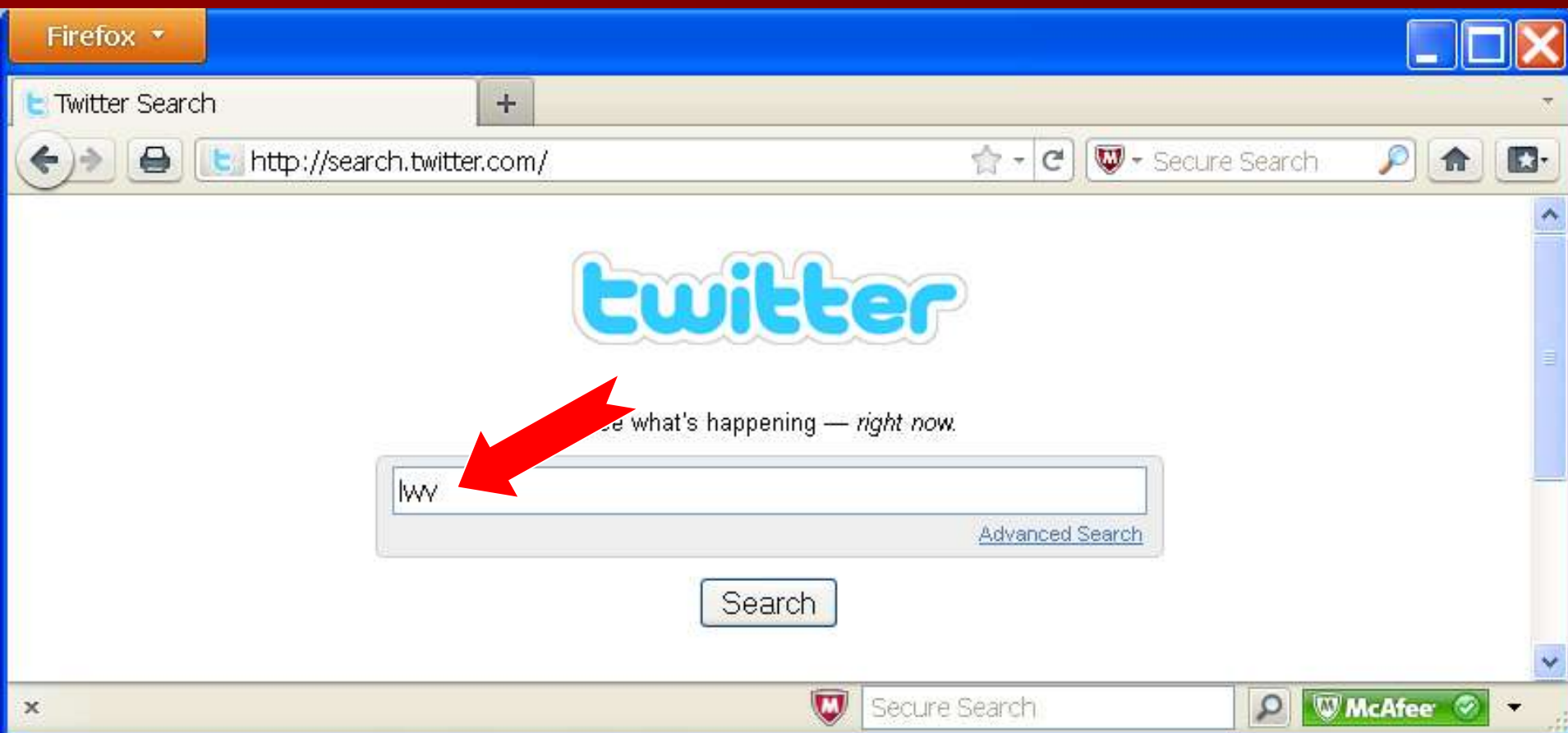
[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)  
[Shortcuts](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#)  
[Resources](#) © 2011 Twitter



Secure Search



# What are they saying about LWV?



search.twitter.com



Firefox

lww - Twitter Search

http://search.twitter.com/search?q=lww


Secure Search


twitter


lww


Search Advanced Search


Results for lww 0.02 seconds


 [lwwmocotx](#): May 22, 12:30pm: **LWV**-MoCo Annual Meeting @ Landry's in The Woodlands -- Looking forward to seeing members there with an eye to the future.  
4 minutes ago via *web* · [Reply](#) · [View Tweet](#)

 [JHKleschinsky](#): RT [@harmonywho](#): Be responsible, make good choices abt the environment. Talking to you, Boy Senatorfold [#thingsgirlswantboystodo](#) cc [@LWV](#) [#peoplenotpolluters](#)  
about 1 hour ago via *TweetDeck* · [Reply](#) · [View Tweet](#)

 [adriannemarsh](#): Wow-2 hits on the credibility of **LWV** 1)Put their rep for being objective on the line & 2)Didn't bother to be accurate: <http://bit.ly/jULvkR> ([expand](#))  
about 1 hour ago via *web* · [Reply](#) · [View Tweet](#)

 [harmonywho](#): Be responsible, make good choices abt the environment. Talking to you, Boy Senatorfold [#thingsgirlswantboystodo](#) cc [@LWV](#) [#peoplenotpolluters](#)  
about 1 hour ago via *TweetDeck* · [Reply](#) · [View Tweet](#)

 [iMacHead](#): Does your senator choose people or polluters? Find out. (via [@lww](#)) <http://t.co/PfsaLDV>  
about 1 hour ago via *Tweet Button* · [Reply](#) · [View Tweet](#)

 [Feed for this query](#)

Show tweets **written in**:  
Any Language

[Translate](#) to English

**Trending topics:**

- [#moodkiller](#)
- [#thingsgirlswantboystodo](#)
- [#dontgetmestarted](#)
- [Ierland](#)
- [Eric Saade](#)
- [Dana International](#)
- [Zweden](#)
- [Denemarken](#)
- [TVD Damon](#)
- [Estland](#)

**Nifty queries:**

Secure Search

McAfee

# Mobility: Twitter on a iPhone



# Why also Twitter?

- Hit people who aren't on Facebook
- Disseminate information very quickly
- May be less useful for LWV than Facebook
  - But hits good demographics for LWV

# What to post on Twitter

- Things you would post on Facebook
- Fast-breaking news

# Blogs



**LWV of Dearborn and Dearborn Hts****120 N Military Dearborn, MI 48124****Phone: (313) 278-6476****[www.lwvddh.org](http://www.lwvddh.org)**

## Navigate

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SATURDAY, MAY 14, 2011

### **Clean Air in Jeopardy by Kathy Gapa**

Even though the LWVUS started supporting all laws concerning the environment in the 1920's-the Clean Air Act, the Clean Water Act. ***Through the years assaults have occurred to undermine these laws.***

In April 2011, an assault was attempted to gut the Environmental Protection Agency, including the Clean Air Act. Local and state Leagues and the national LWV honored Earth Day (April 22) as a day of action, engaging our communities to help safeguard the Environmental Protection Agency's ability to establish the urgently needed protections called for by the Clean Air Act.

In a recent statement, League President Elizabeth MacNamara strongly voiced the League's concern about protecting Clean Air. Earlier, the League and



« Redistricting: It is now.

At the edges of the city »

## Redistricting Commission Begins Its Work!

January 10, 2011, 9:14 pm

2011 has had a troubling start with few indications that, as bad as things have been already, the worst is behind us. Fortunately, when things are their darkest, we have somewhere to turn for evidence that civilization and democracy can persist. It may be the tiniest manifestation of our capacity for high function, and readers may accuse us of obsession, but take heart in the fact that the Citizens Redistricting Commission is fully populated with its fourteen members, and its work begins in two days!

Yes. The final six members were selected as 2010 closed. [See who they are](#) (scroll to the bottom of the page), with their demographic profile charted [here](#). Hey, you may know one or more of these people!

The first meeting of the full Commission is scheduled for January 12 in Sacramento. But we can watch it wherever there is internet access! Watch the broadcast [here](#), starting at 10:30 a.m. The [agenda](#) may help you make your viewing decisions. Btw, if you see hi-iinks anything remotely approaching those of the City's Board of

### ABOUT THIS BLOG

The league of San Francisco is a member of the National League of Women Voters. This blog is an informal discussion about issues of interest in the community. The opinions expressed are not necessarily those of the League and the League takes no responsibility for opinions expressed in comments.

### CATEGORIES

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### LEAGUEVOICE ARCHIVE

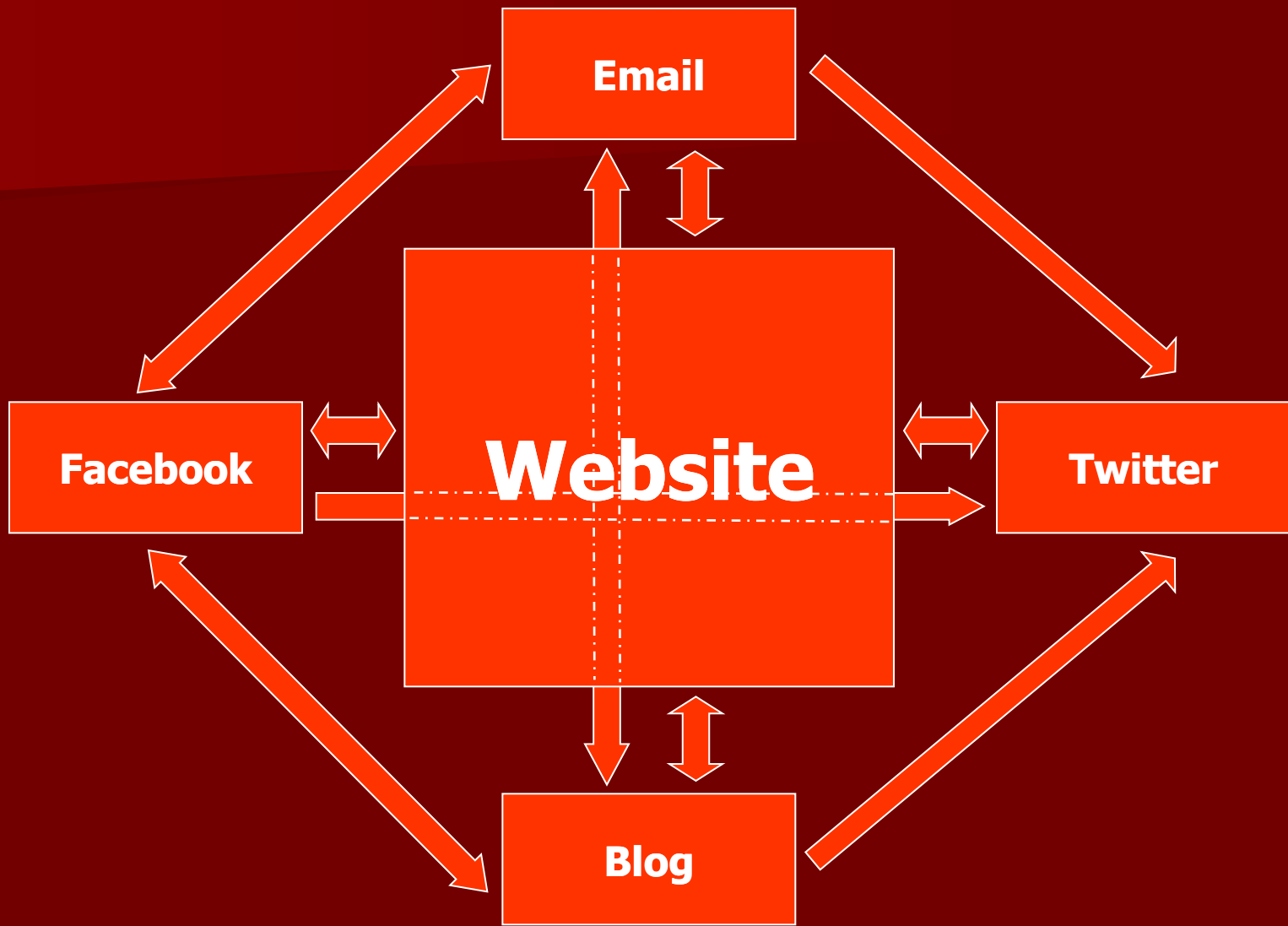
Select Month



# Why also a blog?

- Easier than website to create and update
- Provide content for Facebook and Twitter
- Best opportunity for thoughtful dialogue
- Types of posts
  - How to ...
  - Thoughtful analysis
  - Light-hearted note
  - Start a fire

# **Integrating Your Online Presence**



# Websites

- *Audience:* general public – people looking for information but not joining a group
- *Privacy:* information anyone can see
- *Permanence:* until explicitly removed
- *Organization:* by subject
- *Communication:* 1 way

# Facebook

- *Audience:* general public – people willing to sign up for updates
- *Privacy:* information anyone can see
- *Permanence:* short-term
- *Organization:* reverse chronological order
- *Communication:* 2 way – short comments

# Twitter

- *Audience:* general public – people willing to sign up for updates
- *Privacy:* information anyone can see
- *Permanence:* short-term
- *Organization:* reverse chronological order
- *Communication:* 2 way – fast – short comments



# Blog

- *Audience:* general public – people looking for information but not joining a group
- *Privacy:* information anyone can see
- *Permanence:* until explicitly removed
- *Organization:* reverse chronological order and keywords
- *Communication:* 2 way – longer comments

# Email

- *Audience:* people willing to give you their email address
- *Privacy:* information anyone can see
- *Permanence:* until recipient deletes it
- *Organization:* recipient decides (date, subject, sender, etc)
- *Communication:* 2 way – longer comments

# References handout

- “How to” information
- Other useful tools
  - YouTube
  - Picasa
  - PayPal
  - ...

# Thanks!

- LWV of Michigan 2011 Convention
- Carol Watts and League Easy Web
- LWV
- AAUW
- Pew Internet & American Life Project
- Jacob Nielsen
- Mickey Mellon
- Dan Zarrella and Rick Burnes

# Questions?

- Today

- In the future

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