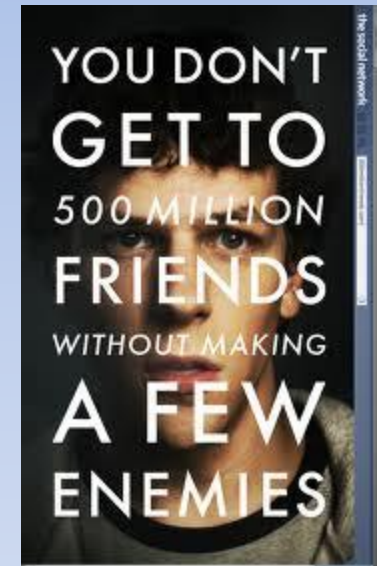


Introduction to Social Media



Today's Discussion

- Overview of Web 2.0 and social media tools
- How EPA and other agencies are using these tools
- Agency and government-wide policies governing use of tools
- Case studies

twitter

Google Earth

bit.ly

Google maps

Apple iTunes

facebook



Blogger

You Tube Broadcast Yourself

flickr



Web 2.0

- Second generation of the World Wide Web, especially the movement away from static web pages to ***dynamic*** and ***shareable content*** and social networking.
- Web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.
- For a more detailed history on the evolution of the web <http://www.youtube.com/watch?v=6gmP4nk0EOE>

Web 2.0

- Content, Conversation, Communication
- User-Generated Content
- Users Want to:
 - Create and Co-Create Content
 - Edit Content
 - Rate Content
 - Comment on Content
 - Discuss Content
 - Tag and Organize Content
 - Mash Content with other Content
 - Personalize Content
 - Share Content

Why should you care?

- There are over **100 million worldwide views** per day on YouTube
- There are **more Facebook users** (350 million) **than there are U.S. residents** (309 million)
- **Twitter will process about 10 billion "tweets" this year**
- Fastest-growing Facebook segment: ages 35-54
- “Force multiplier” through sharing
- The way business is being done

Why should you care?

Nearly 3 in 4 people participate in at least one online community or social network.

Facebook (58%)	Youtube (31%)
Myspace (24%)	Twitter (15%)
Groups (12%)	LinkedIn (9%)
Forums (9%)	Blog (7%)
Flicker (6%)	Yelp (2%)
FourSquare (2%)	

Source: Red Cross

Why should you care?

The majority (82 percent) participates in social media at least once a week, with nearly half participating every day or nearly every day.

- Every day or almost every day (48%)
- A few times a week (25%)
- Once a week (9%)
- A few times a month (10%)
- Less than once a month (8%)

Source: Red Cross

Why should you care?

One in six (16%) have used social media to get information about an emergency

- TV news (63%)
- Local radio (44%)
- Online news (37%)
- **Facebook (14%)**
- Local gov website (12%)
- Disaster agency website (10%)
- **Mobile apps (7%)**
- **Twitter (6%)**
- **Text alerts from local government (6%)**
- **Flickr (2%)**

Source: Red Cross

Why should you care?

During an emergency, nearly half would use social media to let loved ones know they are safe.

- Definitely would (28%)
- Probably would (21%)
- Might or might not (22%)
- Probably would not (13%)
- Definitely would not (16%)

Source: Red Cross

Some words of advice

- These are tools, not answers—and there is no silver bullet.
- Crawl, walk, run!
- Consult with people who've done it first.
- Get permission.
- Don't expect to change the world.

Why are governments using social media?

- It's where people are
- Expand reach to new and diverse audiences...and have those audiences REACH US
- Facilitate interactive communication & community
- Put human face on government
- Reduce duplication
- Save time and money
- Leverage unique characteristics of emerging channels

What are the tools we're using?

- Social Networking Sites (i.e. Facebook)
- Micro-blogging (i.e. Twitter)
- Video Sharing (i.e. Youtube)
- Photo Sharing (i.e. Flickr)
- Blogs
- Podcasts and Vodcasts
- Wikis
- Social Bookmarking Sites
- Widgets
- Virtual Worlds
- Social Media Releases
- RSS Feeds

The Facebook logo, featuring the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font on a white rectangular background.

twitter

The Flickr logo, featuring the word "flickr" in a blue, lowercase, sans-serif font with a pink "r" on a white rectangular background.

flickr

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle, with the tagline "Broadcast Yourself" below it on a white rectangular background.

You Tube
Broadcast Yourself

The Google Maps logo, featuring the word "Google" in its multi-colored font and "maps" in a blue, lowercase, sans-serif font on a white rectangular background.

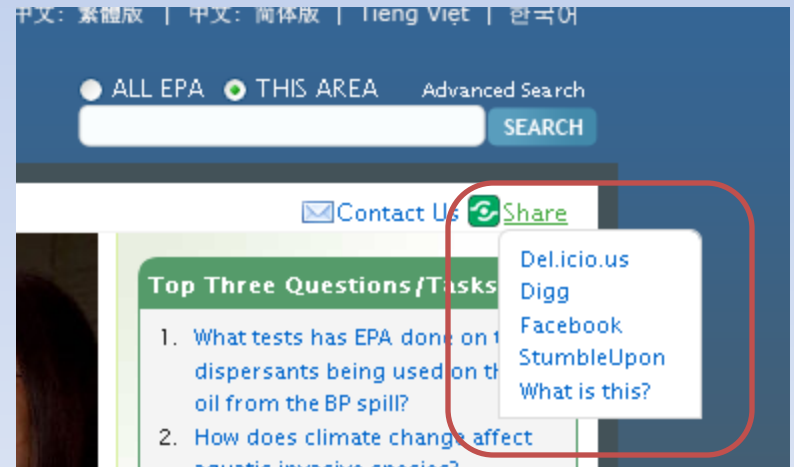
Google maps

The Blogger logo, featuring an orange rounded square with a white "b" icon and the word "Blogger" in white, uppercase letters on a dark blue rectangular background.

Blogger

What does EPA use?

- Facebook, YouTube, Twitter, Flickr, Distency, and more
- Learn more about EPA's social media activities at <http://www.epa.gov/epahome/socialmedia.html>



Social Networking

- Connecting people globally -- most include personal profiles, find friends, and communities
- Facebook and Myspace are the most widely used in the U.S.
- LinkedIn popular for professional networking



Social Networking

- www.facebook.com
- Started in 2003 by Harvard student
- A platform to share announcements, requests for feedback, questions, and links with an interested community that also gives people a place to share information with each other
- Person-based, groups, or page-based accounts
- ***Average user spends almost 1 hour per day on Facebook***

The screenshot shows a Facebook profile for John Senn. The profile picture is a man with long hair and sunglasses wearing a white shirt and a brown bowtie. The cover photo is a collage of five images: a group of people, a group of people in blue shirts, a man in a green jacket, a man in a green jacket, and a group of people in formal attire. The profile information includes: "John Senn", "In a relationship", "Born on December 8", "Add your current work information", "Add your education information", and "Edit Profile". The navigation menu includes "Wall", "Info", "Photos (68)", and "Friends". The "Friends (363)" section lists: Jennifer Chapek Moon (Rochester), Kristen Gentile, Brian Ferrasci-O'Malley (Montana), and Jesslyn Shields. The "Share:" menu includes "Status", "Photo", "Link", and "Video". The status field contains the text "What's on your mind?". A post by Shoren Brown is visible, dated Monday at 10:45pm, with the text "In Brooklyn Sat night, and Sunday. What are you up to." and options "Like", "Comment", and "See Friendship". A post by John Senn is visible, dated January 14 at 6:43pm, with the text "John Senn was tagged in Greg Gorski's album." and a "Wall Photos" link. The photo shows a group of people in formal attire.

EPA Example Use of Facebook

- National page
- Administrator Lisa P. Jackson
- EPA Clean Air Markets
- EPA Design for the Environment
- EPA Federal Advisory Committees
- EPA Water Is Worth It
- Gowanus Canal, NY group
- Indoor airPLUS
- Pick 5 for the Environment
- Pompton Lakes, NJ group
- Region 2: NY, NJ, Puerto Rico, Virgin Islands
- Region 6: AR, LA, NM, OK, TX
- Region 9: CA, AZ, NV, HI, Pacific
- Region 10: AK, ID, OR, WA and 271 tribes
- Spanish
- US-Mexico Border Waste Forum
- WaterSense



More than
40,000
people!

(All of whom
have taken the
time to indicate
they want to
hear what we
have to say.)



U.S. Environmental Protection Agency

- Wall
- Info
- Boxes
- RSS/Blog
- Policies
- Photos
- >>



Lisa P. Jackson At EPA's Martin Luther King Jr. Day commemorative program today we v
 inspiring reflection from Attorney General Eric Holder on Dr. King's legacy and impact on our n
 equality in all areas, including human health and the environment. *last Friday*

- Photos
- Discussions
- Boxes
- Comment Policy
- >>



Subscribe via SMS

La misión de la Agencia de Protección Ambiental de Estados Unidos es la de proteger la salud de los humanos y la del medio ambiente.

7 Friends Like This

6 of 7 Friends

See All



Jeffrey Levy



Julia Ortiz



Melissa Anley-Mills



Kay



Jeff Philip



Sophia

Agencia de Protección Ambiental de Estados Unidos (U.S. EPA en e

- Wall
- Info
- Photos
- Discussions
- Policies

Share: Post Photo Link Video

Write something...

Agencia de Protección Ambiental de Estados Unidos... + Others

Just Agencia de Protección Ambiental de Estados Unidos... Just Others



Agencia de Protección Ambiental de Estados Unidos (U.S. EPA en español) Aprenda cómo se puede ayudar al medio ambiente en nuestro diario vivir

Greenversations » Pequeños pasos pueden recorrer un largo trecho

blog.epa.gov

Por muchos años, he tratado de alentar a mi familia a ahorrar energía y agua. He aquí algunos pasos sencillos que todos podemos tomar en el hogar, en el trabajo o en nuestras comunidades que tendrán repercusiones positivas en nuestro esfuerzo por proteger nuestra salud y el medio ambiente.

4 hours ago · Like · Comment · Share

Giovanna Calise likes this.

Write a comment...



Agencia de Protección Ambiental de Estados Unidos (U.S. EPA en español) EPA y la Chrysler llevarán nuevas tecnologías para autos híbridos del laboratorio a la calle para fomentar tecnología de eficiencia de combustible

01/19/2011: EPA and Chrysler to Take Latest Hybrid Technology from Lab to Street/Partnership to adap

yosemite.epa.gov

Just Lisa P. Jackson Just Others

ackson Chrysler CEO Sergio Marchionne and I visted EPA's Ann
 to announce a partnership exploring possibilities for EPA's hydraulic-
 icle technology. This clean energy technology -- which can improve
 omy up to 35% - is already in use in large trucks. EPA's work with
 is further evidence tha...

2011: EPA and Chrysler to Take Latest Hybrid Technology from Lab to Partnership to adap

epa.gov

ion to creating the jobs of the future, clean energy benefits the U.S. economy by
 y making energy costs more affordable for consumers - especially if their dollars
 merica," Marchionne said. "Hydraulic hybrid vehicle technology is one more
 g path worth pursuing in

day at 2:58pm · Like · Comment · Share

ople like this.

all 8 comments

ohn Wathen Lisa has a long history of ignoring environmental justice
 sues.

http://creekkeeper.blogspot.com/2010/02/arrowhead-landfill-complaint-

For more help

- <http://www.facebook.com/help>
- 10 Part Video Series
 - <http://www.butterscotch.com/tutorial/How-To-Sign-Up-For-A-Facebook-Profile>
- YouTube videos
 - <http://www.youtube.com/watch?v=QCVi0-50Vmo&feature=related>

Micro-blogging

- A form of blogging that allows users to post very brief, simple text updates (text message size)
- Twitter!
- Reach new audiences
- Real time reporting
- Emergencies

The Twitter logo, consisting of the word "twitter" in a lowercase, blue, sans-serif font, is centered at the bottom of the slide. The letters are bold and have a slight shadow effect.

Micro-blogging Potential Uses

- Emergency updates (fires, earthquakes, floods..)
- News updates/breaking news alerts
- Security situations
- Weather information
- General website updates
- Local government – fires, crime watches, fugitive alerts, utilities interruptions, traffic, road construction
- Reminders (file your taxes, Medicare application deadlines, other government benefit deadlines)
- Event invitations

What is Twitter?

- www.twitter.com
- Short text updates, 140 characters
- Updates often delivered to mobile devices for immediate notification
- ***Estimated 1 billion users by 2013***
- ***A searchable database of what's happening now***

twitter





THIS ACCOUNT IS RUN BY ORGANIZING FOR AMERICA. TO FOLLOW THE WHITE HOUSE ON TWITTER, GO TO TWITTER.COM/WHITEHOUSE. OFA

twitter

Have an account? [Sign in](#)

WWW.BARACKOBAMA.COM

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



ladygaga

[+ Follow](#)

[Lists](#)



Verified Account

Name Lady Gaga
Location New York, NY
Web <http://www.ladyga...>
Bio mother monster

145,207 **7,819,044** **154,938**
[following](#) [followers](#) [listed](#)

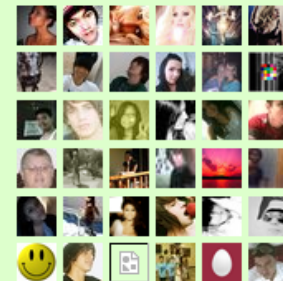
Tweets **589**

[Favorites](#)

Actions

[block ladygaga](#)
[report for spam](#)

Following



Go to gagadaily.com or perezhilton.com for MUGLER fashion+my remix of music from Born This Way album. Thank you for the amazing comments! †

about 3 hours ago via web

Scheiße. www.mugler.com has crashed due to major traffic, we are doing our best to get it through rehab. [#monsterfashionattack](#).

about 4 hours ago via web

www.mugler.com 12pm EST / 6pm paris time . Show/film/music presentation [@formichetti](#) [@ladygaga](#) [#Mugler](#)

about 5 hours ago via Twitter for BlackBerry®

@EPA

@lisapjackson: Administrator Jackson

@EPAnews: news releases

@EPAlive: live tweeting

@Greenversations: our blog

@EPAespanol: Spanish

@EPAresearch: research and development

@EPAnewengland: CT, ME, MA, NH, RI, VT

@EPAregion2: NJ, NY, PR, VI

@EPAregion3: DE, DC, MD, PA, VA, WV

@EPAregion6: AR, LA, NM, OK, TX

@EPAregion9: CA, AZ, NV, HI, Pacific

@ENERGYSTAR: save energy & the environment

@EPAiplus: Indoor airPLUS

@EPAairmarkets: clean air markets

@EPAcolumbia: Columbia River

@EPAowow: wetlands, oceans, watersheds

@EPAsmartgrowth: smart growth

@EPAgreenbldg: green building

EPA's use of Twitter

- Used to spread the word on agency responses to emergencies, announce rule makings, publication releases etc.
- Several offices at EPA tweet as well as programs to engage the public and keep them informed of timely news releases, due dates, etc.

@EPA

- @lisajackson: Administrator Jackson
- @EPAnews: news releases
- @EPAlive: live tweeting
- @Greenversations: our blog
- @EPAespanol: Spanish
- @EPAresearch: research and development
- @EPAnewengland: CT, ME, MA, NH, RI, VT
- @EPAregion2: NJ, NY, PR, VI
- @EPAregion3: DE, DC, MD, PA, VA, WV
- @EPAregion6: AR, LA, NM, OK, TX
- @EPAregion9: CA, AZ, NV, HI, Pacific
- @ENERGYSTAR: save energy & the environment
- @EPAiplus: Indoor airPLUS
- @EPAairmarkets: clean air markets
- @EPAcolumbia: Columbia River
- @EPAowow: wetlands, oceans, watersheds
- @EPAsmartgrowth: smart growth
- @EPAgreenbldg: green building



More
than
100,000
people!

twitter

Have an account? [Sign in](#)

@EPA

Get short, timely messages from U.S. EPA.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @EPAgov**.

[Sign Up >](#)

Get updates via SMS by texting **follow EPAgov** to **40404** in the United States
[Codes for other countries](#)

- @lisapjackson: Administra
- @EPAnews: news releases
- @EPAlive: live tweeting
- @Greenversations: our blc
- @EPAespanol: Spanish
- @EPAresearch: research ar
- @EPANewengland: CT, ME,
- @EPARegion2: NJ, NY, PR, VI
- @EPARegion3: DE, DC, MD,
- @EPARegion6: AR, LA, NM,
- @EPARegion9: CA, AZ, NV,
- @ENERGYSTAR: save ener
- @EPAiplus: Indoor airPLU
- @EPAairmarkets: clean air
- @EPAcolumbia: Columbia
- @EPAowow: wetlands, ooe
- @EPAsmartgrowth: smart
- @EPAgreenbldg: green bui



EPAgov

Miami Air Int'l s
probation, \$125
illegal haz #wa
<http://bit.ly/cPr>

about 2 hours ago via web

[lisapjackson](#) Today I v
Administrator Mills to anno
water <http://budurl.com/dsc>

twitter

Have an account? [Sign in](#)

Get short, timely messages from Lisa P. Jackson, EPA.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @lisapjackson**.

[Sign Up >](#)

Get updates via SMS by texting **follow lisapjackson** to **40404** in the United States
[Codes for other countries](#)



lisapjackson

Verified Account

Name Lisa P. Jackson, EPA
Location Washington, DC
Web <http://www.epa.gov>...
Bio Administrator of the U.S. Environmental Protection Agency

29 following 13,578 followers 1,157 listed

Tweets 291

Favorites


Following



Chrysler CEO & I visited EPA lab in MI to announce partnership exploring options for our hydraulic-hybrid technology <http://budurl.com/8ent>

3:06 PM Jan 19th via web

Today I visited EPA labs in Cincinnati w/SBA Administrator Mills to announce a collaboration to clean up our water
<http://budurl.com/dsqa>

 **EPAgov** It's #Science Wednesday! Want more late-breaking or topical science news? Get our Science Matters newsletter: <http://bit.ly/i96W8T>

2:27 PM Jan 12th via web

Retweeted by [EPAregion2](#) and 3 others

#EPA seeks nominations for annual Environmental Quality Awards--nominations are due Feb. 22. <http://www.epa.gov/region2/eqa/>

3:26 PM Jan 6th via web


January is #EPA Radon Action Month--find a radon service professional in your area to test your home <http://www.epa.gov/radon/radontest.html>

2:41 PM Jan 5th via web

 **EPAgov** New York licensed #lead and #asbestos inspector sentenced to 63 months in prison <http://bit.ly/cPmGJc>

6:38 PM Jan 3rd via HootSuite

Retweeted by [EPAregion2](#) and 15 others

 **EPAgov** Kick start your new year w/ some #green #resolutions! Pledge to #Pick5 simple things you can do: <http://www.epa.gov/pick5/>

12:40 PM Jan 1st via HootSuite

Retweeted by [EPAregion2](#) and 13 others

NEWS: #EPA issues guidance to address proper maintenance, removal & disposal of PCB-containing fluorescent lights. <http://bit.ly/e0YjM0>

3:32 PM Dec 29th, 2010 via web

We're now accepting nominations for our annual Environmental Quality Awards. <http://www.epa.gov/region2/eqa/>

12:22 PM Dec 28th, 2010 via web

30 days til #EarthDay. Did you know that leaving your car at home twice a week can cut greenhouse gas emissions by 1600 pounds per year?

11:13 AM Mar 23rd via web

31 days til #EarthDay. Get local! Search for environmental info in your zip code. <http://www.epa.gov/epahome/commsearch.htm> #EPA

10:55 AM Mar 22nd via web

34 days til #EarthDay. Planning on composting this spring? Here's a list of what you can & can't compost. <http://bit.ly/c6MYSn>

7:21 AM Mar 19th via web

35 days til #EarthDay. Doing spring clean cleaning products are better for the enviro [/b9tgX9](http://bit.ly/b9tgX9)

10:11 AM Mar 18th via web

36 days til #EarthDay. Join #EPA's "It's My project for a chance to be featured in our <http://go.usa.gov/lJd>

1:02 PM Mar 17th via web

37 days til #EarthDay--Check out #EPA's economy for info on MPG, fuel costs & more <http://www.fueleconomy.gov/m/>

7:22 AM Mar 16th via web

38 days til Earth Day--Calculate your carbon footprint to reduce it, which can save you money. It's [/9Oxywm](http://bit.ly/9Oxywm)

6:53 AM Mar 15th via web

40 days til the 40th anniv of Earth Day -- take action or share what you're already doing [/earthday/](http://bit.ly/earthday/)

5:51 AM Mar 12th via web

Thanks very much to @carbonoutreach and everyone else who came to the #EPA booth at last weekend's Grand Central Earth Fair!

9:10 AM Apr 27th via web

#EPA will be at Earth Week events at Grand Central Station today & Saturday and at McCarren Park in Brooklyn on Sunday--stop by our booth!

8:03 AM Apr 23rd via web

Today is #EarthDay! Follow #EPA Admin. Lisa Jackson & agency events today and this weekend @EPAlive.

8:35 AM Apr 22nd via web

1 day til #Earth Day. Learn how to make your home or business more water-efficient. <http://www.epa.gov/watersense/>

12:41 PM Apr 21st via web

2 days til #EarthDay. Looking to get involved on Earth Day? Find an event in NJ, NY, PR and the USVI. <http://epa.gov/region2/earthday/>

12:19 PM Apr 20th via web

3 days til #EarthDay. Lots of little changes add up to make a big difference. Here's how you can reduce air pollution. <http://bit.ly/amv0VR>

11:57 AM Apr 19th via web

6 days til #EarthDay. Working on your car this weekend? Here's a few simple ways to boost mileage <http://www.fueleconomy.gov/feg/drive.shtml>

5:43 AM Apr 16th via web

7 days til #EarthDay. Got an old TV, computer or other device you no longer need? Recycle it! Find a program near you. <http://bit.ly/>

FIRE - Out 6415 Fulton Ave; MAP 532-D6; FS 102; 2-Story apartment. Small kitchen fire out. To... Read more at <http://bit.ly/fiUKUa>

about 4 hours ago via The Visitor Widget

***UPDATE: 3546 N Roseview Av* KNOCKDOWN: 27 FF in just 14 min (Attic fire?). 1 patient being eva...** Read more at <http://bit.ly/fY9EbM>

about 18 hours ago via The Visitor Widget

Structure Fire 3546 N Roseview Av; MAP 594-J4; FS 44; 2-story SFD w/ smoke showing; Ch:9,12 @ 6:42 PM -Erik Scott###

about 18 hours ago via The Visitor Widget

Train vs. Pedestrian Pierce St x San Fernando Rd; MAP 502 D3; FS 98; Person hit by train is ... Read more at <http://bit.ly/hinzLX>

11:22 PM Jan 18th via The Visitor Widget

EXPLOSION 3785 Wilshire Bl ; MAP 633 H2; FS 29; Electrical explosion in an underground park... Read more at <http://bit.ly/dE6VgN>

11:07 PM Jan 18th via The Visitor Widget

FYI... we don't tweet violent crime or police centric incidents @LAFD or @LAFDtalk. Protocol dictates law enforcement be prime info source.

3:44 PM Jan 18th via web

***UPDATE: 12500 W Raymer St* KNOCKDOWN: First arriving 50+ FF in just 16 min. (Auto fire inside ...** Read more at <http://bit.ly/gyRZ97>

1:02 AM Jan 18th via The Visitor Widget

***UPDATE: 135 E 9th St* Victims now extricated. ALL 6 patients (unk age/gender) suffered minor i** Read more at <http://bit.ly/fmwcWv>

Following



[RSS feed of LAFD's tweets](#)

Brainstorm

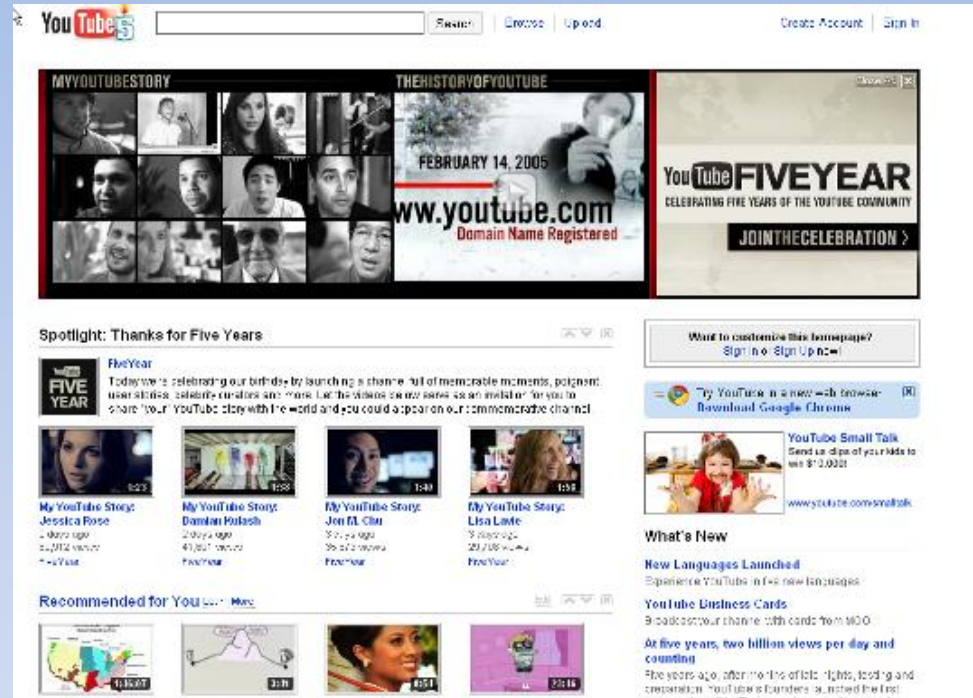
- What part of your job could be Tweeted regularly?
- Who would listen to your tweets?
- What are the risks?
- What are the benefits?
- Practice exercise

For more help

- YouTube videos
 - <http://www.youtube.com/watch?v=ddO9idmax0o>
- Twitter Applications
 - <http://mashable.com/2009/06/27/twitter-desktop-apps/>
- Twitter help
 - <http://help.twitter.com/forums>

YouTube

- www.youtube.com
- Founded in February 2005
- Google purchased in 2006 for \$1.6B
- World's most popular online video community,
- People watch and share originally-created videos.
- Youtube is the #2 Search Engine in the world



Why is the Government Sharing Video?

- Multimedia makes compelling content
- New audiences
- Public outreach
- Education and training
- How To videos & audios to improve service & achieve mission
- Cost savings

EPA's Use of Youtube

YouTube

Search Browse Upload Create Account Sign In

EPA United States Environmental Protection Agency

LEARN THE ISSUES | SCIENCE & TECHNOLOGY | LAWS & REGULATIONS | NEWSROOM | ABOUT EPA

US Environmental Protection Agency
USEPAgov's Channel

Subscribe Uploads

Date Added | Most Viewed | Top Rated

- It's My Environment - Instructions**
3,969 views - 2 months ago
1:58
- Earth Day 2010 EPA Administrator Lisa P.**
275 views - 4 weeks ago
2:05
- It's My Environment!**
3,080 views - 1 month ago
5:50
- Pick 5 for the Environment**
257 views - 1 month ago
0:30

Primarily used as outreach during emergencies, public contests, and archiving of videos

What could you do with Youtube?

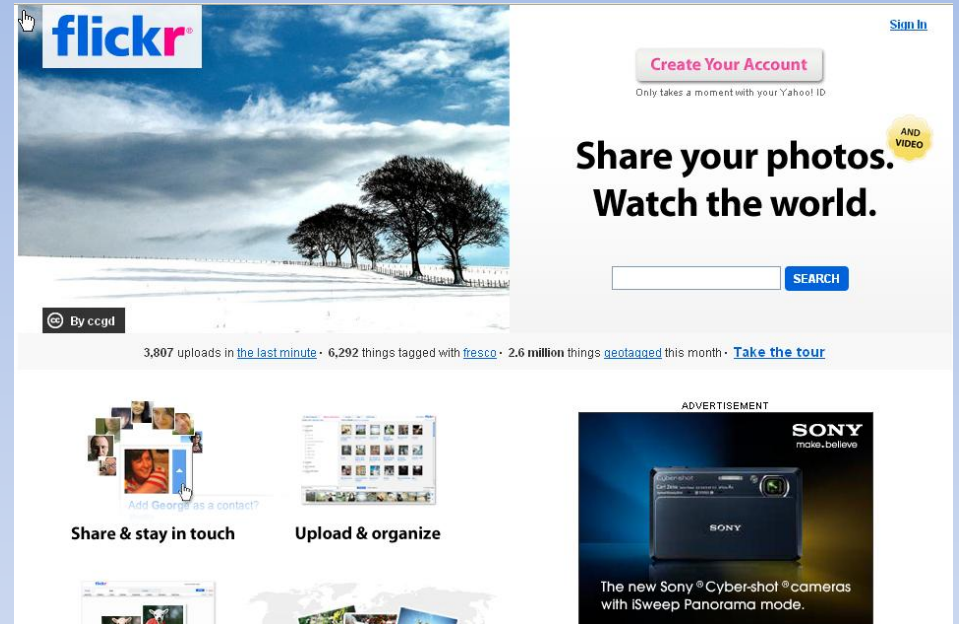
- What are your communication needs?
- What content is readily available or best shown through video?
- What does EPA do versus what are community groups encouraged to do?
- *Illustrate clean up technologies to communities?*
- *Show state of site conditions, video tours of sites?*
- *Record trainings or town hall meetings?*

For more help with Youtube

- <http://www.youtube.com/youtube>
- <http://www.butterscotch.com/tutorial/A-Beginners-Guide-To-YouTube>

Photo-sharing and Flickr

- Online photo and video management and sharing application
- Founded in 2004, acquired by Yahoo in 2005
- 4 billion + images uploaded

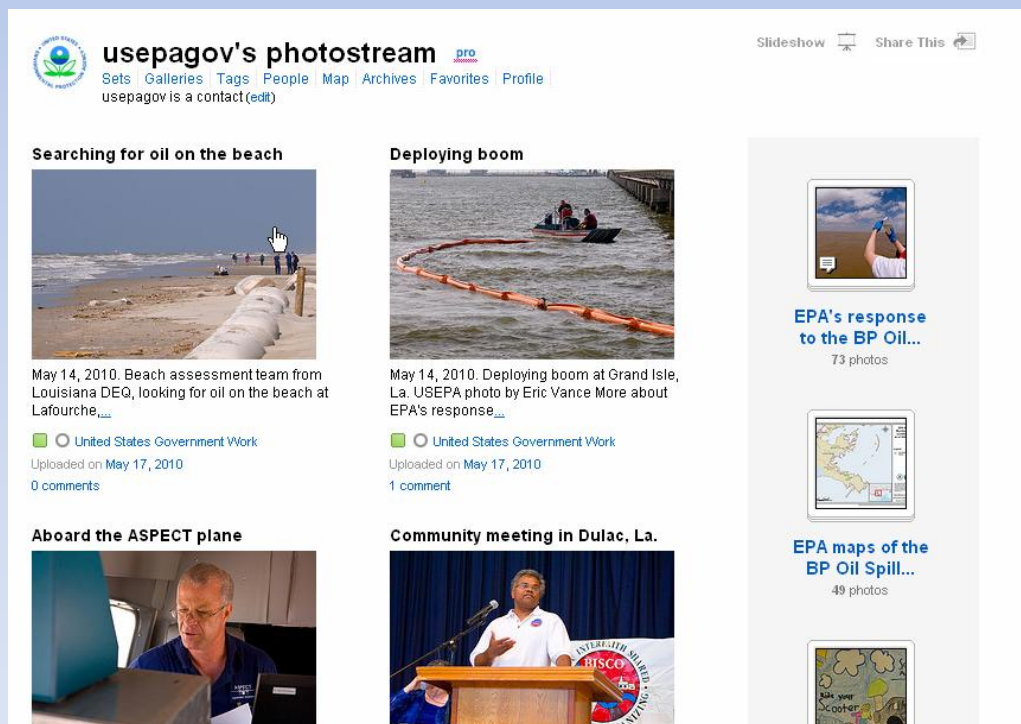


The screenshot displays the Flickr homepage layout. At the top left is the Flickr logo. Below it is a large featured photo of a snowy landscape with trees under a cloudy sky. To the right of the photo is a 'Create Your Account' button with the text 'Only takes a moment with your Yahoo! ID'. Below this is a search bar and a 'SEARCH' button. A 'Sign In' link is in the top right corner. Below the featured photo, there is a 'By ccgd' attribution and a statistics bar: '3,807 uploads in the last minute · 6,292 things tagged with fresco · 2.6 million things geotagged this month · Take the tour'. The main content area is divided into three sections: 'Share & stay in touch' with a 'Add George as a contact?' button, 'Upload & organize' with a thumbnail grid, and an advertisement for Sony Cyber-shot cameras with the text 'The new Sony Cyber-shot cameras with iSweep Panorama mode.' and the Sony logo 'make.believe'.

EPA's Use of Flickr

EPA has a photostream updated at

<http://www.flickr.com/photos/usepagov/>



The screenshot shows the EPA's Flickr photostream page. At the top, there is a navigation bar with links for Sets, Galleries, Tags, People, Map, Archives, Favorites, and Profile. Below this, there are four photo thumbnails with captions and metadata:

- Searching for oil on the beach:** A photo of a beach assessment team. Caption: "May 14, 2010. Beach assessment team from Louisiana DEQ, looking for oil on the beach at Lafourche..."
- Deploying boom:** A photo of a boat deploying an orange boom. Caption: "May 14, 2010. Deploying boom at Grand Isle, La. USEPA photo by Eric Vance More about EPA's response..."
- Aboard the ASPECT plane:** A photo of a man in a blue shirt looking at a laptop. Caption: "Aboard the ASPECT plane"
- Community meeting in Dulac, La.:** A photo of a man speaking at a podium. Caption: "Community meeting in Dulac, La."

On the right side of the page, there are three photo thumbnails with titles and photo counts:

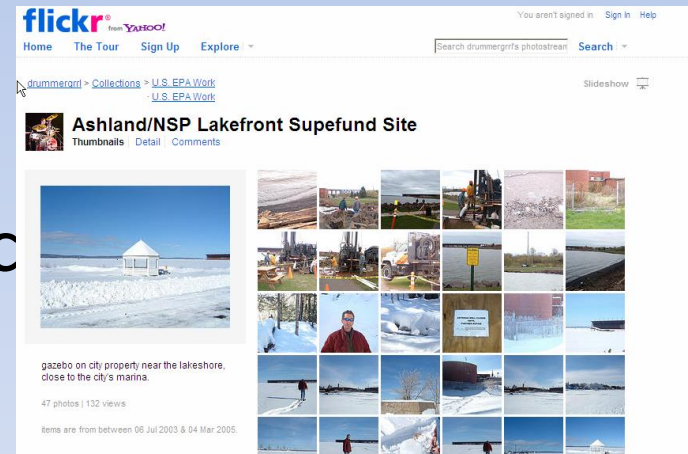
- EPA's response to the BP Oil...:** 73 photos
- EPA maps of the BP Oil Spill...:** 49 photos
- Take your Scooter...:** (Caption partially obscured)

Primarily used as outreach during emergencies, public contests, and archiving of photos

To add to the EPA photostream you must contact your local web coordinator

What could you do with Flickr?

- What work do you do involving digital images?
- Share photos of site conditions, field work, clean up progress etc with the public
 - Allow the public to share photos
 - historic photos of area



For more information

- <http://www.flickr.com/help/>
- http://www.youtube.com/watch?v=3R_MWGFvDEE
- <http://k12online.wm.edu/usingflickr/usingflickr.html>
- http://www.passyworld.com/passyPDFs/Flickr_bpw.pdf

Blogs

- Web log
- Online journal or diary with social collaboration

Why the Government Blogs

- Reach new audiences for government information and service
- Put a human face on government
- Start a conversation (likely more informal)
- Surface issues and solve them



THE OFFICIAL BLOG OF THE U.S. ENVIRONMENTAL PROTECTION AGENCY

Greenversations

« [EPA@40: Tell Us Your Story](#)

[EPA @40: Tell Us Your Story](#) »

How I Tested My Home for Radon

Posted on January 21st, 2011 - 3:00 PM

By Jani Palmer

I used to be afraid to know if I had high radon levels in my home. I asked questions, I researched, I analyzed, I procrastinated, but the most important step was just doing it. Compared to a calculus exam or even a driving test, a radon test is hands down the easiest.

I live in an area known to have high radon levels, yet it took me nearly a year to test. Why? Probably because I rent my house. I felt a little helpless as to what I would do if I actually did have high radon. Despite my fears, I finally tested my home, and I'm so happy I did. It doesn't matter if you live in an area that is geologically prone to have high radon levels; the only way to know is to test.

Here's how I tested my home — it's this easy:

Step 1: Ordered a radon test kit.

Step 2: Read the directions.

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Arlos Says:

[January 21st, 2011 at 11:34 am](#)

Oh how I would have loved to have gotten ahold of Rich Freitas while I was working on the base closure at Ft Ord in the late 90's. 1 million gallons of product water slated to be shipped to Texas for processing that was the water used to rinse lead bullets and fragments. It was in frac tanks on a friday and out to sea via storm drains by monday morning. My going to the Army, going ballistic and asking about this lead to my eventual getting kicked to the curb for disclosing this affair which was never made public but 3 months after this, a massive marine mammal die off took place in the Monterey Bay. Several of the principals responsible are still in place working for another entity at Ft Ord and I have not been allowed to work in this type of work again and by work with water remediation remains in the private sector.

[\[Reply\]](#)

Alicia Luna Says:

[January 21st, 2011 at 11:41 am](#)

Hello!

I was very inspirational food your story, I would tell you that my life has been guided by a vision I had from my childhood, a vision of prosperity for workers in the field of my community, since I live in an agricultural area (yuma arizona) my biggest concern is still have the opportunity to work helping farm workers, and that the information on education and health is of great impact on their lives and the lives of their families;

I currently volunteer in AmeriCorps which I am proud, I am training in the safe use of pesticides and as a health promoter, my name is Alicia Luna. was a pleasure to read you ... Thanks for sharing your story, thanks to GREENCONVERSATIONS that warrior spirit fuels our best times of life ...

« [Small Steps C...](#)

EPA@40:

Posted on January

by Richard Freitas

I've worked as a...
office since 199...
of groundwater...
often stressful a...
Superfund hazar...
polluted sites th...
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Podcasting

- Multimedia content (audio, video) syndicated over the Internet via a Web feed
- For use on portable media players (iPod, Mp3 players) and personal computers
- Not just an audio or video file, podcasts are syndicated or subscribed to
- Downloaded automatically when new content is added using an aggregator or reader

Podcasts

[Share](#)

EPA provides podcasts and audio files (and transcripts) of useful or engaging information as a way to help the public understand and share information. Some of the podcasts listed on this page are part of an ongoing series; others were issued on a one-time basis but still contain valuable information.

eCycling electronics - Listen to discussions recycling used computers, cell phones, and other electronics.

- [Plug-in to eCycling](#)

Energy Star - Each podcast is a collection of conversations about energy efficiency. EPA staff talk with a variety of business analysts, technology experts, policymakers, and media. These recordings cover market trends, consumer preferences, energy reduction solutions, new products and efficiency standards, and even some retail training information.

- [Energy Star podcasts](#)
- [Subscribe to RSS feed for EnergyStar podcasts](#)

Green Chemistry Challenge - learn about winners who research and develop chemical methods and processes that use less-hazardous substances, reduce waste, and save energy.

What is a podcast?

A podcast is a series of audio files published on the web and usually downloaded onto computers or portable listening devices such as iPods or other players. Podcast files are usually MP3 types which can be played on most players. [Read more about podcasting from webcontent.gov](#)



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Get media player

You will need media player or music player software to play the podcasts, if your computer doesn't already include one. Depending on your computer, you can download free players from various places, for example, the [Windows media player](#) [EXIT Disclaimer](#) EPA doesn't endorse any particular media player software.

Region 2

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Podcasts

Below you will find podcasts on various environmental topics. Simply click on the links to listen.

To subscribe to our podcast, please enter the following url in iTunes> Advanced> Subscribe to Podcast: <http://www.epa.gov/region02/mediacenter/podcasts.xml>

You will need a media player to listen to the audio files. If you do not have one, you can download a free player [here](#). Also, you will need the free Adobe Reader to view the transcript files. See EPA's [PDF page](#) to learn more.

Podcast: Archaeology at Superfund sites [10:31 min / 9 MB]



EPA archaeology and historic preservation national expert John Vetter talks about his work at Superfund sites, including the Hudson River, the Gowanus Canal and the Roebling Steel Co. sites.

eCycling Podcast [11:22 min / 8 MB]



Learn how to be an eco-friendly consumer and recycler during this informative podcast as Public Affairs Specialists Sophia Kelley and Elizabeth Myer discuss staggering facts about electronic waste in the United States, as well as the importance of eCycling and where you may do so in Region 2.

[Transcript](#) [6 pp, 38 KB]

[Electronics Recycling \(eCycling\)](#)

Help! Technical Assistance for Communities near Superfund and Hazardous Waste Cleanups [13:40 min / 12.8 MB]

Mashups

- Combine content from multiple sources for an integrated experience
- Early examples use mapping: Microsoft Virtual Earth, Google Earth, Google maps

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News Releases from Region 2

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EPA to Excavate Contaminated Soil, Monitor Groundwater at Ellenville Scrap Iron and Metal Superfund Site in Ulster County, N.Y.

Release date: 10/12/2010

Contact Information: John Senn, (212) 637-3667, senn.john@epa.gov

(New York, N.Y.) The U.S. Environmental Protection Agency (EPA) today announced that it has finalized the steps it will take to clean up the Ellenville Scrap Iron and Metal Superfund site in the Village of Ellenville, N.Y. in Ulster County. EPA will excavate contaminated soil from six different areas at the site, consolidate the soil on the landfill portion of the site and then securely cap the landfill, which will prevent further contamination of the groundwater. Any of the excavated soil or

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Recent additions

- 01/12/2011 [EPA Issues Order to NJ Hospital Group](#)
- 01/06/2011 [EPA Seeks Nominations for Annual Environmental Quality Awards](#)
- 01/05/2011 [EPA Fines Drew University for Hazardous Waste Violations](#)

For a Google Earth aerial view of the Ellenville Scrap Iron and Metal site, visit: http://www.epa.gov/region02/kml/ellenville_scrap_iron.kml. (Please note that you must have Google Earth installed on your computer to view the map. To download Google Earth, visit <http://earth.google.com/download-earth.html>).

For more information about the site, visit: <http://www.epa.gov/region02/superfund/npl/ellenville/>. For more information on Superfund sites in New York state, visit <http://www.epa.gov/region02/cleanup/sites/>.

To find out more about the EPA's Superfund Process, visit: http://www.epa.gov/superfund/sites/npl/npl_hrs.htm.

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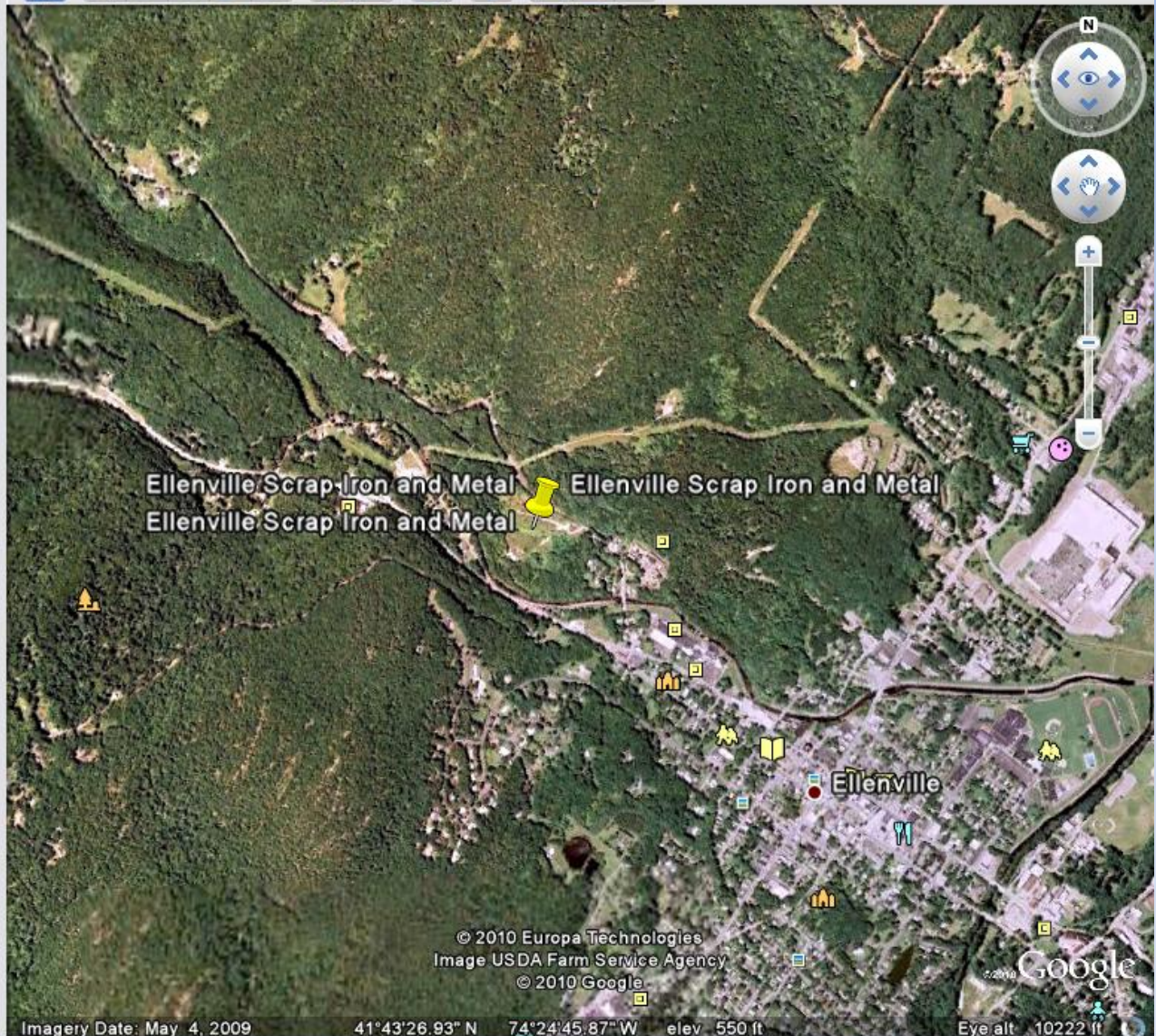
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- My Places
 - Sightseeing Tour
 - Make sure 3D Buildings layer is checked
 - ellenville_scrap_iron.kml
- Temporary Places
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 - ellenville_scrap_iron.kml

Layers

Earth Gallery >>

- Primary Database
 - Borders and Labels
 - Places
 - Photos
 - Roads
 - 3D Buildings
 - Ocean
 - Street View
 - Weather
 - Gallery
 - Global Awareness
 - More



General process to use any social media or network

- Many offer **public anonymous searching, browsing and access to files** (e.g. Youtube, Flickr, etc)
-
- Visit site and create account
 - Account must be verified, usually by clicking on a confirmation link in email
 - Update your profile/representation in the site/community
 - Think about professional vs personal and individual vs organization
 - Contribute information to the community
 - Usually through website posting and uploads
 - Many newer mobile options
 - Build networks by associating or establishing connections with other users
 - Usually a 2-part process where a request to connect is made and the request is accepted or rejected

Questions to think about...

- What is your plan for using social media?
 - How long will it be active?
 - Will it be used for one site/activity or will you use a general account for all activities?
- How will you manage account(s)?
 - Allow only one staff member to use or share with other co-workers
 - Access on mobile devices for immediate alerts?
- How will you handle comments?
 - Filter all comments? Disable comments? Allow anyone to comment?
- How frequently will you check and/or post content?
 - Notifications on what content? Delivered where/how?
- Privacy concerns?