



Welcome to the CLU-IN Internet Seminar

Staying Connected with CLU-IN
*Sponsored by: U.S. EPA Office of Superfund
Remediation and Technology Innovation*

Delivered: May 9, 2012, 1:00 PM - 2:00 PM, EDT (17:00-18:00 GMT)

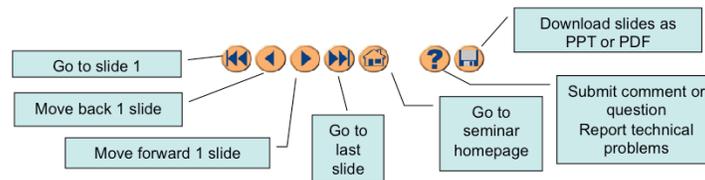
Instructor and Moderator:
Jean Balent, U.S. EPA, Technology Innovation and Field Services Division (balent.jean@epa.gov)

Visit the Clean Up Information Network online at www.cluin.org

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Housekeeping

- Please mute your phone lines, Do NOT put this call on hold
- Q&A
- Turn off any pop-up blockers
- Move through slides using # links on left or buttons



- This event is being recorded
- Archives accessed for free <http://clu.in.org/live/archive/>

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Although I'm sure that some of you have these rules memorized from previous CLU-IN events, let's run through them quickly for our new participants.

Please mute your phone lines during the seminar to minimize disruption and background noise. If you do not have a mute button, press *6 to mute #6 to unmute your lines at anytime. Also, please do NOT put this call on hold as this may bring delightful, but unwanted background music over the lines and interrupt the seminar.

You should note that throughout the seminar, we will ask for your feedback. You do not need to wait for Q&A breaks to ask questions or provide comments. To submit comments/questions and report technical problems, please use the ? Icon at the top of your screen. You can move forward/backward in the slides by using the single arrow buttons (left moves back 1 slide, right moves advances 1 slide). The double arrowed buttons will take you to 1st and last slides respectively. You may also advance to any slide using the numbered links that appear on the left side of your screen. The button with a house icon will take you back to main seminar page which displays our agenda, speaker information, links to the slides and additional resources. Lastly, the button with a computer disc can be used to download and save today's presentation materials.

With that, please move to slide 3.



STAYING CONNECTED

*NEW WAYS
TO FOLLOW CLU-IN*

Jean M Balent, EPA, OSWER, OSRTI, TIFSD

Outline

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- Background & Disclaimer
- Newsletters
- Internet Seminars
- RSS
 - News Feeds
 - Podcasts
- Social & Professional Networks
 - Twitter
 - Facebook
 - LinkedIn
- Questions & Closing Comments

For each, we will discuss:

- What is it?
- How can I use it?
- What does CLU-IN offer?

Background

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- Technology Innovation and Field Services Division (TIFSD) **promotes innovative and effective tools and approaches to characterize and clean up hazardous waste sites** for almost 20 years through
 - Classroom and online training
 - Technical support to hazardous waste sites
 - Supporting partnerships with Interstate Technology & Regulatory Council (ITRC), Superfund Research Program (SRP) and others
 - Information transfer on websites, case studies, databases, newsletters and more
 - Clean Up Information Network (CLU-IN) www.cluin.org

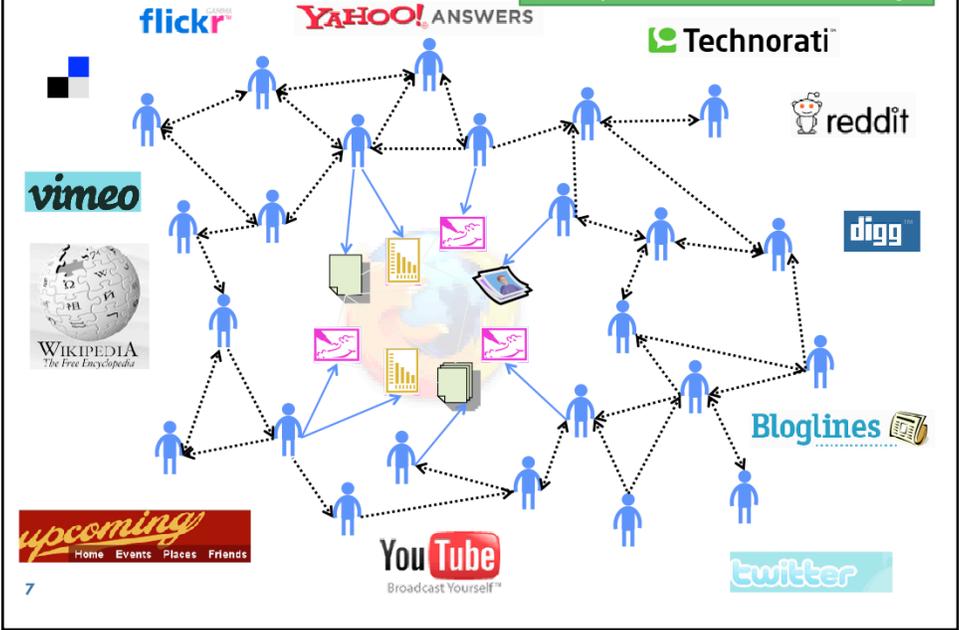
More Background & Disclaimer

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- Web 2.0
 - second generation of the World Wide Web = movement away from static webpages 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.
 - <http://www.youtube.com/watch?v=6gmP4nk0E0E>
- Mention in this talk **does NOT imply an EPA endorsement** for any particular tool

Web 2.0

Today we will learn how you and CLU-IN can be part of this information exchange



The screenshot displays the EPA Clean-Up Information website. At the top, the EPA logo and 'Clean-Up Information' title are visible. A navigation menu includes 'Technologies', 'Contaminants', 'Sectors', 'Strategies & Methods', 'Variables & Parameters', 'Training & Events', and 'About Us'. A search bar is located in the top right corner. The main content area features a 'Spotlight' section with a yellow flower image and a 'Newsletter' section with a green background. Below these are 'Live Web Events' and 'EPA's News Cafe' sections. A red arrow points from the 'EPA's News Cafe' section to the 'NEWSLETTERS & LIVE EVENTS' text below the screenshot.

NEWSLETTERS & LIVE EVENTS

CLU-IN Newsletters

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<http://www.clu-in.org/newsletters/>

- TechDirect** (monthly)
- Technology News and Trends** (bi-monthly)
- Technology Innovation News Survey** (monthly)
- Federal Business Opportunities** (FedBizOpps) (weekly)

 U.S. ENVIRONMENTAL PROTECTION AGENCY

TechDirect, May 1, 2012

Welcome to TechDirect! Since the April 11 message, TechDirect gained 239 new subscribers for a total of 521. You feel the same is valid. Please share TechDirect with your colleagues. Anyone interested in receiving this message on CLU-IN at <http://clu-in.org/techdirect>. All previous issues of TechDirect are archived here. The TechDirect messages of the past can be searched by keyword or can be viewed as individual issues.

TechDirect's purpose is to identify new technical, policy and guidance resources, relate to the assessment and remediation of contamination and environmental degradation.

Members of non-EPA communities or private laboratories, consultants, EPA employees or other entities, may also contribute if that they exist or may be referred to the TechDirect audience.

> Upcoming Live Internet Seminars

ITOC Use and Measurement of Mass Flux and Mass Discharge - May 3, 2012
EPA/600/R-12/001 (EPA/600-R-12-001). The "ITOC Technology Overview, Use and Measurement of Mass Flux and Mass Discharge (MFC, T-061), 2010, and associated internet-based training provide a description of the underlying concepts and the associated description of methods for measuring and calculating, and case studies of the uses of mass flux and mass discharge. This Technology Overview and associated internet-based training are intended to "offer the appropriate understanding and qualifications of mass flux and mass discharge estimates, and provide examples of use and analysis." The document and training assumes the participant has a general understanding of hydrology, the movement of materials in aquatic media, remediation technologies, and the overall remedial process. For more information and to register, see www.itocusa.org or clu-in.org/itoc.

Superfund Research Program Sediment Bioavailability Assays - Kick-off Webinar Featuring New Research Projects - May 7, 2012, 3:00PM-5:00PM EDT (EPA/600/R-12/001). This webinar will be comprised of 5 short presentations from the Superfund Research Program Individual Research Grants (IGIG). The NIE IO Superfund Research Program (IGIG) researches fundamental environmental processes in a... (text truncated)

Internet Seminars

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- Free internet seminars delivered each month
 - Technical Training
 - Case Studies
 - New approaches and best practices
 - Research and Innovative Tools
- Participate via telephone or streaming audio

How to stay connected with newsletters and training on CLU-IN?

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- Sign up for TechDirect monthly emails
 - Learn about upcoming internet seminars in TechDirect
- Submit courses and event lists
 - <http://clu-in.org/courses/c&cadd.cfm>
- Suggest topics for future internet seminars
 - <http://www.clu-in.org/live/>

Upcoming Live Web Events

CLU-IN's ongoing series of Internet Seminars are free, web-based slide presentations with a companion audio portion. We provide two options for accessing the audio portion of the seminars: by phone line or streaming audio simulcast. More information and registration for all Internet Seminars is available by clicking the individual seminar below. Clickable to make one of our live offerings? You may also view [archive seminars](#).

May 2012

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

June 2012

- Register
- Cancel Your Registration
- Cancel Your Registration
- Suggest a Topic or Idea
- Help & FAQ

• Don't see an event you think should be listed?

• Courses and Conferences Feed (RSS)

[RSS Help]

on technologies, to an optional 8-hour, Rural Attenuation, Pump & Treat, Funnel & Infiltration, and Groundwater Remediation. The course also covers many

Technology Contaminants Issues Strategies & Initiatives Vendors & Developers Training & Events Additional Resources

Providing information about innovative treatment and site characterization technologies while acting as a forum for all waste remediation and stakeholder

Spotlight

Newsletter
April 2012 Technology News and Trends
This issue highlights projects, events, opportunities, releases, and water by the U.S. EPA and its regional offices, as well as state, local, and tribal government activities. Contaminated Site Remediation is a key focus of the newsletter. The newsletter provides information on the latest developments in the field of contaminated site remediation, including new technologies, regulatory updates, and upcoming events. It also features a section on the latest news and events in the field of contaminated site remediation.

Training
EPA's Office of Remediation and Assessment (O5) is currently offering a series of training courses for site remediation and assessment professionals. The courses cover a wide range of topics, including site characterization, remediation technologies, and regulatory requirements. The courses are designed to provide participants with the knowledge and skills needed to effectively manage contaminated sites and ensure compliance with applicable regulations.

Follow Us!
Connect with us on social media to stay up-to-date on the latest news and events in the field of contaminated site remediation. Follow us on Twitter, Facebook, and LinkedIn.

Document
Browse the latest documents and reports available on the website. These documents provide valuable information on the latest developments in the field of contaminated site remediation, including new technologies, regulatory updates, and upcoming events.

Live Web Events
• May 7: Automated Remediation: Progress and Future
• May 8: Site Characterization and Decision Making Using Remote Sensing
• May 9: Heavy Metals Remediation: A Case Study
• May 10: An Improved Understanding of U.S. Superfund Sites
• May 16: Not a Simple Matter: The Role of the Superfund Trust Funds
• May 17: U.S. EPA's Office of Remediation and Assessment: A History of Success
• May 22: Groundwater Remediation: A Case Study

EPA's News Center
• Source: EPA Compliance
• Sub: EPA's Office of Remediation and Assessment (O5)
• News: EPA's Office of Remediation and Assessment (O5)
• News: EPA's Office of Remediation and Assessment (O5)
• Technology Innovation News Bureau

Staying Connected
Subscribe to our newsletter
Follow us on social media
Contact Us

RSS FEEDS, NEWS, AND PODCASTS

What is an RSS Feed?

- ❑ RSS is an acronym for *Really Simple Syndication* or *Rich Site Summary*
- ❑ RSS (noun) - an XML format for distributing news headlines and other content on the Web
 - ❑ **stream of information from a source**
- ❑ Users subscribe to feeds from source's website
- ❑ Users manage feeds via web browsers, web feed readers, or feed aggregators

Users decide HOW and WHEN to receive information

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RSS as a means of communicating:

- Opt-In – users elect which feeds which they subscribe to.
- Syndication – RSS is a defined standard for syndicating content, feeds extend reach
- Content – steady stream of fresh web content
- Aggregation – users can quickly scan multiple content streams and click on items of interest saving time
- Traffic – increased exposure and traffic for web sites

Initially RSS was restricted to News Headlines but now common uses for RSS include:

- Blogs – summaries of daily blog posts
- Newsletters – synopses of newsletters alerting users that a new newsletter is available
- Weather Alerts – notification of severe weather
- Press Announcements – new product announcements
- Specials or Discounts – weekly deals or discount offers for customers
- Calendars – listings of upcoming events, deadlines or holidays

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What is an RSS Feed? cont.

- ❑ **Traditional way to get updates**
 - ❑ Visit a website manually and look for updates
 - ❑ Sign up for email alerts or newsletters

- ❑ **Web 2.0 ways to manage your news and custom updates**
 - ❑ Sign up for RSS feeds from various pages and sources
 - ❑ Have information and updates delivered to you
 - ❑ Use readers and aggregators to manage information streams and customize searches



What does it look like?

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```
<?xml version="1.0" encoding="UTF-8" ?>
<rss version="2.0" ?>
  <channel>
    <title>Hazardous Waste Clean-Up Information (CLU-IN)</title>
    <description>The Hazardous Waste Clean-Up Information (CLU-IN) is a free, web-based information system that provides information on hazardous waste clean-up activities. The system includes information on current and past clean-up activities, including site identification, location, and status. The system also provides information on the availability of clean-up services and the cost of clean-up activities. The system is updated regularly and is available to the public.</description>
    <link href="http://www.epa.gov/hwclu-in/" ?>
    <pubDate>2014-08-27T10:00:00-04:00</pubDate>
    <item>
      <title>Seminar: Environmental Response Research Training, August 31, 2014</title>
      <description>Registration is now open for the Environmental Response Research Training seminar, which will be held on August 31, 2014. The seminar will focus on the latest research and findings in the field of environmental response research. The seminar is free of charge and is open to all interested parties. For more information, please visit the seminar website at: http://www.epa.gov/hwclu-in/seminar-2014/</description>
      <link href="http://www.epa.gov/hwclu-in/seminar-2014/" ?>
      <pubDate>2014-08-27T10:00:00-04:00</pubDate>
    </item>
  </channel>
</rss>
```

The raw code of an RSS feed

Hazardous Waste Clean-Up Information (CLU-IN)

RSS Feed

About this Feed

The Hazardous Waste Clean-Up Information (CLU-IN) is a free, web-based information system that provides information on hazardous waste clean-up activities. The system includes information on current and past clean-up activities, including site identification, location, and status. The system also provides information on the availability of clean-up services and the cost of clean-up activities. The system is updated regularly and is available to the public.

Subscribe

To receive this information by email, please visit the [CLU-IN website](http://www.epa.gov/hwclu-in/) and click on the "Subscribe" link.

Current Feed Titles

- Seminar: Environmental Response Research Training, August 31, 2014
Registration is now open for the Environmental Response Research Training seminar, which will be held on August 31, 2014. The seminar will focus on the latest research and findings in the field of environmental response research. The seminar is free of charge and is open to all interested parties. For more information, please visit the seminar website at: <http://www.epa.gov/hwclu-in/seminar-2014/>
- Webinar: EPA and EPA Region 10 Research Report from June 25, 2014 has been added to the Internet Seminar Archives
Registration is now open for the Webinar: EPA and EPA Region 10 Research Report from June 25, 2014. The webinar will focus on the latest research and findings in the field of environmental response research. The webinar is free of charge and is open to all interested parties. For more information, please visit the webinar website at: <http://www.epa.gov/hwclu-in/webinar-2014/>
- Technology Innovation News Summary for May 30, 2014
Registration is now open for the Technology Innovation News Summary for May 30, 2014. The summary will focus on the latest research and findings in the field of technology innovation. The summary is free of charge and is open to all interested parties. For more information, please visit the summary website at: <http://www.epa.gov/hwclu-in/summary-2014/>
- Publication: Impacts of DDT/PCB Source Treatment, Experimental and Modeling Assessment of the Benefits of Partial DDT/PCB Source Treatment
Registration is now open for the Publication: Impacts of DDT/PCB Source Treatment, Experimental and Modeling Assessment of the Benefits of Partial DDT/PCB Source Treatment. The publication will focus on the latest research and findings in the field of DDT/PCB source treatment. The publication is free of charge and is open to all interested parties. For more information, please visit the publication website at: <http://www.epa.gov/hwclu-in/publication-2014/>
- CLU-IN Spotlight: Final Development of Employee DMEU Program in Collaboration with EPA's Environmental Response Team
Registration is now open for the CLU-IN Spotlight: Final Development of Employee DMEU Program in Collaboration with EPA's Environmental Response Team. The spotlight will focus on the latest research and findings in the field of employee DMEU program development. The spotlight is free of charge and is open to all interested parties. For more information, please visit the spotlight website at: <http://www.epa.gov/hwclu-in/spotlight-2014/>
- CLU-IN Spotlight: Superfund Research Program Draft Strategic Plan
Registration is now open for the CLU-IN Spotlight: Superfund Research Program Draft Strategic Plan. The spotlight will focus on the latest research and findings in the field of Superfund research program development. The spotlight is free of charge and is open to all interested parties. For more information, please visit the spotlight website at: <http://www.epa.gov/hwclu-in/spotlight-2014/>

The same RSS feed displayed in a web browser

How do I use an RSS feed?

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- You need a **tool** to read the RSS feed:
 - an internet browser or
 - separate software (aggregator)
- **Basic method**: open up the URL containing the RSS feed text to read updates whenever the user chooses
- **More advanced**: use the **aggregator** to **subscribe** to one or more feeds and customize how information is displayed

Subscribing to a feed will tell the reader to regularly download the feed updates

We will now take a quick look at what these methods look like.

RSS Readers/Aggregators

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- Browser: www.clu-in.org/rss
- Web-based Feed Reader:
 - Google Reader <http://reader.google.com>
 - Bloglines <http://www.bloglines.com/>
- Stand-alone Feed Reader:
 - Email Client and add-ons Lotus Notes, Outlook
 - FeedDemon www.feeddemon.com
 - FeedReader www.feedreader.com/
 - Sharp Reader www.sharpreader.net



MANY other Readers available:
http://en.wikipedia.org/wiki/Comparison_of_feed_aggregators

The most simple approach is to open the URL for the feed in an internet browser window and look at the updates. Of course, this approach is no different than looking at the “what’s new” page for a website but it does at least allow even the most inexperienced user to opportunity to browse the RSS feed.

Click on link for cluin RSS

Another method is to use a web-based feed reader such as the free “google reader”. This method allows a user to read feeds from any pc with internet access. Users can subscribe to multiple feeds and use the google reader as their one-stop to review all feeds.

Login for my google reader account: username: jeanmbalent, password: charlie0

The final and most efficient * effective way to use RSS feeds is with a stand-alone feed reader such as wTicker. Of course there are dozens of other applications each with own features. wTicker is highlighted here only as an example.

Click to next slide

Where can I find RSS feeds?

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Anywhere you see one of these icons!

Find us on [TWITTER](#) [FACEBOOK](#) [FEEDS](#) [E-BULLETINS](#)

Jean's Account | Sign Out Advertise | [Products/Services](#) | [Companies](#) | [News](#) | [Events](#) | [Articles](#) | [Books & Journals](#) | [Jobs](#) | [People](#)

The UK's largest waste and recycling exhibition
Over 30 FREE seminars, more than 12,000 attendees

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The Environmental Industry Online

[Products/Services](#) | [Companies](#) | [News](#) | [Events](#) | [Articles](#) | [Books & Journals](#) | [Jobs](#) 

Products Services Software Training

MARKETPLACE Find Products, Services, Training & Software from 20,000 Online Suppliers! [Add Your Company For Free](#)

<p>Air & Climate</p> <p>Air Monit Pollution Regulatio Catalysts</p>	<div style="background-color: #0070c0; color: white; padding: 10px; text-align: center;"> <p>Can you find the feeds on this page?</p>  </div>	<p>Energy & Renewables</p> <p>Bioenergy, Biofuels, Biogas, Combustion, Consulting, Digesters, Drying, Energy Management, Geothermal Energy, Hydropower, Incineration, more »</p>	<p>Environmental Mgmt.</p> <p>Assessments, Auditing, Compliance and Regulations, Ecology, EHS, Environmental Management, Environmental Finance, Environmental Regulations, more »</p>
<p>Health & Safety</p> <p>Acoustics Compliance Containment Management</p>	<p>Monitoring & Testing</p> <p>Ammonia and Ammonium, Air Monitoring, Analyses, Calibration, Chromatography, Conductivity, Continuous Emissions Monitoring, Dataloggers, more »</p>	<p>Soil & Groundwater</p> <p>Aquifers, Agriculture, Batters, Bioremediation, Consulting, Drilling, Erosion, Geology, GIS, Groundwater Modeling, Groundwater Monitoring, more »</p>	

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How do I subscribe to a feed?

- Determine how you will manage your feeds (browser, web, aggregator, etc)
- Find a feed icon on a page of interest or feed search engine, click on it...
 - <http://www.clu-in.org/rss/> 
- Depending on your aggregator, the subscription procedure will vary
 - copying and pasting the link into your aggregator
 - right-clicking and selecting “subscribe”
 - set frequency to check for updates, special search terms etc

Example Steps to subscribe to a feed using Internet Explorer

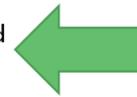
Steps will vary depending on your browser and aggregator

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CLU-IN RSS Feeds

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- CLU-IN News Feed
<http://www.clu-in.org/rss/>
- CLU-IN Technology Innovation News Survey
<http://www.clu-in.org/rss/tins/>
- CLU-IN Federal Business Opportunities (FedBizOpps) Notices
<http://www.clu-in.org/rss/fedbizopps/>
- CLU-IN Courses and Conferences
<http://www.clu-in.org/rss/courses/>
- CLU-IN Internet Seminar Archives Podcast Feed
<http://www.clu-in.org/live/archive.xml>
- EcoTools: Tools for Ecological Land Reuse
<http://www.clu-in.org/rss/ecotools>
- Green Remediation Focus
<http://www.clu-in.org/rss/greenremediation>



Finding a Podcast

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Podcasts > Science & Medicine > Natural Sciences > NIEHS Superfund Research Program

NIEHS Superfund Research Program - Research Brief Podcasts

Podcast Description

The National Institute of Environmental Health Sciences (NIEHS) Superfund Research Program (SRP) produces a monthly Research Brief podcast that highlights the research of SRP grantees. The SRP is a network of university grants that seek solutions to the complex health and environmental issues associated with the nation's toxic waste sites. The research conducted by the SRP is a significant contribution to the Environmental Health Sciences.

Podcast Details:

- Category: Natural Sciences
- Language: English
- © no copyright

More From NIEHS Sup...

Links

- Report a Concern

Rank	Name	Time	Released	Description	Popularity	Price
1	"A Is Before and After the Co...	4:27	9/20/15	Superfund Research Program (SR...	5	Free
2	A Timeline of Arsenic Findings	5:53	4/24/12	Superfund Research Program (SR...	5	Free
3	Fairfield Walker Publication A...	3:17	3/27/12	Scientists at the University of Calif...	5	Free
4	Arsenic Linked to Development...	2:42	2/11/12	Exposure to low-dose arsenic in...	5	Free
5	Samira Us: Need Toxicol Ho...	5:06	1/24/12	A core system developed by rese...	4	Free
6	CALUX Generation 3 - Enhanc...	6:16	12/14/11	Applications of aspects of the rule...	5	Free
7	Research Shows Arsenic Affects	5:59	11/20/11	This podcast discusses recent L...	5	Free
8	Endocrine-Disrupting Chemical Char...	7:19	10/12/11	To our knowledge this is the first...	5	Free
9	What's a Difference a Matrix Gr...	5:00	9/30/11	Researchers confirmed that Tox...	5	Free
10	Celebrating a Significant Mile...	3:14	9/12/11	This month the Superfund Resear...	4	Free
11	For a Job Tackling the Toxicity...	6:08	9/12/11	Working with key stakeholders fr...	5	Free
12	Chlorinated Dioxin and Furans: R...	7:58	9/12/11	At the University of Kentucky SRP, a...	5	Free
13	Podcasters are Choosing about PCBs	8:42	7/11/11	Green firefly bioluminescence of the...	5	Free
14	Non-genotoxic Endocrine Intera...	6:10	4/22/11	Dr. Joseph Insabato at Purdue Un...	5	Free

total: 17 episodes

The screenshot shows the EPA Clean-Up Information website. At the top, there is a navigation bar with links for Technology, Contaminants, Issues, Strategies & Initiatives, Network & Resources, Training & Events, and Additional Resources. The main heading is "Clean-Up Information" with a sub-heading "Contaminated Site". Below this, a main article title reads: "Providing information about innovative treatment and site characterization technologies while acting as a forum for all waste remediation stakeholders".

The content area is divided into several sections:

- Spotlight:** A large image of a yellow flower.
- Newsletter:** A section titled "Newsletter" with a sub-heading "April 2012 Edition Released".
- Training:** A section titled "Training" with a sub-heading "Total Management Framework for Remediation of Contaminated Sites".
- Follow Us!** A section with social media icons for Twitter, Facebook, and LinkedIn.
- Document:** A section titled "Document" with a sub-heading "Site Remediation Planning and Design".
- Live Web Events:** A section titled "Live Web Events" with a list of dates and topics.
- TIP & News Corner:** A section titled "TIP & News Corner" with a list of topics.
- Staying Connected:** A sidebar section with social media icons and a "Contact Us" link.

SOCIAL & PROFESSIONAL NETWORKS

What is Social & Professional Networking?

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- Social networks are web-based services that allow individuals to:
 - construct a public or semi-public profile within a bounded system
 - articulate a list of other users with whom they share a connection
 - view and traverse their list of connections and those made by others within the system

* *The nature and nomenclature of these connections may vary from site to site*

Basically these tools bring people together via the web

Source: <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

What Social & Professional Networking sites are out there?

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- Over 180 listed in [wikipedia](#)
 - **Please note the list is not exhaustive**
- Can be used for communication and updates:
 - Facebook, Twitter, LinkedIn, MySpace,
- Or for sharing specific types of media:
 - Flickr, YouTube, Slideshare, Scribd
- For more information, here's a short video on social networking
 - http://www.youtube.com/watch?v=6a_KF7TYKVc&feature=fvw

How important are Social & Professional Networking?

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- 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** (There are about **6.7 billion** people living on the Earth)
 - Statistics from 2010

Source: EPA 2010 Ethics Training on Social Media

Important Considerations

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- Easy to think of as communication platforms but social networks are much more
- Blending of personal and professional lives
- Many people now have and expect **INSTANT** access to information **in PERSONALLY-SELECTED METHOD**
 - information networks are HUGE
 - Information spreads **RAPIDLY - VIRAL**



Include quotes on social implications of social networks

Social media sites are more than just places to post videos!

Users/organizational identities are established

Connections between users built to facilitate sharing

Tagging, commenting, voting, sharing of files throughout networks

How do I use Social & Professional Networking?

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- *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

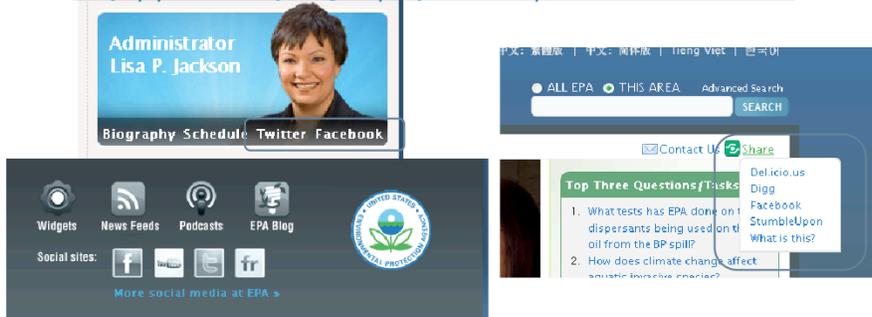
- **Contribute information to the community**
 - Usually through website posting and uploads
 - Many newer mobile options

- **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

Does EPA use Social Networking?

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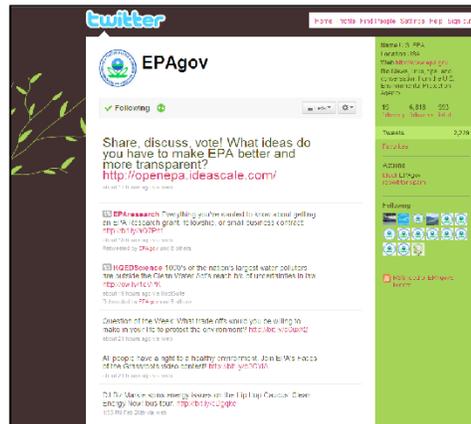
- Facebook, YouTube, Twitter, Flickr, Dipity, drop.to, IdeaScale, Slideshare, Ustream, and more
- Learn more about EPA's social media activities at <http://www.epa.gov/epahome/socialmedia.html>



Twitter – www.twitter.com

34

- Short status updates, 160 characters = tweets
- “micro-blogging”
- A searchable database of what’s happening now
- Creates an RSS feed that people can subscribe or “follow”
- People can share tweets = retweet
- People can follow tweets on topics using hashtags (#)
- Updates often delivered to mobile devices for immediate notification
- Estimate 1B users by 2013



Twitter is just an RSS feed of a person or organization's posts

CLU-IN on Twitter

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The screenshot shows the Twitter profile for EPA Clean Up Tech (@EPACleanUpTech). The profile header includes the name, handle, and a bio: "Providing information about 'innovative' treatment and site characterization technologies to the hazardous waste remediation community, www.clu-in.org Washington DC http://www.clu-in.org". The profile statistics show 48 tweets, 95 followers, and 87 people following. The main content area displays a list of tweets, including one from @EPACleanUpTech about a webinar, one from @EPAResearch about the scientific framework for NAAQS, and another from @EPACleanUpTech asking about LinkedIn. The left sidebar contains navigation options like 'Following', 'Followers', and 'Likes', along with a 'Similar to you' section listing users like Haley & Alitch, US EPA Southeast, and walnk.

To Connect with CLU-IN on Twitter

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- ❑ <http://www.twitter.com/epacleanuptech>
- ❑ Posts daily
- ❑ To connect: “follow” the CLU-IN page
- ❑ Re-tweet, reply or save our posts as favorites



Facebook - www.facebook.com

37

- 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



facebook

The Facebook "home" page is a collection of status updates (aka feeds) from your friends, groups, and things you "like"

38

The screenshot shows a Facebook news feed interface. At the top, there is a search bar and navigation icons. Below the search bar, there are sharing options: Status, Photo, Link, Video, and Question. A text input field asks "What's on your mind?". The main feed area contains several posts:

- A post from "Agencia de Protección Ambiental de Estados Unidos (U.S. EPA en español)" with 2 others sharing a link.
- A video post titled "Teacher Appreciation Week Message" from the same agency, featuring a woman speaking.
- A text post from "Agencia de Protección Ambiental de Estados Unidos (U.S. EPA en español)" via Lisa P. Jackson, celebrating Teacher Appreciation Week.
- A text post from "U.S. Environmental Protection Agency - Pacific Southwest" about Teacher Appreciation Week.
- A post from "U.S. Fish and Wildlife Service" featuring a quote by Rachel Carson: "A child's world is fresh and new and beautiful, full of wonder and excitement. It is our misfortune that for most of us that clear-eyed vision, that true instinct for what is beautiful and awe-inspiring, is dimmed and even lost before we reach adulthood." - Rachel Carson. Below the quote is a photo of a child in a field.

CLU-IN on Facebook

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facebook

EPA Clean Up Technology

CLU-IN Clean-Up In

EPA Clean Up Technology
Community Page about Community & Government

Providing information about innovative treatment and site characterization technologies to the hazardous waste remediation community.

68

About Photos Likes

Highlights

Statuses Photo / Video Events, Milestone +

What's on your mind?

EPA Clean Up Technology shared a link.
10 hours ago via

Read EPA's Roadmap: Technology Innovation for Environmental and Economic Progress!

Timeline | Environmental Science | US EPA
www.epa.gov

Roadmap on Technology Innovation for Environmental and Economic Progress (PDF) (1 pg, 183K) - read EPA's strategy to promote

Recent Posts by

U.S. Army Environmental Science & Engineering
Office (ES&E)
Government Organization

Environmental Expert
Media/News/Publicing

EPA Clean Up Technology
May 3 via HootSuite

Sign up for the ITRC Seminar: Soil Sampling and Decision Making Using Incremental Sampling Methodology - <http://ow.ly/aBDY6>

Like · Comment · Share

1

C. Blaise Mitsutama likes this.

Write a comment...

To Connect with CLU-IN on Facebook

40

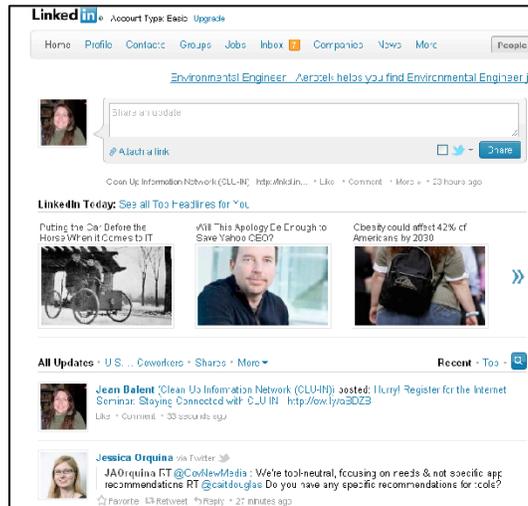
- <https://www.facebook.com/EPACleanUpTech>
- Posts daily
- To connect: “like” the CLU-IN page
- Comment, like or share our posts



LinkedIn – www.linkedin.com

41

- ❑ a business-related social networking site
- ❑ Founded in Dec 2002
- ❑ 150 million users in more than 200 countries as of Feb 2012
- ❑ People can
 - ❑ create profiles,
 - ❑ post resumes,
 - ❑ receive and provide recommendations
 - ❑ connect with others, etc
- ❑ Companies can
 - ❑ create profiles for their organization,
 - ❑ post job openings,
 - ❑ search for candidates, etc



<http://en.wikipedia.org/wiki/LinkedIn>

CLU-IN on LinkedIn

The screenshot displays the LinkedIn profile for the 'Clean Up Information Network (CLU-IN)'. The page is viewed from the perspective of a user named Jean Balent. The group's description states: 'The Hazardous Waste Clean Up Information Network (CLU-IN) Web Site provides information about innovative treatment and site characterization technologies to the hazardous waste remediation community. It also lists programs, organizations, consultants, and other links for federal and state personnel, consulting engineers, technology developers and vendors, remediation contractors, academics, community groups, and individual citizens. The site was developed by the U.S. Environmental Protection Agency (EPA) but is intended as a forum for all waste remediation stakeholders.' It also notes that the EPA's official website is www.epa.gov and that the group is using this third-party site to share information in a different format that may be useful or interesting, but is not provided for informational purposes only. A disclaimer states that EPA cannot attest to the accuracy of information provided by the site or any other linked site, and that EPA is using this third-party site to share information in a different format that may be useful or interesting, but is not provided for informational purposes only. A copyright notice is also present: '© 2012 U.S. Environmental Protection Agency. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of the U.S. Environmental Protection Agency. EPA will monitor, review and potential manner consistent with the Agency's policy at http://www.epa.gov/epahome/commen...'. The 'About this Group' section indicates it was created on April 18, 2012, is a Professional Group, and has 17 members. The owners are listed as Jean Balent and Jessica Orquina, with Michael Adam as a manager. The page features a navigation bar with options like Home, Profile, Contacts, Groups, Jobs, Inboxes, Companies, News, and More. A search bar is also visible. The main content area includes a 'Discussions' section with a 'Start a Discussion' button and a text input field. Below this, there are 'Latest Updates' showing recent activity: Naomi Hiesch has joined the group (13 hours ago), Jessica Orquina has joined the group (22 hours ago), and Jean Balent started a discussion 'Did you know CLU-IN is on LinkedIn?' (22 hours ago). A sidebar on the left lists 'Group Members in Your Network' including Jessica Orquina (Public Affairs - Social Media) and Deane Crumblin. The bottom of the page shows a link for 'A new FedBiz Opps is now available!'.

To Connect with CLU-IN on LinkedIn

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Sustainability Professionals
This is a group of environmental sustainability professionals (energy, water, waste, recycling, green building, etc.) to help us network and...
Very Active 1,145 discussions this month - 44,377 members
ledmon and 257 in your network

Like Comment Flag

Most Popular Discussions

Check out the latest edition of FedBiz Opps
Federal Business Opportunities (FedBizOpps)
Notices for April 9-13, 2012
This update contains summaries of procurement and contract...
Federal Business Opportunities (FedBizOpps) [au.in.gov](#)
This update contains summaries of procurement and contract awar...
0 13 2012 that pertain to hazardous waste, solid waste, underground...
posted 19 days ago

Like Comment Unfollow More

- <http://www.linkedin.com/groups/Clean-Up-Information-Network-CLUIN-4405740>
- Posts daily on discussion board
- To connect: “join” the CLU-IN group
- Comment or Like posts, share with others

Teach yourself to Share!

44

- You can use quick links within “share” apps to provide links and info from websites via your networks, email etc



Questions and Comments

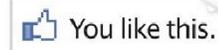
45

- Please feel free to unmute and ask a question
- Don't be shy!

LinkedIn Recommendations
Why a Thumbs Up
Isn't Always Enough



#HASHTAGS



Many ways to stay connected!

46

- Free Newsletters <http://www.clu-in.org/newsletters/>
- Free Online Training <http://www.clu-in.org/live/>
- News Feeds (RSS) <http://www.clu-in.org/rss/about/>
- Podcasts <http://www.clu-in.org/live/archive.xml>
- Twitter <https://twitter.com/#!/epacleanuptech>
- Facebook <https://www.facebook.com/EPACleanUpTech>
- LinkedIn
<http://www.linkedin.com/groups/Clean-Up-Information-Network-CLUIN-4405740>

THANK YOU!

WE HOPE YOU WILL
CONNECT WITH CLU-IN!

Resources & Feedback

- To view a complete list of resources for this seminar, please visit the [Additional Resources](#)
- Please complete the [Feedback Form](#) to help ensure events like this are offered in the future

The screenshot shows a web-based feedback form. At the top, it says 'EPA United States Environmental Protection Agency' and 'Technology Innovation Program'. Below that, it identifies the event as 'U.S. EPA Technical Support Project Engineering Forum (Green Remediation, Opening the Door to Field Use Session C (Green Remediation, Tools and Examples) Seminar Feedback Form)'. The form includes a message: 'We would like to receive any feedback you might have that would make this service more valuable. Please take the time to fill out this form before leaving this site.' There are input fields for 'First Name', 'Last Name', 'Email Address', and 'Phone Number'. A checkbox is located at the bottom of the form with the text: 'Please use a copy of my feedback with a copy of my participation to the extent possible.' An arrow points from the text on the right to this checkbox.

Need confirmation of your participation today?

Fill out the feedback form and check box for confirmation email.