



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)

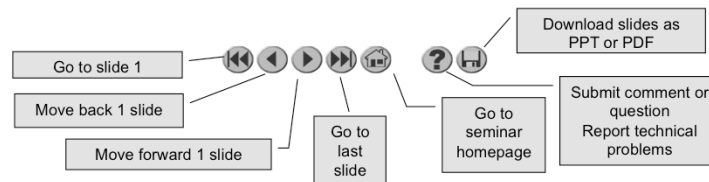
Instructor and Moderator:
Jean Balent, U.S. EPA, Technology Innovation and Field Services Division (balent.jean@epa.gov)

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

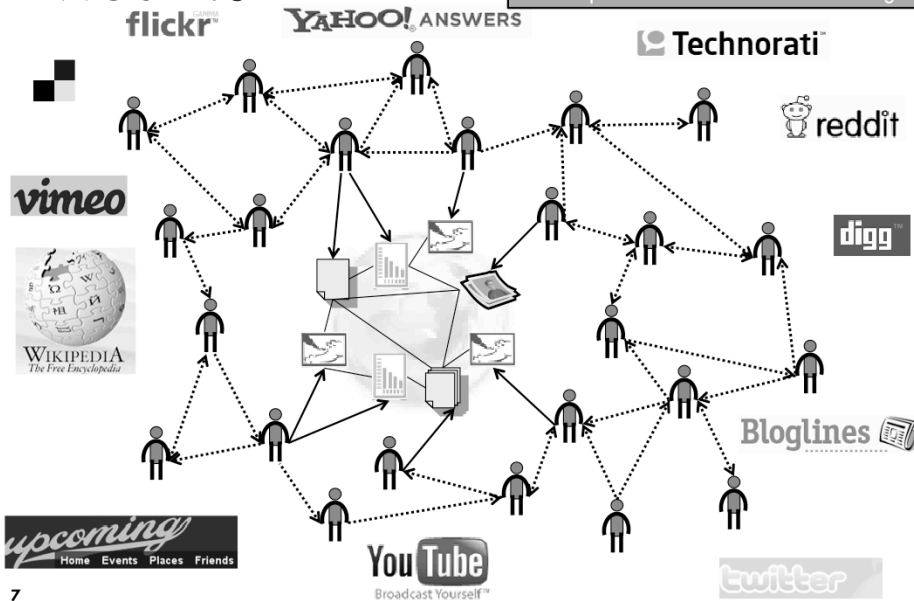
More Background & Disclaimer

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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=6gmP4nkOEOE>
- 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






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 1 message, TechDirect gained 233 new subscribers for a total of 31,521. If you feel the service is valuable, please share TechDirect with your colleagues. Anyone interested in subscribing may do so on CLU-IN at <http://clu-in.org/techdirect>. All previous issues of TechDirect are archived there. 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 related to the assessment and remediation of contaminated soil, sediments and ground water.

Mention of non-EPA documents or presentations does not constitute a U.S. EPA endorsement of their contents, only an acknowledgment that they exist and may be relevant to the TechDirect audience.

> Upcoming Live Internet Seminars

ITRC Use and Measurement of Mass Flux and Mass Discharge - May 3, 2012, 1:00PM-5:00PM EDT (1500-1715 GMT). The ITRC Technology Overview, Use and Measurement of Mass Flux and Mass Discharge (MAGSFLUX-1, 2010), and associated Internet-based training provide a description of the underlying concepts, potential applications, 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 foster the appropriate understanding and application 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 hydrogeology, the movement of chemicals in porous media, remediation technologies, and the overall remedial process. For more information and to register, see <http://www.itrcweb.org> or <http://clu-in.org/live>.

Superfund Research Program Sediment Bioavailability Assays - Kick-off Webinar Featuring New Research Projects - May 7, 2012, 3:00PM-5:00PM EDT (1900-2100 GMT). This webinar will be comprised of 5 short presentations from the Superfund Research Program Individual Research Grants (IRG). The NIEHS Superfund Research Program (SRP) released a funding opportunity announcement in 2010 titled RFA-ES-11-005 "Innovative Bioavailability Assays to Assess the

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

Other Courses and Conferences

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- Listing of in-person and online events
 - Submitted by the public
- <http://clu-in.org/courses/sresults.cfm>

The screenshot shows the 'Clean-Up Informa' website with a navigation bar containing links for Technologies, Contaminants, Issues, Strategies & Initiatives, Vendors & Developers, and Training & Events. The main content area is titled 'Courses and Conferences Search Results' and displays search results for '31 records match your search criteria (Viewing records 1 - 10)'. The first result is the 'Princeton Remediation Course' (05/07/2012 - 05/11/2012) in Las Vegas, NV, described as the most comprehensive course on remediation available. Below this, there are sections for 'Staying Connected with CLU-IN' and 'An Improved Understanding of LNAPL Behavior in the Subsurface - State of Science vs. State of Practice - Part 1'. A sidebar on the right includes a link to 'Don't see an event you think should be listed?' and a 'Courses and Conferences Feed (RSS)' link.

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 seminar: by phone line or streaming audio simulcast. More information and registration for all Internet Seminars is available by selecting the individual seminar below. Not able to make one of our live offerings? You may also view [archived seminars](#).

- Register
- Cancel Your Registration
- Contribute An Idea/Topic
- Suggest a Topic or Idea
- Help & FAQs

May 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	June 2012

- Don't see an event you think should be listed?
- Courses and Conferences Feed (RSS)
- [RSS Help]

on technologies, to an optional 6-hour, lural Attenuation, Pump & Treat, Funnel & ing. The course also covers many



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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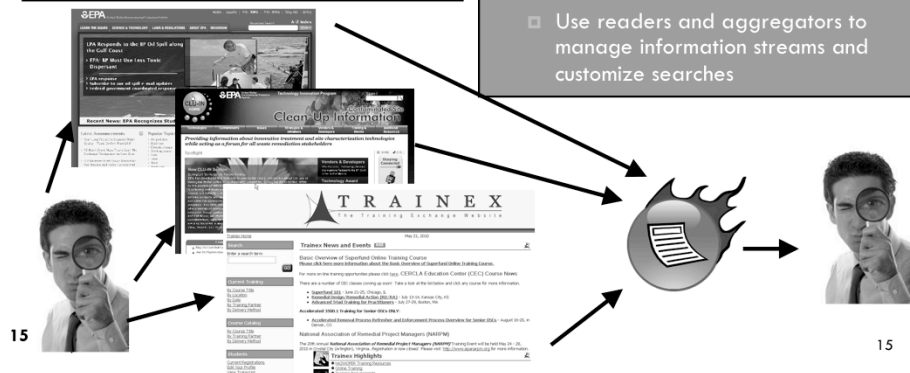
What is an RSS Feed? cont.

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



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

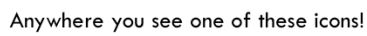
Another method is to use a web-based feed reader such as the free “google reader”. This method allows a user to read feeds from any pc with internet access. Users can subscribe to multiple feeds and use the google reader as their one-stop to review all feeds.

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

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Feeds are everywhere!

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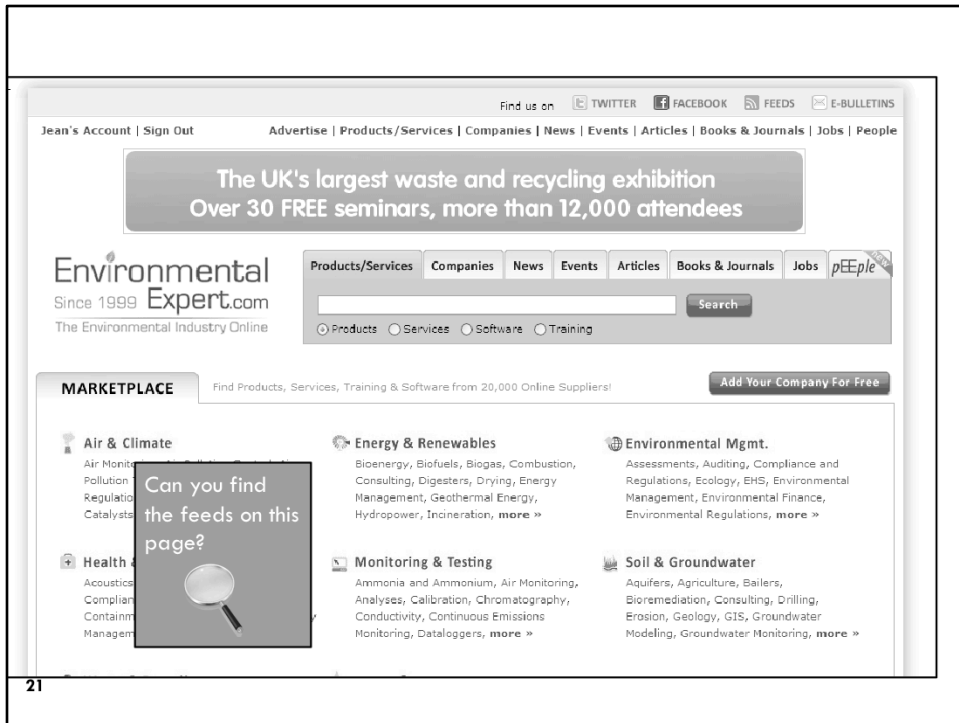
Can you find
the feeds on this
page?



Tip: try
looking for
“news” or
“what’s new”
pages if you
cannot find a
feed

The screenshot shows the EPA website with the following content:

- Header:** EPA United States Environmental Protection Agency. Navigation links: LEARN THE ISSUES, SCIENCE & TECHNOLOGY, LAWS & REGULATIONS, ABOUT EPA, NEWSROOM. Search bar: Advanced Search, A-Z Index.
- Main News Item:** "EPA Responds to the BP Oil Spill along the Gulf Coast". Sub-headlines: "Web site: English | Español | Tiếng Việt", "Subscribe to our oil spill e-mail updates", "Federal government coordinated response". Image: A person working on a boat.
- Secondary News Item:** "EPA Releases First Round of Toxicity Testing Data for Eight Oil Dispersants".
- Left Column:**
 - Latest Announcements:**
 - Pleasant Bay/Chatham Harbor Now Protected from Boat Sewage Pollution - "No ..."
 - EPA Announces Job Training Completion and Graduation Ceremony at the ...
 - EPA Takes Action to Strengthen Environmental and Public Health Protection ...
 - Event in O'Fallon, Mo., to Highlight Energy Savings and Pollution ...
 - All Announcements
 - Get news on Twitter
 - Get email alerts:** "Enter email address" button.
- Center Column:**
 - Popular Topics:**
 - Air pollution
 - Acid rain
 - Careers
 - Climate change
 - Drinking water
 - Kids
 - Lead
 - Mold
 - Pesticides
 - Superfund
 - Radon
 - Recycling
 - Regulations
 - More topics
 - Recent additions:**
 - Concerned citizens, other audiences
 - More resources
- Right Column:**
 - Get Involved:**
 - It's My Environment:** "Show how it's your environment by contributing to our video project." "Get involved" button.
 - Report spills and violations:** "Share your ideas" button.
 - MyEnvironment:** "Enter a location such as an address, ZIP, city or place name" field, "your location" field, "More searches" and "Get data" buttons.
 - Administrator Lisa P. Jackson:** "Biography Schedule Twitter Facebook" links.
 - Our Priorities:**
 - Taking action on climate change
 - Improving air quality
 - Assuring the safety of chemicals
 - Cleaning up our communities
 - Protecting America's waters
 - Expanding the conversation on environmentalism and working for environmental justice
 - Building strong state and tribal partnerships
 - Administrator Jackson's priorities message



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

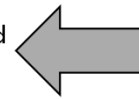
Steps will vary
depending on your
browser and
aggregator

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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>



About this Feed

This is a RSS Podcast feed for **Hazardous Waste Clean-Up Information (CLU-IN): Internet Seminar Archives**. If you are new to RSS and Podcasting, visit our [Podcast Help](#).

Since 1999, The Hazardous Waste Clean-Up Information (CLU-IN) web site has presented Internet Seminars covering a wide variety of technical topics related to hazardous waste characterization, monitoring, and remediation. For each seminar topic, we have selected the highest-quality offering for placement in our archives. Beginning in May 2005, we began offering these archives via podcast, and this feed contains all seminars archived in the last 6 months. For a complete list of seminars archived since 2005, please visit <http://www.clu-in.org/InternetSeminarArchives.cfm>. CLU-IN was developed by the U.S. Environmental Protection Agency (EPA) but is intended as a forum for all waste remediation stakeholders. For more information and to view upcoming live offerings, please visit <http://www.clu-in.org/updates/>.

Subscribe

To subscribe to this feed, copy the address below into your podcast application:
<http://www.clu-in.org/live/archive.xml>

If you are using iTunes as your podcast application, you may subscribe directly using the link below:



Podcasts are
RSS feeds for
audio files

CLU-IN podcast alerts
you as soon as audio
(and accompanying
slides) are available
for an archived
internet seminar

Current Archived Internet Seminars

◆ Slides for "MTBE and TBA Cleanup-New Research Perspectives," Jun 24, 2010

Thu, 24 Jun 2010 23:00:00 GMT

The UC Davis Superfund Research Program team has isolated a robust, naturally occurring microorganism, *Methylobaculum petroleiphilum*, developed a rapid, real-time PCR-based bioassay that can be used to supplement classical monitoring technologies at sites containing and tertiary butyl alcohol (TBA). Quantitative spatial and temporal enumeration of strain PMI correlates with MTBE and TBA contaminant bioremediation potential. They tested the capacity of unassociated, field-scale bioreactors for MTBE degradation at two locations: in contaminated drinking water aquifer at Glenville, CA. The GAC bioreactor in North Hollywood was rapidly colonized by native but degrading culture was necessary in the Glenville bioreactor. Both systems efficiently biodegraded MTBE and TBA. Quantitative PCR and sequences of the PMI MTBE-degrading bacteria. To determine which technologies were necessary for safe drinking water production behavior of ten potential waterborne pathogens, total coliforms and heterotrophic plate count (HPC) numbers across the Glenville bioreactors were either not detected or their numbers decreased across the bioreactor. Total bacteria enumerated by HPC also decreased across the bioreactors. This work demonstrated that bioreactors are capable of sustaining high densities of MTBE-degrading bacteria and rapid degradation bioreactors are being tested at additional field sites, and transferred to a new partnership of end users, including community member water industry. This research was conducted under the NIEHS Superfund Research Program (SRP) and will be presented by Dr. Krasimira B. Hristova.

◆ Audio for "MTBE and TBA Cleanup-New Research Perspectives," Jun 24, 2010 (Part 1 of 2)

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The UC Davis Superfund Research Program team has isolated a robust, naturally occurring microorganism, *Methylobaculum petroleiphilum*, developed a rapid, real-time PCR-based bioassay that can be used to supplement classical monitoring technologies at sites containing and tertiary butyl alcohol (TBA). Quantitative spatial and temporal enumeration of strain PMI correlates with MTBE and TBA contamination and provides evidence for bioremediation potential. They tested the capacity of unassociated, field-scale bioreactors for MTBE degradation at two locations: in a North Hollywood, CA aquifer and in a contaminated drinking water aquifer at Glenville, CA. The GAC bioreactor in North Hollywood was rapidly colonized by native bacteria, while inoculation with mixed MTBE degrading culture was necessary in the Glenville bioreactor. Both systems efficiently biodegraded MTBE and TBA. Quantitative PCR was used to enumerate total bacterial counts and sequences of the PMI MTBE-degrading bacteria. To determine which technologies were necessary for safe drinking water production, they assessed the presence and behavior of ten potential waterborne pathogens, total coliforms and heterotrophic plate count (HPC) numbers across the Glenville bioreactor. In most cases potentially pathogenic microorganisms were either not detected or their numbers decreased across the bioreactor. Total bacteria enumerated by HPC also decreased across the bioreactor. This work demonstrated that bioreactors are capable of sustaining high densities of MTBE-degrading bacteria and rapid degradation of MTBE and TBA. The GAC and fluidized bed bioreactors are being tested at additional field sites, and transferred to a new partnership of end users, including community members, regulatory agencies and the drinking water industry. This research was conducted under the NIEHS Superfund Research Program (SRP) and will be presented by Dr. Krasimira B. Hristova. To view the slides associated with this audio, please visit <http://www.clu-in.org/updates/InternetSeminarArchives.cfm?ID=3410> or <http://www.clu-in.org/podcast/InternetSeminarArchives.cfm?ID=3410>.

iTunes

File Edit View Controls Store Advanced Help

Library Music Movies TV Shows Podcasts Radio

STORE iTunes Store

DEVICES Audio CD

FEEDS Genus

PLAYLISTS iTunes DJ 90s Music Classical Music Music Videos My Top Rated Recently Added Recently Played Top 25 Most Played

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 this complex health and environment issues associated with the nation's hazardous waste sites. The research conducted by the SRP is a coordinated effort with the Environmental

#	Name	Time	Released	Description	Popularity	Price
1	PAHs Before and After the De...	[LENGTH]	4:27	5/21/12	Superfund Research Program (SR...	\$FREE
2	A Flurry of Arsenic Findings	[LENGTH]	5:53	4/4/12	Superfund Research Program (SR...	\$FREE
3	Particulate Matter Pollution A...	[LENGTH]	3:17	3/7/12	Scientists at the University of Calif...	\$FREE
4	Arsenic Linked to Developme...	[LENGTH]	2:43	2/11/12	Exposure to low levels of arsenic in ...	\$FREE
5	Ramming Up Mixed Metals Re...	[LENGTH]	5:06	1/4/12	A novel system developed by resear...	\$FREE
6	CALUX Generation 3 - Enhanc...	[LENGTH]	6:16	12/14/11	Amplification of aspects of the mole...	\$FREE
7	Research Shows Arsenic Atta...	[LENGTH]	5:59	11/30/11	This podcast discusses research t...	\$FREE
8	Size-resolved Chemical Char...	[LENGTH]	7:19	10/31/11	To our knowledge, this is the first d...	\$FREE
9	What a Difference a Methyl Gr...	[LENGTH]	5:00	9/30/11	Researchers confirmed that Tet pro...	\$FREE
10	Celebrating a Significant Mile...	[LENGTH]	3:14	9/15/11	This month, the Superfund Resear...	\$FREE
11	Fory Into Tackling the Toxicity...	[LENGTH]	6:08	9/12/11	Working with key collaborators from...	\$FREE
12	Chlorinated Contaminant Re...	[LENGTH]	7:58	8/19/11	At the University of Kentucky SRP, a...	\$FREE
13	Poplars are Choozy about PCBs	[LENGTH]	6:42	7/12/11	Given their huge biomass on the e...	\$FREE
14	Nanoparticles Enhance Imagi...	[LENGTH]	6:18	4/22/11	Dr. Joseph Irudayaraj at Purdue Un...	\$FREE
15	Mechanism of Resistance to	[LENGTH]	6:26	3/31/11	Isaac Virgin (New York University ...	\$FREE

Total: 23 Episodes

EPA United States Environmental Protection Agency Technology Innovation and Field Services Division

Clean-Up Information Contaminated Site

Technologies 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 stakeholders

Spotlight

Newsletter
April 2012 Technology News and Trends
This issue provides an in-depth overview of the latest news and trends in the U.S. EPA and its partner state agencies. Each project involved site characterization, investigation, and remediation. The highlighted projects illustrate innovative approaches that are being used to improve the effectiveness of a treatment process or monitoring program. EPA is now providing information on the effectiveness of the highlighted projects to help other agencies and stakeholders. EPA is now providing information on the effectiveness of the highlighted projects to help other agencies and stakeholders.

Training
Best Management Practices for Site Assessment, Site Remediation, and Brownfields
May 10

Follow Us!
Connect with EPA on Facebook, Twitter, and LinkedIn

Document
Remedial Action Plan for the Superfund Site at the former...
Investigation and Characterization

Live Web Events

- May 7: Superfund Research Program Sediment Box
- May 8: Soil Sampling and Decision Making Using Inc...
- May 9: Staying Connected with CLU-IN
- May 10: An Improved Understanding of LNAPL Behav...
- May 10: Soil Sampling and Decision Making Using Inc...
- May 10: Understanding Intrinsic From Variability to...
- May 17: LNAPL Characterization and Recoverability...

TIFSD's News Corner

- Courses & Conferences
- FieldOps (Apr 30-May 4)
- Recent Additional
- New Publications
- Technology Innovation Needs Survey

Staying Connected

Twitter Facebook LinkedIn

Use Events

Contact Us Site Map

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?

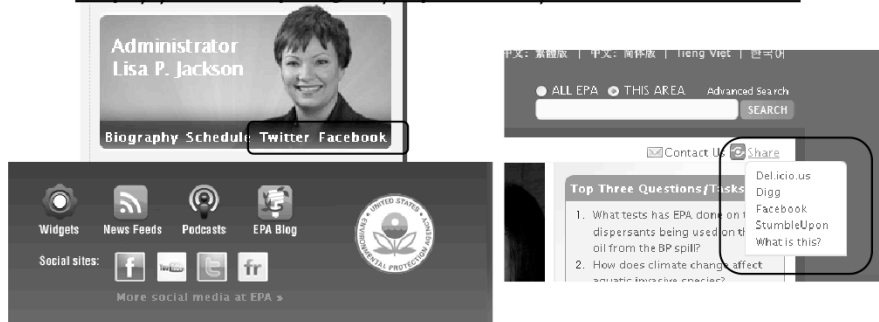
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- *Many offer public anonymous searching, browsing and access to files (e.g. Youtube, Flickr, etc)*
- Visit site and create account
 - Account must be verified, usually by clicking on a confirmation link in email
- Update your profile/representation 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?

33

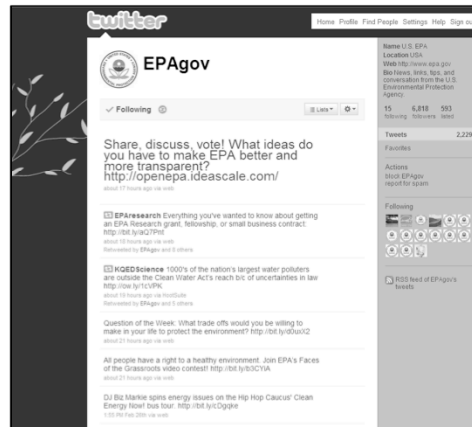
- Facebook, YouTube, Twitter, Flickr, Dipity, drop.to, IdeaScale, Slideshare, Ustream, and more
- Learn more about EPA's social media activities at <http://www.epa.gov/epahome/socialmedia.html>



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

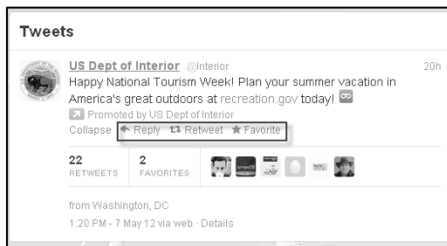
35



To Connect with CLU-IN on Twitter

36

- ❑ <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

37

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

38



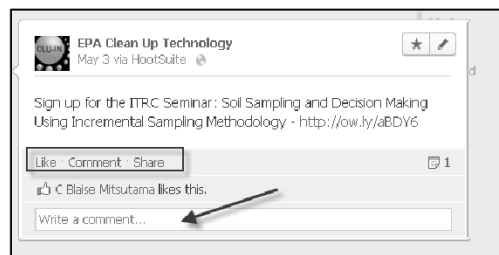
CLU-IN on Facebook



To Connect with CLU-IN on Facebook

40

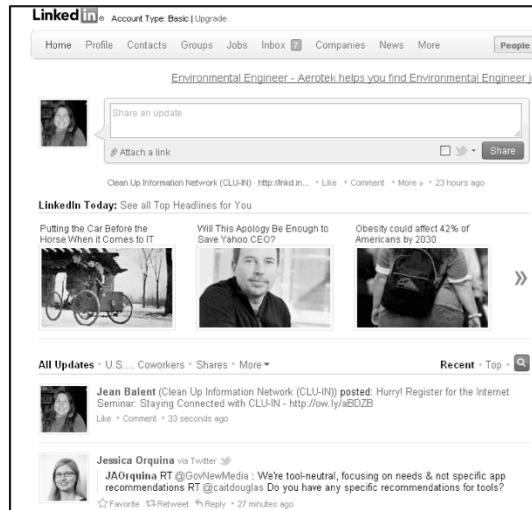
- ❑ <https://www.facebook.com/EPACleanUpTech>
- ❑ Posts daily
- ❑ To connect: “like” the CLU-IN page
- ❑ Comment, like or share our posts



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

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LinkedIn

Account Type: Basic | Upgrade

Jean Balent

Add Connections

Home

Profile

Contacts

Groups

Jobs

Inbox

Companies

News

More

Groups

Search

CLU-IN

Clean Up Information Network (CLU-IN)

Discussions

Members

Promotions

Jobs

Search

Manage

More...

Share group

About this Group

Created: April 18, 2012

Type: Professional Group

Members: 17

Owner: Jean Balent

Managers: Jessica Orquina and Michael Adam

The Hazardous Waste Clean-Up Information (CLU-IN) Web Site provides information about innovative treatment and site characterization technologies to the hazardous waste remediation community. It describes programs, organizations, publications, and other tools for federal and state personnel, consulting engineers, technology developers and vendors, remediation contractors, researchers, 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.

EPA's official web site is www.epa.gov. EPA is using this third party site to share information in a different format that may be useful or interesting and is being provided for informational purposes only. However, EPA cannot attest to the accuracy of information provided by this site or any other linked site. Using this third party site, its employees or the sponsors of the site, also, be aware that the privacy protection (Security Notice) may not be available.

Do not submit copyrighted or other protected information that you have permission to do so. By anyone viewing this website irrevocably or perform the commenter's work published.

EPA will monitor, review and potential manner consistent with the Agency's <http://www.epa.gov/epahome/commen>

Group Members in Your Network

Jessica Orquina

Public Affairs - Social Media

2012

Deanna Cumbria

LinkedIn

Account Type: Basic | Upgrade

Jean Balent

Add Connections

Home

Profile

Contacts

Groups

Jobs

Inbox

Companies

News

More

Groups

Search

CLU-IN

Clean Up Information Network (CLU-IN)

Discussions

Members

Promotions

Jobs

Search

Manage

More...

Start a Discussion

Start a discussion or share something with the group...

Choose Your View

Latest Discussions

Did you know CLU-IN is on LinkedIn? - <http://ow.ly/aBDZC>

posted 22 hours ago

A new FedBiz Opps is now available! - <http://ow.ly/aBDZE>

Latest Updates

Naomi Hirsch has joined the group.

Send message · 13 hours ago

Jessica Orquina has joined the group.

Send message · 22 hours ago

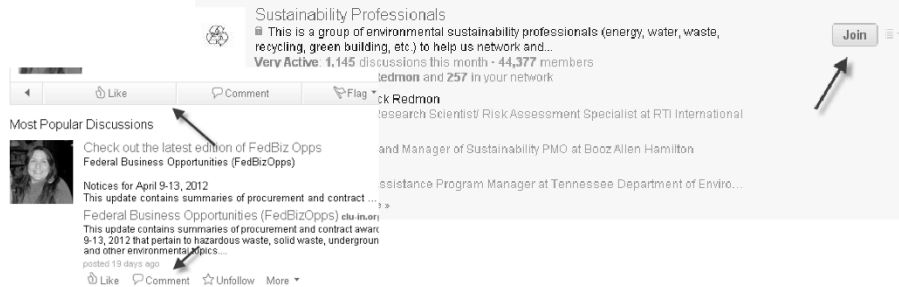
Jean Balent started a discussion: Did you know CLU-IN is on LinkedIn? - <http://ow.ly/aBDZC>

Like · Add comment · 22 hours ago

42

To Connect with CLU-IN on LinkedIn

43

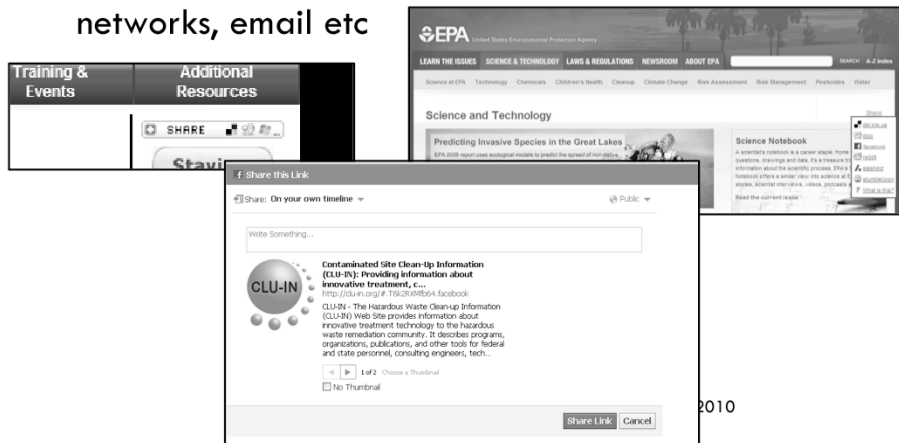


- ☐ <http://www.linkedin.com/groups/Clean-Up-Information-Network-CLUIN-4405740>
- ☐ Posts daily on discussion board
- ☐ To connect: “join” the CLU-IN group
- ☐ Comment or Like posts, share with others

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



2010

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

 You like this.

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 form titled "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 fields for "First Name", "Last Name", "Email", "Daytime Phone Number", and "Email Address". Below these fields is a checkbox labeled "Please send a copy of my feedback information as a record of my participation to this address." and a "Delivery Media" dropdown menu. The EPA logo and "Technology Innovation Program" text are at the top right of the form area.

Need confirmation of your participation today?

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