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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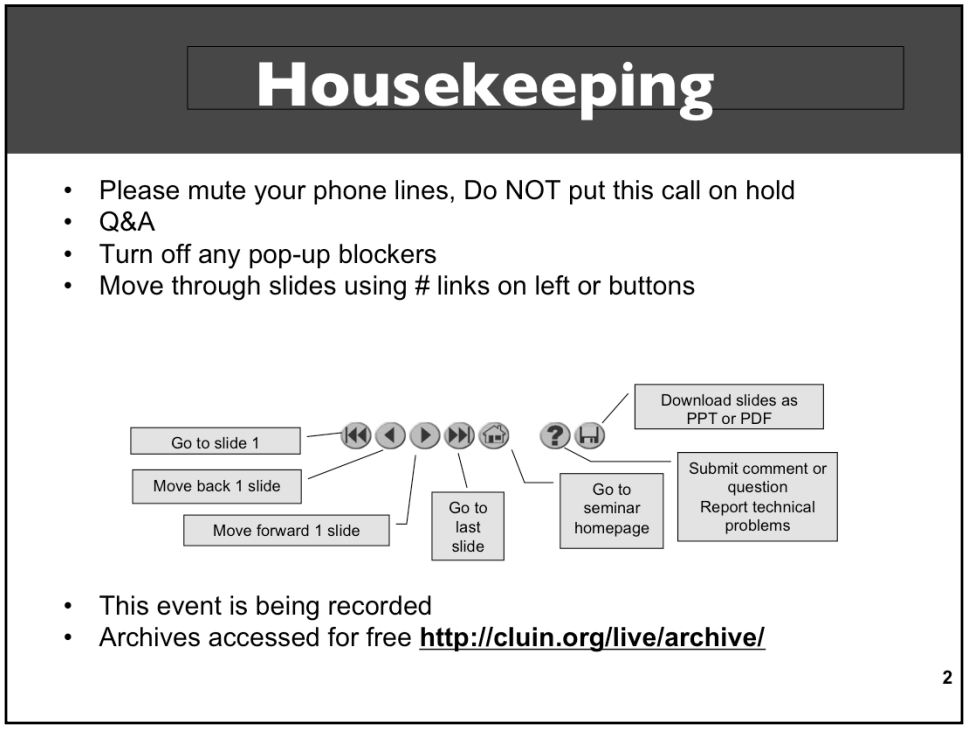

Although I'm sure that some of you have these rules memorized from previous CLU-IN events, let's run through them quickly for our new participants.

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 interupt 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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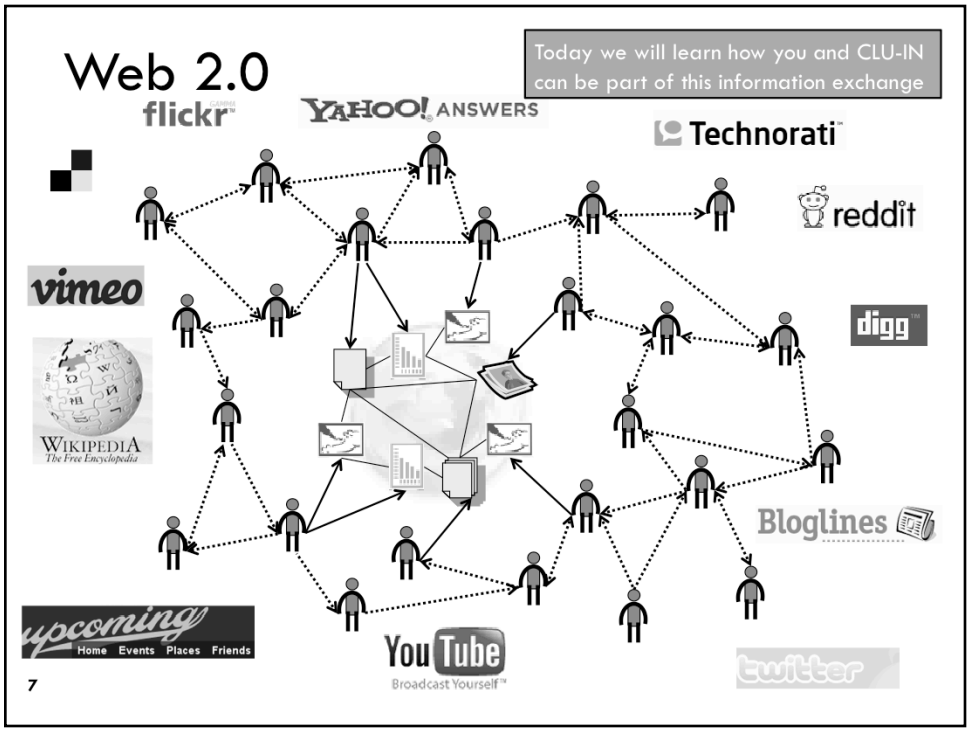
- Web 2.0
  - second generation of the World Wide Web = movement away from static webpages to **dynamic** and **shareable content** and social **networking**
  - web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.
  - http://www.youtube.com/watch?v=6gmP4nk0EOE
- 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
flickr
YAHOO! ANSWERS
Technorati
reddit
vimeo
digg
WIKIPEDIA
The Free Encyclopedia
Bloglines
upcoming
Home Events Places Friends
YouTube
Broadcast Yourself
twitter
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NEWSLETTERS & LIVE EVENTS

CLU-IN Newsletters

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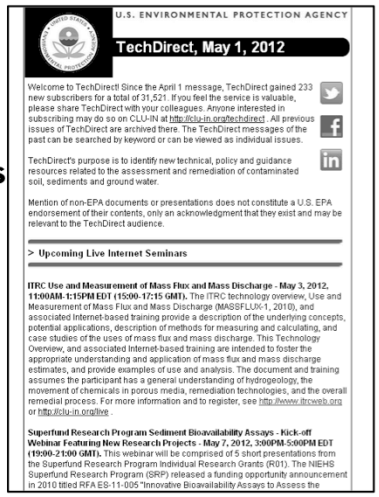
http://www.clu-in.org/newsletters/

- **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, 11:00AM-1:15PM EDT (15:00-17:15 GMT). The ITRC technology overview, Use and Measurement of Mass Flux and Mass Discharge (MASSFLUX-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 .

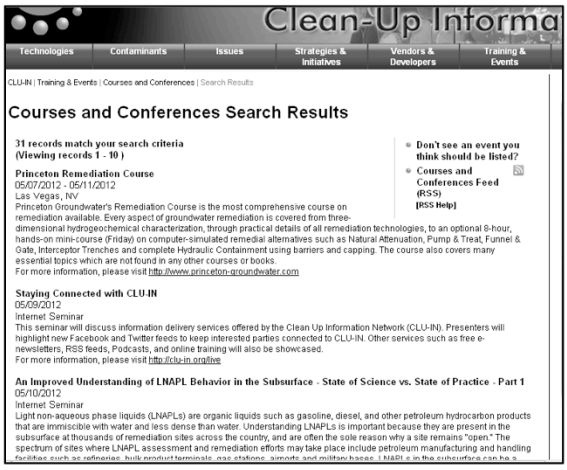
Superfund Research Program Sediment Bioavailability Assays - Kick-off Webinar Featuring New Research Projects - May 7, 2012, 3:00PM-5:00PM EDT (19:00-21:00 GMT). This webinar will be comprised of 5 short presentations from the Superfund Research Program Individual Research Grants (R01). The NIEHS Superfund Research Program (SRP) released a funding opportunity announcement in 2010 titled RFA ES-11-005 "Innovative Bioavailability Assays to Assess the

Internet Seminars

- 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

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



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

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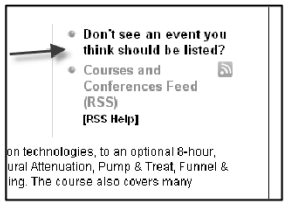
- Sign up for TechDirect monthly emails
  - Learn about upcoming internet seminars in TechDirect
- Submit courses and event lists
  - http://clu-in.org/courses/c&cadd.cfm
- Suggest topics for future internet seminars
  - http://www.clu-in.org/live/



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 browers, 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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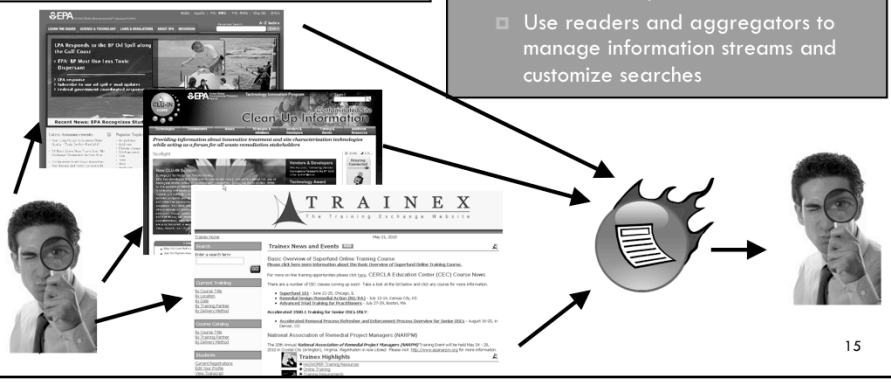
What is an RSS Feed? cont.

- **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



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What does it look like?

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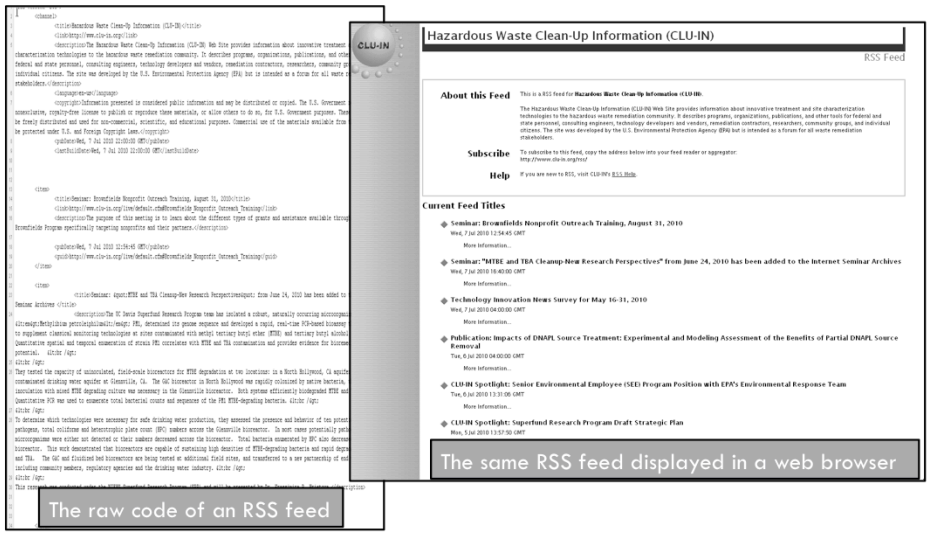

How do I use an RSS feed?

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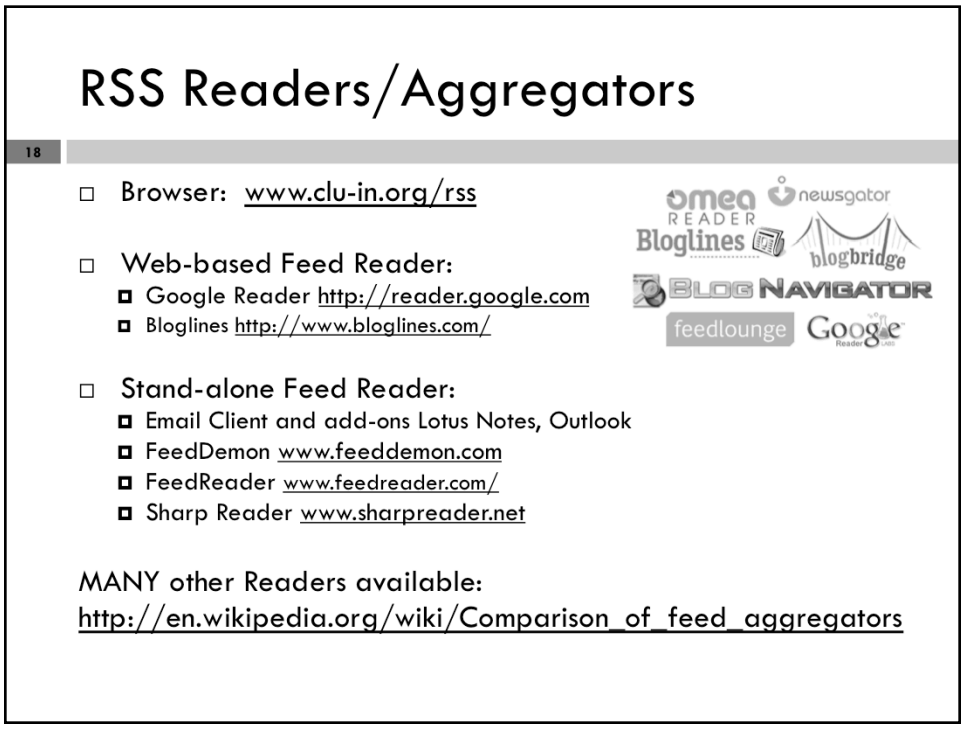
- You need a **tool** to read the RSS feed:
  - an internet browser or
  - separate software (aggregator)
- Basic method: open up the URL containing the RSS feed text to read updates whenever the user chooses
- More advanced: use the **aggregator** to **subscribe** to one or more feeds and customize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



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!

Feeds are everywhere!

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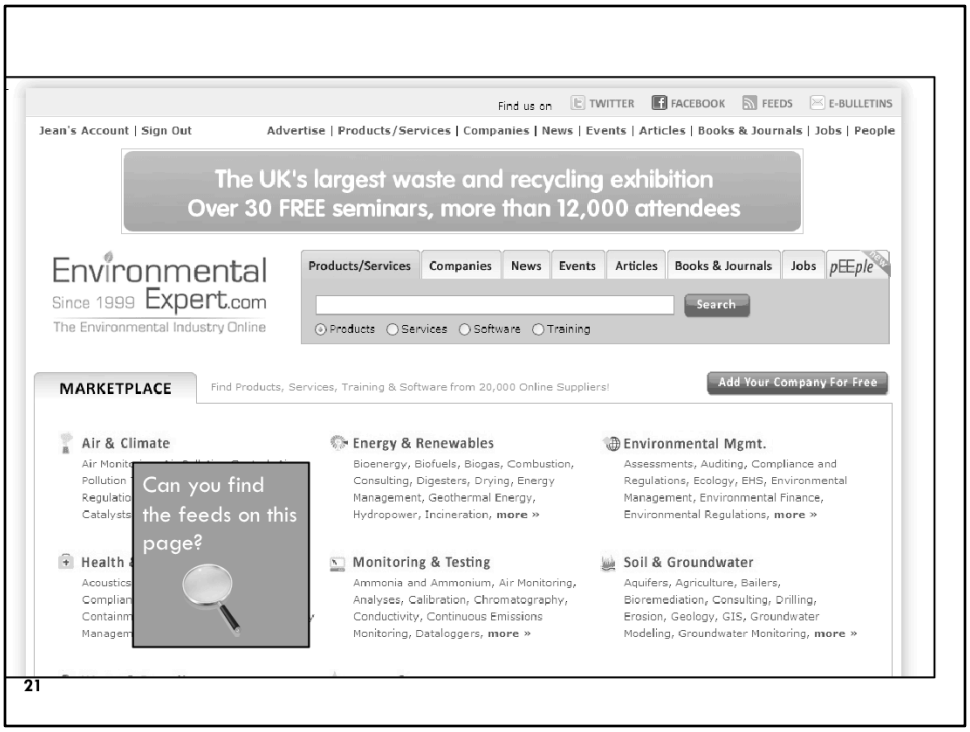
Can you find the feeds on this page?

Tip: try looking for "news" or "what's new" pages if you cannot find a feed


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
Environmental Expert.com
Since 1999
The Environmental Industry Online
Products/Services
Companies
News
Events
Articles
Books & Journals
Jobs
pEEple
Search
Products
Services
Software
Training
MARKETPLACE
Find Products, Services, Training & Software from 20,000 Online Suppliers!
Add Your Company For Free
Air & Climate
Energy & Renewables
Bioenergy, Biofuels, Biogas, Combustion, Consulting, Digesters, Drying, Energy Management, Geothermal Energy, Hydropower, Incineration, more »
Environmental Mgmt.
Assessments, Auditing, Compliance and Regulations, Ecology, EHS, Environmental Management, Environmental Finance, Environmental Regulations, more »
Monitoring & Testing
Ammonia and Ammonium, Air Monitoring, Analyses, Calibration, Chromatography, Conductivity, Continuous Emissions Monitoring, Dataloggers, more »
Soil & Groundwater
Aquifers, Agriculture, Bailers, Bioremediation, Consulting, Drilling, Erosion, Geology, GIS, Groundwater Modeling, Groundwater Monitoring, more »
Can you find the feeds on this page?
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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

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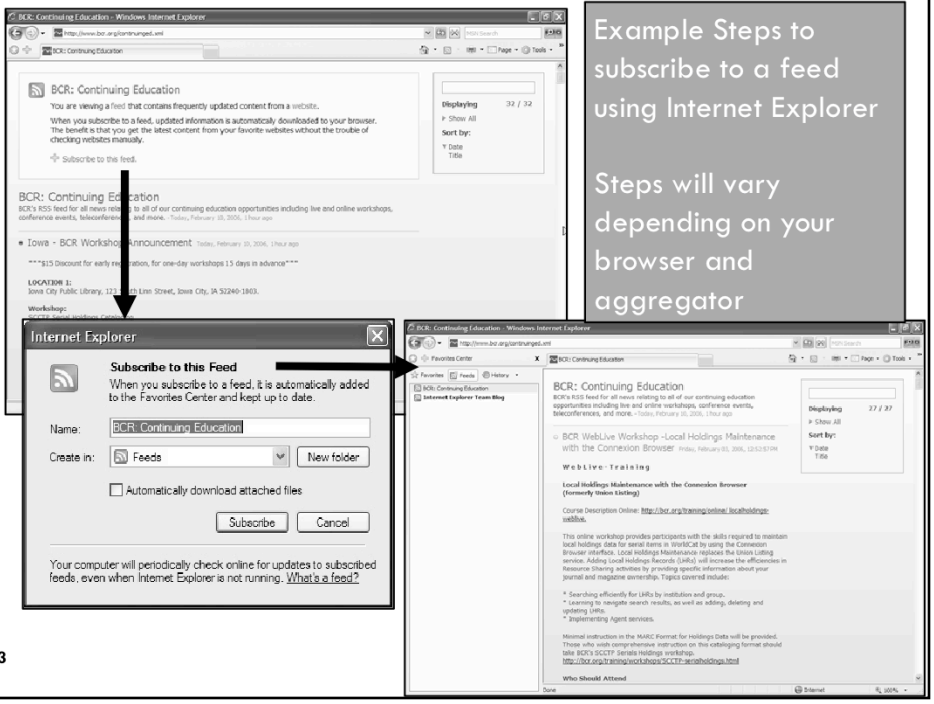
Example Steps to subscribe to a feed using Internet Explorer
Steps will vary depending on your browser and aggregator
BCR: Continuing Education
Internet Explorer
Subscribe to this Feed
When you subscribe to a feed, it is automatically added to the Favorites Center and kept up to date.
Name:
BCR: Continuing Education
Create in:
Feeds
New folder
Automatically download attached files
Subscribe
Cancel
Your computer will periodically check online for updates to subscribed feeds, even when Internet Explorer is not running. What's a feed?
BCR: Continuing Education
BCR WebLive Workshop -Local Holdings Maintenance with the Connexion Browser
WebLive-Training
Local Holdings Maintenance with the Connexion Browser
(formerly Union Listing)

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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

CLU-IN
Hazardous Waste Clean-Up Information (CLU-IN): Internet Seminar Archives
RSS Podcast Feed
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 1998, 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 2000, please visit http://www.clu-in.org/live/archive.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/studio/
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:
ITUNES
Current Archived Internet Seminars
Slides for "MTBE and TBA Cleanup-New Research Perspectives," Jun 24, 2010
Thu, 24 Jun 2010 23:00:00 GMT
Audio for "MTBE and TBA Cleanup-New Research Perspectives," Jun 24, 2010 (Part 1 of 2)
Thu, 24 Jun 2010 23:00:00 GMT
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

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Finding a Podcast

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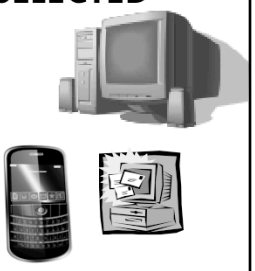
- Easy to think of as communication platforms but social networks are much more
- Blending of personal and professional lives
- Many people now have and expect **INSTANT** access to information **in PERSONALLY-SELECTED METHOD**
  - information networks are HUGE
  - Information spreads RAPIDLY - VIRAL



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

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- 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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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

- 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"

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CLU-IN on Facebook

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To Connect with CLU-IN on Facebook

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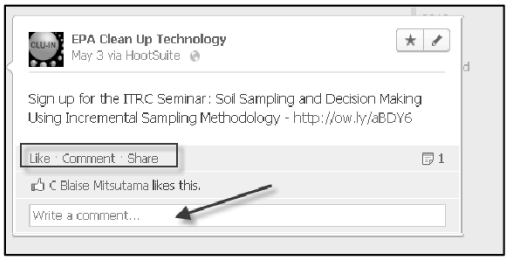
- https://www.facebook.com/EPACleanUpTech
- Posts daily
- To connect: "like" the CLU-IN page
- Comment, like or share our posts



LinkedIn – www.linkedin.com

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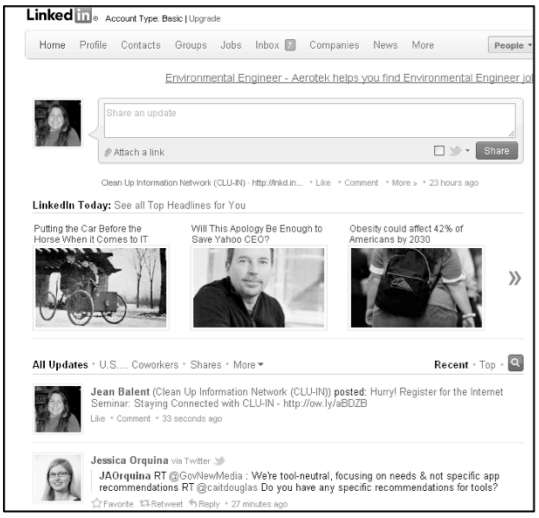
- a business-related social networking site
- Founded in Dec 2002
- 150 million users in more than 200 countries as of Feb 2012
- People can
  - create profiles,
  - post resumes,
  - receive and provide recommendations
  - connect with others, etc
- Companies can
  - create profiles for their organization,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



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

CLU-IN on LinkedIn

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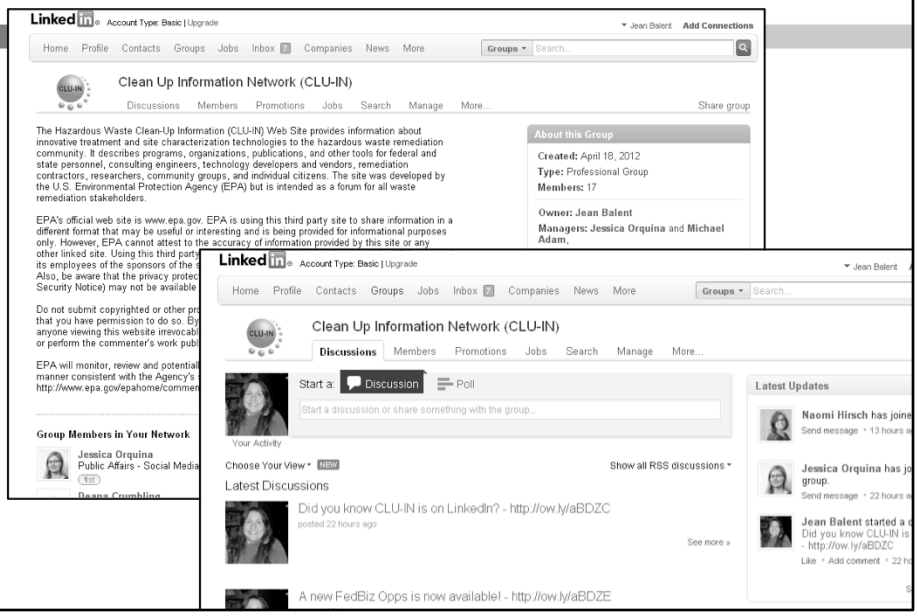
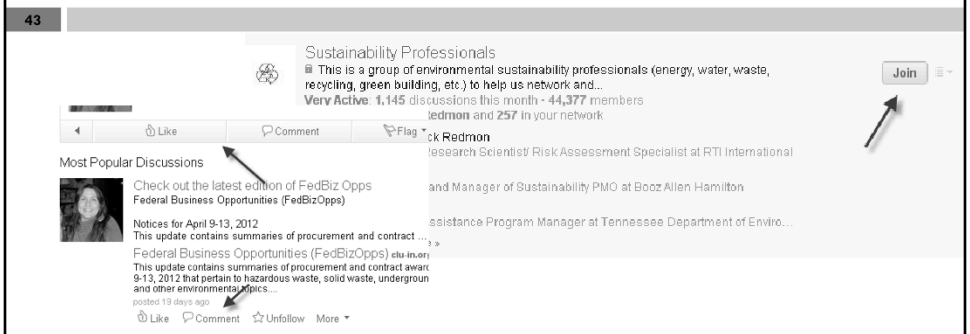


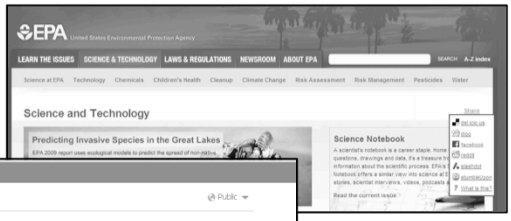
To Connect with CLU-IN on LinkedIn

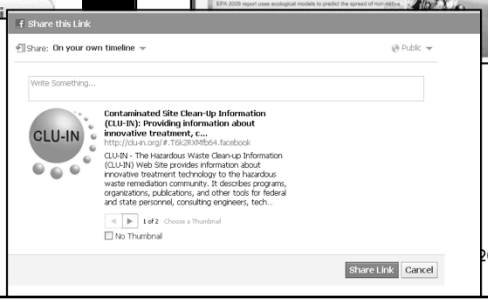


- http://www.linkedin.com/groups/Clean-Up-Information-Network-CLUIN-4405740
- Posts daily on discussion board
- To connect: "join" the CLU-IN group
- Comment or Like posts, share with others

Teach yourself to Share!

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





2010

Questions and Comments

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

Many ways to stay connected!

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- 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**
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