

Managing through Social Media Networks

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Icebreaker

▶ Common Abbreviations Game

411

511

lmao

imho

nsfw

wb

cob

lol

dmno

fb

ttn

:-)--&

Agenda

- ▶ Social Media – What it can do for you
- ▶ Tools – Tips for using Social Media
- ▶ Overview of Social Media Sites
- ▶ Agency example – Glacier National Park
- ▶ Secret Source for all things social media!

Social Media

▶ What is it?

- On-line technologies that allow two-way communication between users – everyone can create web content
- The internet has transformed from a place to house brochures to a place to house conversations (known as Web 2.0)

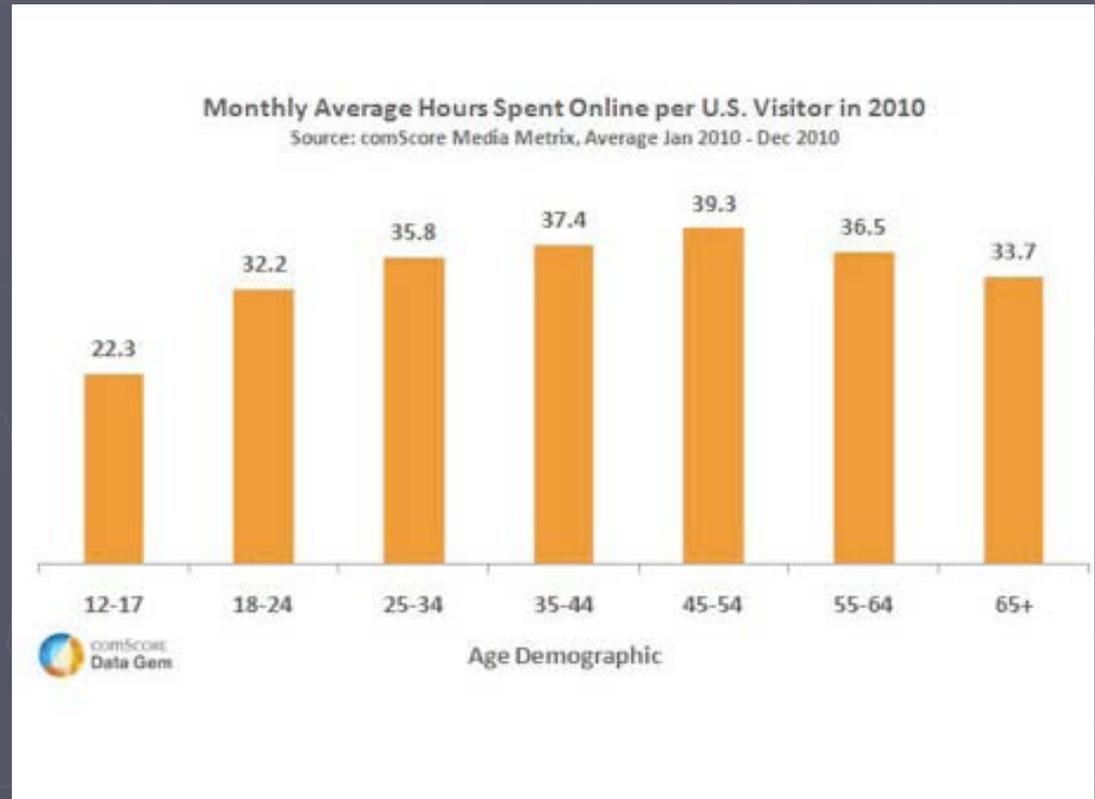
Social Media

► Why is it so popular?

- Social media tools give people a voice
- Provides an unprecedented opportunity to voice knowledge, experience, and opinions
- Offers a platform for sharing content (photos, video, documents)

Social Media Myths

- ▶ Aren't people who use social media less likely to be outside visiting our sites?
 - NO! It's becoming as common as e-mail or cell phones
- ▶ Doesn't this only reach the younger crowd?
 - No! Stats show that every age group is using social media



Social Media

- ▶ What can it do for managers?
 - Allows managers to connect and collaborate across institutional boundaries quickly and inexpensively
 - Allows managers to connect with supporters and collaborate with the public (crowd-sourcing)

Connecting with Your Audience

Your audience must feel that they:

- ▶ Have something to gain from your page when they see it online or in their news feed
- ▶ Are being asked to share their experiences
- ▶ Know you have their interests in mind
- ▶ Are engaging with a human presence, not an impersonal agency

Where do I start?

- ▶ Best for Community Engagement
 - ▶ Facebook (social networking)
 - ▶ YouTube (video sharing)
 - ▶ Twitter (similar to texting on cell phone)
 - ▶ Blogging (web logs / discussion forum)

Facebook Fun

- ▶ Facebook is not another place to build a webpage or make public announcements
- ▶ Facebook is a place for one-to-one interaction
- ▶ Create an online persona – animal, mascot, character, ranger (ex. Penelope Seal is the spokes-seal for TOPP (Tagging of Pacific Predators). Read an article about her: <http://www.npr.org/templates/story/story.php?storyId=101413638>
- ▶ Most agencies use Facebook poorly – they fail to make fun and frequent (daily!) posts

Facebook Fun

- Ask seasonals, interns, or students to develop a list of 365 fun "posts" about your site
- For events, create a list of 'leading-up-to' posts when you develop flyers and press releases
- Use a site like Hoot Suite to control the timing of updates and posts
- Link to other social media sites like Twitter

You & YouTube

- ▶ YouTube is NOT a new place to show educational videos
 - Find a high school or college film-making class and ask them to make fun 30-second videos
 - Read Film Making Books:
 - Making it Big in Shorts: The Ultimate Filmmaker's Guide to Short Films, 2nd ed. by Kim Adelman

You & YouTube

- ▶ YouTube encourages “viral” marketing – other people spread a message for you
- ▶ For a video to “go viral,” it must be so irresistible that people have to share it
- ▶ Ideally, videos should be super-short (30-45 seconds) and a lot of fun
- ▶ Most agencies use YouTube poorly – they post long and dull “educational” videos

YouTube Examples

- ▶ The 30-Second Video:

<http://www.youtube.com/watch?v=BZP1rYjoBgI>

This silly video has been viewed more than 1,800,000 times

- ▶ Compare to:

http://www.youtube.com/user/NationalParkService#p/u/7/4j2_E35UdTU

This is 2 min, 43 sec. The video was posted a year earlier, but has been viewed only 800 times

Twitter Tips

- ▶ Send out fun facts of 140 characters or less
- ▶ Use tweets to communicate safety & security info
- ▶ Users can "re-tweet" to their followers
- ▶ Link shortening, twitpic, twitvid, twitdoc allows you to share links, photos, videos, & press releases

Twitter Tips

- ▶ Travelers use Twitter to reach out and ask for advice on places to visit and things to do
- ▶ Twitter is perfect for promoting events in real-time
- ▶ Send out periodic updates leading up to an event
- ▶ Websites (Hoot Suite & Tweet Deck) are available that allow Twitter updates to be pre-scheduled

Tweets from Joshua Tree NP

- ▶ Ever seen two tortoises fight? [video link]
- ▶ Thinking of camping in Joshua Tree NP? Consider reserving a campsite - go to recreation.gov
- ▶ How's the weather & air quality at Joshua Tree? [webcam link]
- ▶ Evening Program Saturday night @ Black Rock Campground – All are invited to attend, not just campers
- ▶ What is the difference between a nat'l park, nat'l monument, or the over 15 other NPS site designations? [link]

Better Blogging

- ▶ Write short observations that induce thought
- ▶ Invite discussion by asking open-ended questions
- ▶ Less is more: over 400 words is an article, not a blog post!
- ▶ Break up larger topics (such as research findings) into smaller pieces that are easier to digest

Better Blogging

- ▶ Add a photo to increase chances of article being "front paged"
- ▶ Write a snappy title, keeping in mind that blogs are searchable and should state topic clearly
- ▶ Delay revealing the title's 'punch-line' – users must click the post to obtain the information promised by the title
- ▶ Provide information (how-to lists, top ten tips, etc) that people want
- ▶ Break text into easy-to-skim paragraphs & bullets

Challenges to Using Social Media

- ▶ Cost – great news: social media is free! Hiring a social media specialist is not, must realize social media is rapidly becoming an essential component
- ▶ Control – you can't control the response to your agency (open to criticism & complaint) Can you handle it?
- ▶ Time – Using social media effectively is time consuming! Develop web updates in advance; pre-schedule posts; ask for help

Save Time: Integrate

- ▶ Automatic sharing – a new blog post shows up on Facebook and twitter, etc
- ▶ Social Media dashboard (ex. Hoot Suite) – manage multiple tools in one place
- ▶ Embed Facebook in your regular web page
 - Read more on how to do this:
<http://developers.facebook.com/docs/guides/web/>

Save Time: Ask for Help

Research & Share (R&S) Team

- ▶ Recruit staff members, volunteers, friends-groups, and students to research “share-worthy” items
- ▶ Collect a database of posts, tweets, pics, videos, etc. to be posted on agency social networking sites
- ▶ Increase your reach by recruiting volunteers to share on their *personal* social networking sites

Live Well Colorado Ambassador Program

www.livewellcolorado.org

Volunteers receive a timeline of suggested posts & links to share with their personal friends – after the first week, reported a significant increase in web “hits”

Top 5 Mistakes to Avoid

- ▶ Be a good listener – don't just talk! Learn from others
- ▶ Be concise – blogs < 400 words
video < 90 seconds (30 sec. is better)
- ▶ Be frequent – post & tweet daily if possible
- ▶ Be genuine – don't "sell" or "announce"
- ▶ Be fun – don't be a bore!

Remember

- ▶ Social media is NOT about advertising, selling, marketing, or making public service announcements
- ▶ Social media is about sharing, dialogue, conversation, friendship, and FUN

- ▶ You've heard the saying,
"The best advertising is word-of-mouth."
- ▶ Now it may be,
"The best advertising is word-of-text."

Social Media Sites

An Overview

Facebook

facebook

Home

Profile

Friends

Inbox 1

Heidi Bailey

Settings

Logout



View Photos of Penelope (47)

Send Penelope a Message

Poke Penelope

Penelope Seal is just keep swimming, just keep swimming! 6 hours ago

Wall

Info

Photos

Boxes

Basic Information

Sex: Female
Birthday: January 1
Relationship Status: It's Complicated
Interested In: Men
Looking For: Whatever I can get
Political Views: Other

Information

Relationship Status:
It's Complicated

Birthday:
January 1

Friends

3,358 friends

See All



Kim Garcia Salazar



Alex Benson



Danielle Brigida



Laurie Hansley



Steve Kieselstein



Amanda Michniewicz

Personal Information

Activities: Being the coolest animal on TOPP.org, which is leading to seal stardom....and of course TRAVEL. I love exploring the hundreds of kilometers of north pacific in search of fish, squid, fish and some more squid. Lately I've molted my old fur, and I grew a new really nice coat that I showed off for awhile at Año Nuevo State Reserve in California. Then I got hungry so lately I've busy building up my blubber layer for the next fast by eating, a lot.

Interests: Calamari, finding amazing oceanographic features like eddies and seamounts, meeting new seals back at Año Nuevo, beach going, sun bathing, sleeping, sand throwing, and diving deep in the ocean.

Favorite Movies: TOPP on YouTube, Documentaries on Elephant Seals, Blue Planet, Deep Blue, and Finding Nemo.

About Me: Penelope here. Tagged in June, I spent the last few months finding "hot spots" filled with squid and other delectables in the wide blue Pacific Ocean. I've travel thousands of miles, and now I'm heading back to my personal beach -- Año Nuevo State Reserve in Northern California.

I'm all seal, no elephant whatsoever. In Greek mythology, Penelope stayed home while her hubby, Odysseus, traveled for several years. Other guys tried to marry her, but she remained loyal to him. Even though I travel as much as any male elephant seal, I'm true-blue to my beach. That's where I molt, mate and give birth, one pup at a time.

YouTube

Grab File Edit Capture Window Help

YouTube - hornbek_homestead.MOV

http://www.youtube.com/watch?v=9vRDmnP3FNQ

ESPN Radio Ent PWB craigslist Calendar Plentyoffish Travel USAJOBS jobs C3 frogs' hair hotmail yahoo mail ESPN Sl.com Google Maps News (1166) Popular

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hornbek_homestead.MOV

florissantnps 1 videos Subscribe



0:00 / 0:11 360p

florissantnps July 20, 2010
Hornbek Homestead at Florissant Fossil Beds National Monument

0 views

Like Save to Share <Embed>

Suggestions

- SHAWN HORNBECK- JAYCEE LEE DUGARD**
by leigh1976 10,640 views Featured Video
- Mike Hornbeck Edit - Filmed by Scott Klumb**
by dinfedeludermor 21,713 views
- SYLVIA BROWNE WRONG: Shawn Hornbeck**
by Aaron518 54,255 views
- Paul Henderson discusses the Shawn Hornbeck kid...**
by pauldavid77 6,471 views
- 48 Hours Mystery Kidnapped Shawn Hornbeck Part 1**
by sad3369 31,052 views
- SHAWN HORNBECK - NEW PHOTOS UPDATE 2008 -**
by leigh1976 26,624 views



Twitter

FlorissantFossilBeds (FlorissantNPS) on Twitter - Windows Internet Explorer

http://twitter.com/florissantnps

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share

Favorites Suggested Sites Free Hotmail Web Slice Gallery

FlorissantFossilBeds (FlorissantNPS) on Twitter

Home Profile Find People Settings Help Sign out



FlorissantNPS



That's you! Lists

Noise, computers, phones, etc. or gentle breezes, pine aromas, warm sun, etc.? RT @ChildrenNature: Today is National Eat Outdoors Day!
about 2 hours ago via HootSuite

We know fall is coming. How? Not the leaves *just* starting to turn, not the short spell of cool weather, not... <http://fb.me/D17117zw>
about 3 hours ago via Facebook

Saw a coyote ~100 yards from visitor center this morning. What's the coolest thing you've seen on your visit to Florissant Fossil Beds?
10:33 AM Aug 30th via Facebook

Name FlorissantFossilBeds
Location Florissant, Colorado
Web <http://www.nps.gov>
Bio Official site for Florissant Fossil Beds National Monument.

96 following 350 followers 104 listed

Tweets 222

Favorites

Following



View all...

RSS feed of FlorissantFossilBeds



Florissant Fossil Beds National Monument Colorado



Twitter via Hootsuite

The screenshot displays the HootSuite dashboard within a Windows Internet Explorer browser window. The address bar shows the URL <http://hootsuite.com/dashboard#>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The HootSuite interface features a top navigation bar with tabs for DMs, Tweets, and Home Feed. Below this, there are two main columns: 'Direct Message (Inbox)' and 'Mentions'. The Direct Message column lists messages from users like DenaliNPS, YellowstoneNPS, and stateoftheparks. The Mentions column shows tweets from users like twisst37, twisst5, twisst38, twisst7, twisst33, twisst34, twisst7, and stateoftheparks. The bottom of the screen shows the Windows taskbar with various open applications and the system clock indicating 12:44 PM on Tuesday, 8/31/2010.

Direct Message (Inbox)

- DenaliNPS** (Aug 22, 3:07pm)
I was just out at the East Fork, first frost and wolverine tracks! Where is summer?
- YellowstoneNPS** (Aug 17, 5:31pm)
Curious y u cant see it. Have Windows Media Player? Open it, then File > Open URL > rtp://npslivewm.fplive.net/npslive-live/yellowstone
- DenaliNPS** (Aug 16, 6:16pm)
IN- Ingrid Nixon (Chief of Interp, TR- Tim Rains (Media Specialist), SW- Susan Wright (Intepreter). There are more we work as a team!
- DenaliNPS** (Aug 15, 1:49pm)
There are several of us -- all park staff -- prowling w/ cameras in hand. Initials usually reveal the taker. Glad you're enjoying! :) --IN
- stateoftheparks** (Jul 23, 9:59pm)
Just got your direct message. Did ask Ranger Will who tweeted & he let me know you were out. Couldn't stay long but enjoyed homestead & hike
- stateoftheparks** (Jul 22, 3:56pm)
Hopefully at the monument tomorrow.
- DenaliNPS** (Jul 14, 9:19am)
If it was the photo of squirrel tail grass, guilty. Sorry about that. Did re-post this a.m. -- IN
- DenaliNPS** (Jul 1, 12:56pm)
Pardon our inside joke. Richard Fruth, recent artist-in-residence, has "performance art" campaign that uses Fruth rather than truth. --IN
- NatParkService** (Jun 28, 3:16pm)
oops - 1st msge didnt post - owly puts our page in a frame, a old bad internet practice that should have died yrs ago
- NatParkService**

Mentions

- twisst37** (Aug 30, 3:04pm via Twisst.nl)
@FlorissantNPS A very bright ISS will cross your sky tonight. It comes up in West-NW at 8:08 pm. Details: <http://twisst.nl/19660>
- twisst5** (Aug 29, 5:19pm via Twisst.nl)
@FlorissantNPS A very bright ISS will cross your sky tonight. It comes up in North-NW at 9:18 pm. Details: <http://twisst.nl/19660>
- twisst38** (Aug 29, 3:12pm via Twisst.nl)
@FlorissantNPS A very bright ISS will cross your sky tonight. It comes up in North-NW at 9:18 pm. Details: <http://twisst.nl/19660>
- twisst7** (Aug 28, 3:30pm via Twisst.nl)
@FlorissantNPS A very bright ISS will cross your sky tonight. It comes up in West-NW at 8:49 pm. Details: <http://twisst.nl/19660>
- twisst33** (Aug 27, 4:44pm via Twisst.nl)
@FlorissantNPS ISS will cross your sky twice tonight! One is extremely bright: 8:21 pm in West-SW. <http://twisst.nl/19660>
- twisst34** (Aug 27, 3:10pm via Twisst.nl)
@FlorissantNPS ISS will cross your sky twice tonight! One is extremely bright: 8:21 pm in West-SW. <http://twisst.nl/19660>
- twisst7** (Aug 26, 5:52pm via Twisst.nl)
@FlorissantNPS A very bright ISS will cross your sky tonight. It comes up in the West at 9:29 pm. Details: <http://twisst.nl/19660>
- stateoftheparks** (Aug 26, 11:54am via Web)
Excellent idea! I'll take my lunch outside, thank you very much. RT @FlorissantNPS This Tuesday is Nat! Eat Outside Day!

Flickr

Terrestrial snail, Eocene (~35 MYA) Florissant Formation | Flickr - Photo Sharing! - Windows Internet Explorer

http://www.flickr.com/photos/tehsma/4688665312/

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in

Home The Tour Sign Up Explore Upload

You aren't signed in Sign in Help

Search

The new Flickr photo page. Bigger. Faster. More Flickr-er.

Care for a quick tour?

1 Browse and view 2 Who, what, where 3 Comment and share 4 People and place 5

Actions Share this

Newer Older



By tehsma
No real name given

This photo was taken on June 10, 2010.

4 views 1 favorite

This photo belongs to

tehsma's photostream (603)



This photo also appears in

Fossils (Eocene) Florissant... (set)

Tags

Eocene • Florissant • fossils

License

Some rights reserved

Terrestrial snail, Eocene (~35 MYA) Florissant Formation

From the Eocene volcanic ash of the Florissant Formation, Florissant, Colorado

Scale in Millimeters.

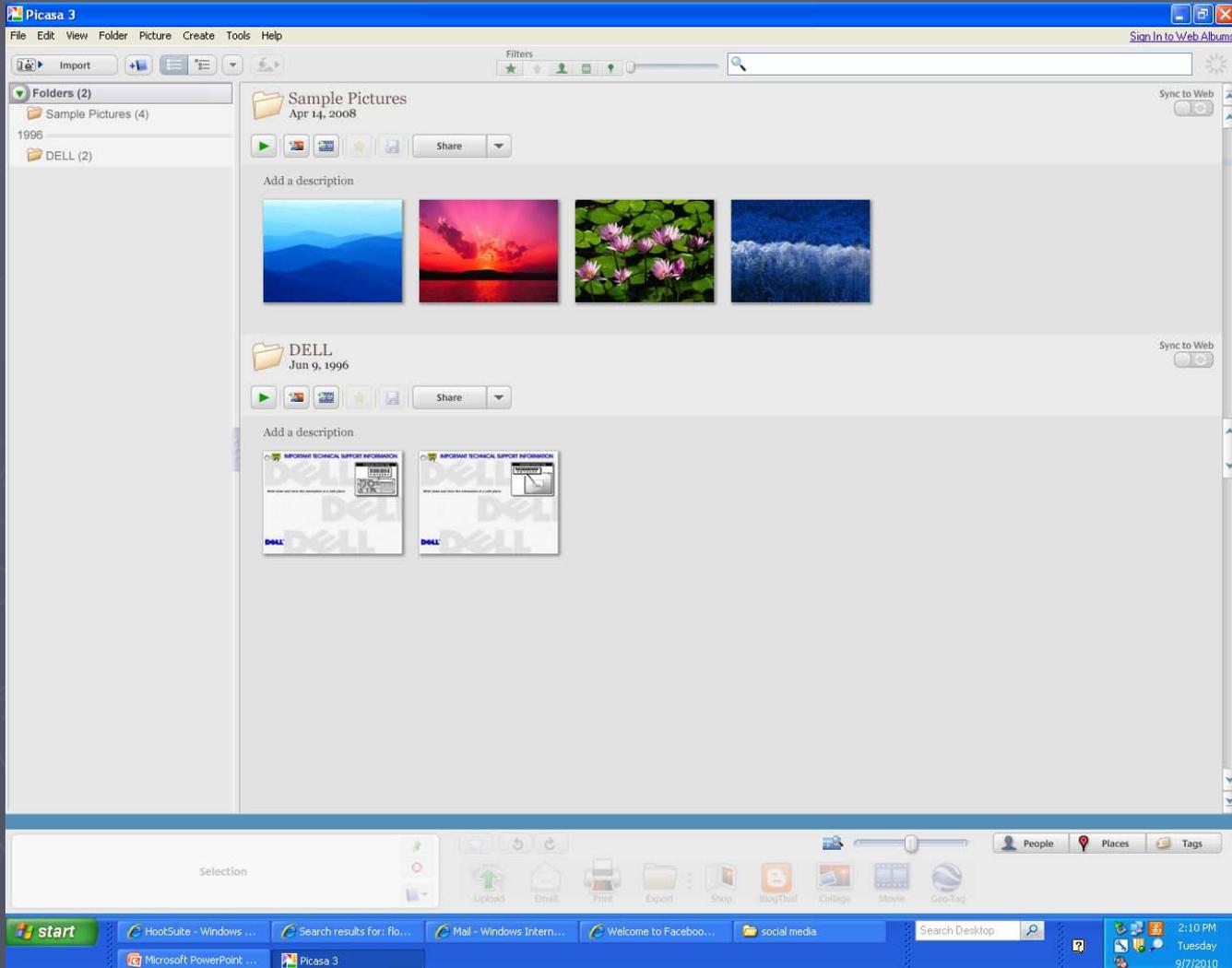
Comments and faves

start Mail - Windows Intern... HootSuite - Windows ... Facebook | Florissant... social media Microsoft PowerPoint ... Terrestrial snail, Eoce...

Internet 100%

Search Desktop 9:27 AM Monday 9/8/2010

Picasa



LinkedIn

Matthew Greuel | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/profile/viewProfile?key=84366295&locale=en_US&trk=tab_pro

File Edit View Favorites Tools Help

X Windows Live linkedin What's New Profile Mail Photos Calendar MSN Share

Favorites Suggested Sites Free Hotmail Web Slice Gallery

Matthew Greuel | LinkedIn

Basic Account: Upgrade Welcome, Matthew Greuel - Add Connections - Settings - Help - Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox (1) More... People | Advanced

Edit My Profile View My Profile

Matthew Greuel you
Park Ranger at Florissant Fossil Beds National Monument
Colorado Springs, Colorado Area | Government Administration

Matthew Greuel A recent fossil find in the lab, which will also be open this weekend. What do "you" think it is? <http://ow.ly/2ywOS> via Twitter

 **Florissant Fossil Beds National Monument's Photos - Fossils Under...** m.facebook.com
Facebook helps you connect and share with the people in your life.
2 hours ago • Like • Comment • Share • See all activity

Current

- Park Ranger at Florissant Fossil Beds National Monument
- Park Ranger at National Park Service

Past

- Interpretive Intern at Arches National Park

Education

- San Francisco State University

Connections 1 connection

Twitter

- FlorissantNPS

Public Profile <http://www.linkedin.com/pub/matthew-greuel/24/307/107>

Experience

Park Ranger
Florissant Fossil Beds National Monument
Government Agency; Government Administration industry
May 2010 – Present (5 months)

Park Ranger
National Park Service
Government Agency; Government Administration industry

+ Add Matthew to your network

+ Forward this profile to a connection

Good Point Recycling
Ethical "e-waste" recycling, affordable and fair trade compliant
www.retworks.net
From: Robin Ingenthron

GoalView Advisors
Financial expertise that's live, local, in-person and independent.
www.goalviewadvisors.com
From: GoalView Advisors

Advertise with LinkedIn

Matthew's Activity edit

Matthew Greuel A recent fossil find in the lab, which will also be open this weekend. What do "you" think it is?
<http://ow.ly/2ywOS> via Twitter

 **Florissant Fossil Beds National Monument's Photos - Fossils Under...** m.facebook.com
Facebook helps you connect and share with the people in your life.
2 hours ago • Like • Comment • Share

Matthew Greuel Are you interested in the fall foliage colors? You can use our webcams to get an idea what the aspens look like!... <http://fb.me/F0TKSMJz> via Twitter

20 hours ago • Like • Comment

Matthew Greuel Got a question of a museum?
<http://www.sbakcurator.com/> - we're kinda partial to this group

start Mail - Windows Intern... HootSuite - Windows ... Facebook (4) | Floris... social media Microsoft PowerPoint ... Foursquare (social ne... Matthew Greuel | Link... Search Desktop 10:49 AM Thursday 9/2/2010

Blogs

The screenshot shows a Windows Internet Explorer browser window. The address bar displays the URL: <http://www.interpretationbydesign.com/?p=2991#comments>. The page title is "Interpretation By Design » Blog Archive » Get to Know a Typeface! Minion - Windows Internet Explorer".

The main content area features a header for "Interpretation By Design" with the subtitle "GRAPHIC DESIGN BASICS FOR HERITAGE INTERPRETERS". Below the header are navigation links: "About Interpretation By Design", "About The Authors", "Upcoming Events", and "What is Interpretation?".

The main article is titled "Get to Know a Typeface! Minion" and is dated "09 AUG". It is posted by Paul Caputo and has 15 comments. The article text reads: "Normally, on this site, we write about expressive typefaces that evoke strong responses. And since Shea and I are bitter, unhappy people, we write about typefaces that are easy to hate like Comic Sans and Papyrus. Minion, designed by Robert Slimbach in 1990, is one of those typefaces that only a typographer could love (not that other people dislike it; they just don't notice it). If Minion were at a high school dance, it would sip punch with its back against the wall trying not to make any sudden movements while Curlz MT and Mistral breakdanced in the middle of the floor. Meanwhile, Comic Sans would try to make his friend Marker Felt laugh so hard that milk came out his nose and Papyrus would be smoking in the girls room. (This metaphor may be starting to break down.)" The article also mentions "The Elements of Typographic Style" by Robert Bringhurst.

On the left side of the page, there is a vertical list of typefaces: "Curlz MT", "Mistral", "Comic Sans", and "Papyrus".

On the right side, there is a search bar with the text "Search" and a "GO" button. Below the search bar are several promotional boxes: "Your Ad Here?", "Buy the Book" (Interpretation By Design on the NAI store), "NAI Workshop" (November 16-20, 2010, Las Vegas), "International Conference" (May 4-7, 2011, Panama), "Join NAI" (Explore the benefits of membership), and "Certification & Training" (Advance your career with NAI).

The Windows taskbar at the bottom shows the Start button and several open applications: Mail - Windows Intern..., HootSuite - Windows..., Florissant Fossil Beds..., social media, Microsoft PowerPoint..., Foursquare (social ne..., Brett Favre, Aaron R..., and two instances of Interpretation By Des... The system tray shows the time as 11:13 AM on Thursday, 9/2/2010.

Delicious

Delicious - Windows Internet Explorer

http://www.delicious.com/

File Edit View Favorites Tools Help

Windows Live delicious What's New Profile Mail Photos Calendar MSN Share Sign In

Favorites Suggested Sites Free Hotmail Web Slice Gallery

Delicious

delicious
social bookmarking

It's Free! [Join Now](#) [Sign In](#)

The tastiest bookmarks on the web.
Save your own or see what's fresh now!

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Search the biggest collection of bookmarks in the universe... [Search](#)

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The freshest bookmarks that are flying like hotcakes on Delicious and beyond.
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New bookmarks saved in the last minute **209**

[What Big Brands Are Spending on Google - Advertising Age - Digital](#) [SAVE](#) **59**
via [adage.com](#)
6 Related Tweets
google advertising statistics search marketing

[Most viral brands of 2010 | The Wall Blog](#) [SAVE](#) **34**
via [wallblog.co.uk](#)
5 Related Tweets
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3 Related Tweets
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[Gorgeous Star Wars Prints](#) [SAVE](#) **63**
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3 Related Tweets
starwars art design poster posters

Done

start Mail - Windows Intern... HootSuite - Windows ... Facebook | Florissant... social media Delicious - Windows I... Microsoft Excel - atte... SM comm - Microsoft ... Search Desktop 10:02 AM Monday 9/6/2010

Digg

The image is a screenshot of a web browser window. The address bar shows the URL: http://sportsillustrated.cnn.com/2010/writers/don_banks/09/02/afc.north.preview/index.html?eref=sihp. The browser's title bar reads "Ravens, Bengals set the pace in competitive AFC North division - Don Banks - SI.com". The page content includes the SI.com logo, navigation menus for various sports categories, a "Do What You Love" Sweepstakes banner, and the main article header "Don Banks > INSIDE THE NFL" and "2010 Division Preview: AFC North". A blue arrow points from the article title down to the "DIGG" social media icon in the sharing bar. The sharing bar also includes icons for Print, Email, BuzzUp!, Facebook, Twitter, RSS, and Share. The article text begins with "This week, SI.com is rolling out previews for all eight NFL divisions..." and includes a photo of a Ravens player. An advertisement for "SI FANTASY FOOTBALL" is visible on the right side of the page. The browser's taskbar at the bottom shows various application icons.

Digg

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http://sportsillustrated.cnn.com/2010/writers/don_banks/09/02/afc.north.preview/index.html?eref=si

All Done! ✕
This story was sent to your 0 followers

1 diggs
dugg



Ravens, Bengals set the pace in competitive AFC North division - Don Banks - SI.com
sportsillustrated.cnn.com — This week, SI.com is rolling out previews for all eight NFL divisions. Today, we tackle the AFC North and NFC North, following up earlier breakdown... >

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Digg v4: 34.18ms [Give us feedback](#) | [Take the survey](#)

Google Alerts

Google Alert - florissant fossil beds

https://ea.nps.gov/WhaleComF7CF59348DFB330D2F3C53AA870ED8BEF8C214/WhaleCom1/r Department of the Interior Google

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Google Alerts <googlealerts-noreply@google.com> To: matthew_greuel@nps.gov
09/02/2010 11:05 PM GMT cc
bcc
Subject: Google Alert - florissant fossil beds

Web 7 new results for florissant fossil beds

[Hornbeck Wildlife Loop Trail - Florissant Fossil Beds National ...](#)
Away.com provides expert reviews and visitor information on Hornbeck Wildlife Loop Trail in **Florissant Fossil Beds National Monument**.
[away.com/.../travel-ad-cid8991-florissant-fossil-beds-national-...](#)

[Florissant Fossil Beds National Monument « Sanborn Western Camps Blog](#)
On September 25, we will join with the **Florissant Fossil Beds National Monument** to celebrate "Leave No Child Inside Day" by hosting a family fun day and ...
[blog.sanbornwesterncamps.com/?tag=florissant-fossil-beds...](#)

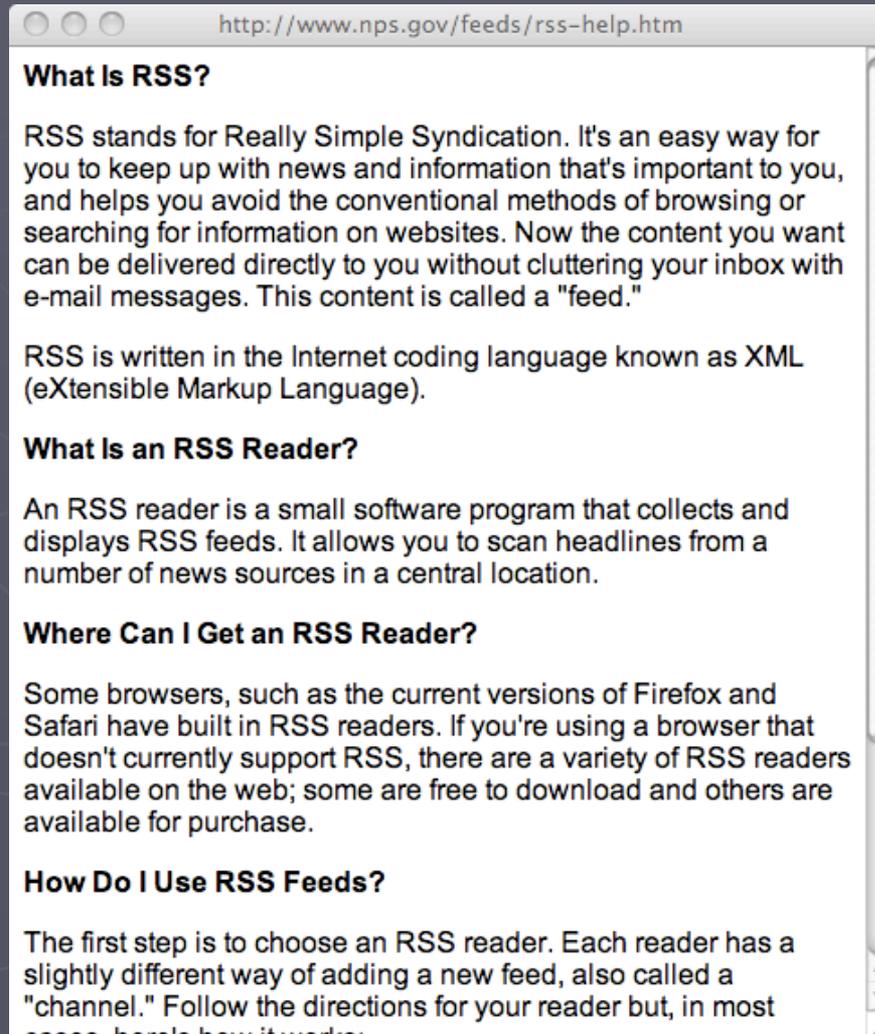
[Browse | Parks Geology](#)
... Devon and Somerset, Great Britain. **Florissant Fossil Beds National Monument**, Colorado, USA
... Fossil Butte National Monument, Wyoming, USA ...
[parksgeology.com/browse_body.htm](#)

[Things to Do in Colorado Springs, CO - Sightseeing & Attractions ...](#)
Florissant Fossil Beds. 15807 County Road 1, Florissant, CO 80816. Neighborhood: Outside the City. Type: Sports and the Outdoors. Be the first to rate. ...
[travel.aol.com/travel-guide/.../colorado-springs-things-to-do/](#)

[Domnina \(Mammalia, Soricomorpha\) from the latest Eocene ...](#)
Florissant Formation, **Florissant Fossil Beds**. National Monument, Colorado. Journal of. Vertebrate Paleontology 26:685-696.
[und.academia.edu/documents/.../Pal7-1-Kihm_Schumaker.pdf](#)

[Discover Valentines Id Read Book As The PDF Discover Valentines ...](#)

RSS: Really Simple Syndicate



http://www.nps.gov/feeds/rss-help.htm

What Is RSS?

RSS stands for Really Simple Syndication. It's an easy way for you to keep up with news and information that's important to you, and helps you avoid the conventional methods of browsing or searching for information on websites. Now the content you want can be delivered directly to you without cluttering your inbox with e-mail messages. This content is called a "feed."

RSS is written in the Internet coding language known as XML (eXtensible Markup Language).

What Is an RSS Reader?

An RSS reader is a small software program that collects and displays RSS feeds. It allows you to scan headlines from a number of news sources in a central location.

Where Can I Get an RSS Reader?

Some browsers, such as the current versions of Firefox and Safari have built in RSS readers. If you're using a browser that doesn't currently support RSS, there are a variety of RSS readers available on the web; some are free to download and others are available for purchase.

How Do I Use RSS Feeds?

The first step is to choose an RSS reader. Each reader has a slightly different way of adding a new feed, also called a "channel." Follow the directions for your reader but, in most cases, here's how it works:

RSS

The screenshot shows a web browser window with the URL <http://www.nps.gov/flfo/parknews/newsreleases.htm>. The page title is "Florissant Fossil Beds National Monument - News Releases (U.S. National Park Service)". The browser's address bar includes a "Reader" icon and a "Google" search box. The website header features the "nps.gov" logo and the text "National Park Service U.S. Department of the Interior". A search bar is located on the left side of the page. The main content area is titled "Florissant Fossil Beds" and includes a "view map" button and a "text size" selector. Below this, the "News Releases" section is displayed, featuring a list of recent news items. A blue arrow points to a "Subscribe" button with an RSS icon and a "What is RSS" link. The news items listed are:

- September 01, 2010**
Florissant Fossil Beds to Change Hours Fall 2010
On Tuesday, September 7th, 2010, Florissant Fossil Beds National Monument will shift from its summer hours of operation to its winter hours which will be 9:00 AM -5:00 PM. These hours of operation will be in effect throughout the fall and winter months.
- May 26, 2010**
GPS-GIS Basics 2010
Summary: Learn about GIS and GPS with Nancy Schock, Jeff Pinkard, and Dave Hammond. Fee is \$50. Teacher credit available. Registration required. Call 719-748-3253.
- May 26, 2010**
Plant Geography of Florissant Fossil Beds 2010
Summary: Examine some of the common plants of Florissant Fossil Beds National Monument and the ways in which these plants fit into the surrounding environment. Fee is \$50. Teacher credit available. Registration required. Call 719-748-3253.
- May 26, 2010**
Archaeology Seminar 2010
Summary: Join Dr. Michael Nowak in this course to learn about the history and evolution of

Wikis

Florissant Fossil Beds National Monument - Wikipedia, the free encyclopedia - Windows Internet Explorer

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

File Edit View Favorites Tools Help

Windows Live Florissant Fossil Beds National M What's New Profile Mail Photos Calendar MSN Share Maps MSNBC News Translator Sign in

Favorites Suggested Sites Free Hotmail Web Slice Gallery

Florissant Fossil Beds National Monument - Wikipedia, ...

New features Log in / create account

Article Discussion Read Edit View history Search

Florissant Fossil Beds National Monument

From Wikipedia, the free encyclopedia

Coordinates: 38°55′5″N 105°16′3″W﻿ / ﻿38.91694°N 105.275°W﻿ / 38.91694; -105.275

Florissant Fossil Beds National Monument is a national monument noted for its fossils in Teller County, Colorado, United States. It is located in a mountain valley just west of **Pikes Peak** and holds spectacular remnants of prehistoric life.

The fossils are contained in the **Florissant Formation** of Eocene age. Huge petrified redwoods and very detailed fossils of ancient insects and plants reveal a very different landscape in **Paleogene Colorado**. Almost 35 million years ago, enormous volcanic eruptions—now designated the **Thirtynine Mile volcanic area**—buried the then-lush valley and petrified the redwood trees that grew there. A lake formed in the valley, and the fine-grained sediments at its bottom became the final resting-place for thousands of insects and plants. These **anoxic** sediments compacted into layers of **shale** and preserved the delicate details of these organisms as fossils. Many of the Florissant Formation insect species were described by the **entomologist Theodore Cockerell**. The Florissant Fossil Beds were set aside as a part of the National Park System in 1969.

"When the mountains are overthrown and the seas uplifted, the universe at Florissant flings itself against a gnat and preserves it."
—Dr. Arthur C. Peale, Hayden Expedition geologist, 1873.

The fossil beds take their name from the nearby town of **Florissant, Colorado**. Florissant means "flowering" in French. The visitor center features exhibits about the park's geology and fossils, as well as a video about the site.

See also

- List of fossil sites *(with link directory)*
- Agate Fossil Beds National Monument
- John Day Fossil Beds National Monument
- Raphidia funerata*

External links and references

- This article incorporates public domain material from the National Park Service document "Florissant Fossil Beds".*
- [1] - Official Park Website
- More Park Service information on Florissant Fossil Beds
- Friends of the Florissant Fossil Beds, Inc. - nonprofit Friends of the Park group
- Information on park sites and trails

Florissant Fossil Beds National Monument

IUCN Category III (Natural Monument)



Location	Teller County, Colorado, USA
Nearest city	Florissant, CO
Coordinates	38°55′5″N 105°16′3″W﻿ / ﻿38.91694°N 105.275°W﻿ / 38.91694; -105.275
Area	5,998 acres (24.27 km ²)
Established	August 20, 1969
Visitors	62,417 (in 2004)
Governing body	National Park Service

[edit]



[edit]

start

HootSuite - Windows ... Search results for: flo... Mail - Windows Intern... Florissant Fossil Beds ... social media

Search Desktop

Internet 100%

2:14 PM Tuesday 9/7/2010

Apps (& Widgets)

Apps are programs for platforms: Facebook, iPhone, etc., just like Applications for your computer:

- There are about 10,000 apps for Facebook alone
- There are about 50,000 apps for iPhone

Mobile applications are the future!

Here's an example:

<http://www.nps.gov/nama/photosmultimedia/app-page.htm>

Agency Example

- *Glacier National Park* – this agency offers several social media outlets:
- On YouTube, (<http://www.youtube.com/glaciernps>), people view everything from park safety films, video of recent park activities, and historic films.
- Over 12,000 people are fans on Facebook (<http://www.facebook.com/GlacierNationalPark>), where they can share their Glacier experiences and weigh in on topics impacting the park.
- On Flickr (<http://www.flickr.com/photos/glaciernps>), digital images from the park are available.
- Park news, road updates, and weather conditions on Twitter (<http://www.twitter.com/glaciernps>).
- Park employees share their perspectives and experiences in a number of park Blogs
- (<http://www.nps.gov/glac/parknews/blogs.htm>).
- An RSS News Feed provides park news releases and other updates (<http://www.nps.gov/glac/parknews/newsfeed.htm>)

The 'Secret Source'

- ▶ All you ever wanted to know about social media

www.mashable.com



Mashable Examples

- 9 Ways to Find Twitter Users in your Town:
<http://mashable.com/2009/06/08/twitter-local-2>
- 5 Free Services for Pre-Scheduling Twitter Updates:
<http://mashable.com/2010/04/30/schedule-tweets>
- The Twitter Guidebook:
<http://mashable.com/guidebook/twitter>
- The Facebook Guidebook:
<http://mashable.com/guidebook/facebook>

Mashable Examples

- 5 Rules for Better Web Writing:
<http://mashable.com/2009/09/08/web-writing>
- 5 Ways Non-profits can Increase Engagement with YouTube:
<http://mashable.com/2010/03/26/non-profits-youtube>
- 5 Tips for Creating Non-Profit Online Communities:
<http://mashable.com/2010/02/12/non-profit-communities>

Logging Off



Thank you,

Heidi