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Event Started: 9/26/2012 5:00:00 PM

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>> Good afternoon, everyone. Welcome to today's weather. My name is Sandra Sheard, and I am the training manager for DigitalGov University. Before we get started, have some announcements. First of all, if you have any type of technical difficulties and walking into GoTo Webinar, place called 1-800-263-2637. Again, that is 1-800-263-6317. Select option 2, option 1, option 1. And then, you will be connected to the technical support.

>> Also, towards the end of today's webinar, about 15 minutes before we had, we are going to take questions. So, if you guys have any questions throughout the webinar, please place those into the chat box and at a quarter after, we will read of questions to our panelists.

>> Also, we want to hear from you. We are going to forward everybody be males and following today's statue will be forwarding everybody e-mails, following today's weather, we want to hear your feedback on how you enjoy today's webinar and give us feedback on what we can do better to serve you.

>> All right. So, to get started, I am going to turn it over to our moderator, who is Justin Herman. Justin Herman is the social media program manager for the Center of excellence and digital from it. I'm going to turn the controls over to Justin. Justin?

>> Thank you very much, Sandra, and thank you for participating. We see in the list of people on the webinar, there are a lot of familiar names and definitely send good ones -- new ones which is good to see. We are all here for Using Google+ in Government . We recently signed terms of service agreement that your agencies can now take part of four Google+, which has been a lot of questions on what are the best ways to use it, how can government agencies use it, and of course, one of the most talked about topics, of course, is Google hangouts, and how that can impact things in your office.

>> Luckily, today, we have two great minds who are going to be talking to. The first one, Jason Townsend, deputy social media manager for NASA, which as you know or don't know, yet, NASA is doing some great things and really got a jump on using Google+ for their agency. In the meantime, they have been doing some exciting things with social media in general. It is going to be exciting to hear from him.

>> Also, we have Graham Bonner who is filled marketing lead for Google in Washington. He will provide a lot of nuts and bolts behind the tool . Of course, as Sandra said, at the end of this webinar, will be taking questions and answers. Make sure that you take those in there. In case you have anything that

comes up afterwards, remember if you go onto Twitter and check out the social gov hash tag, we will be taking questions there.

>> With that said, I'm going to turn it over to Graham with Google, and thank you very much, again.

>> Thanks a lot, Justin. Hello, everybody. My name is Graham Bonner and I'm in the Google office here in DC. I work on the Google+ team, and I work in a new role, here. I work with federal agencies and also politicians to get on Google+. I am sure that we will be in contact on the road, here. Just to give you an overview on what we will be doing today, we will learn what the Google+ is, how to use it, how to use hangouts, we will be going over all of that good information.

>> If you have any questions, please hold them until the end. If everybody is ready, we will go ahead and get started. What we are going to go over today is Google+, what it is, how to create a page, how to use connections, build connections, post content, the best guidance in terms of best practices on how to use the platform, and how to measure insights and practical you message and how it spreads within the platform.

>> To let you know, as of now, we have 250 million active users within the United States. We have 400 million worldwide. There are billions of posts and images of shared everyday on the platform, and also hours are spent in hangouts using our videoconferencing feature. We also have over 1 million +1 buttons added to websites. If you are not familiar with those, the +1 is the social widget that we have for Google+.

>> What's Google+ is is our social arm of Google. It incorporates all of Google's many products into a social setting. The way I like to think about is bringing social and search together. With Google+, you can get closer to the audience by having real conversations with real people. Inspiring or followers and Google users to recommend content and allow others to follow you on Google+ as well. And, it will tell your agencies story in new and innovative ways that you might not be able to within other social media platforms.

>> What I'm going to do is show you how you can go ahead and get started with Google+. As you may and may not be familiar with Gmail, when you sign into a Gmail account on Google, you will see a black bar at the top that gives you some display options. It shows your name on the top right, but in the top left corner is the + and for example, my coworker here, it says +Ryan.

>> What you do to get started on Google+ is click on that + and your name, and it'll ask you to join the Google+ group. From there, once you set up a personal account, you create a page. A page, for those who are unfamiliar, is a page similar to a Facebook. It is a business page for your agency that you create. Once you have logged into Google+, you have seen this navigation menu, you simply hit the more options, and they will take you to the pages. You click on that page tab here on the bottom left. It will take you to create a new page.

>> Simply hit create a new page and we are on our way. From there, it is going to give you several different options. I recommend for all federal agencies here, any agency that we are discussing, to

create company, institution or organization. What these five different options matter -- why these five different options matter in the search itself, it gets your organization to be able to appear in the Google search. This is why it is important to select company, institution or organization.

>> From there, fill out the name of your organization, a website, in different categories that will be most suitable to the organization. Also, you want to be able to display your information to people. Whatever you feel appropriate to any Google+ user or age restrictions, you can choose 18 or over or 21 and over. But, I believe all agencies, it is probably appropriate for most federal agencies, here. From there, it will take you to a congratulations on creating your Google+ page. It'll give you some new ways to get started.

>> I recommend immediately connecting to your website, verifying the website of any pages helpful. Not only for people to identify that this is truly associated with your website. A check mark will appear next to your website link on the Google+ page, but also, it will give you an option to create a button on your website as well. Similar to a Facebook or Twitter button.

>> Go ahead and get started building out. Building out the information on your Google+ pages very hopeful for a Google search as well. If you're not familiar, like I said earlier, Google+ is incorporated into Google search itself. Any page found on Google+ is searchable and can be easily found within Google. That is why it is very important to not only upload current content, but build up the about section, to make sure that you worked are associated with your page in a search.

>> To get started, go ahead and create a profile picture. But, also a cover photo as well. You will have your name there at the top left, just to verify. You can change your name if you need to. Once you create it, though, it will take two weeks to edit any name. The rest of any information will be updated automatically. If you want to choose a cover photo, you can do so in 5 seconds, or just one long one, depending on your creative content that you would like to choose. There is a lot of options.

>> Again, after you click it, it will give you a pen or action -- a panoramic option, or, you can choose at your own discretion. It will give you an option to resize and edit. And after you have chosen the way that you have liked it to be laid out, you can hit the preview button and it will also save it. Here are some dimension requirements that we have. A profile picture needs to be 250 x 250. For any cover photo, it needs to be 940 x 180. And also, in the scrapbook, that five section segment is to be 110 x 110.

>> Now, in terms of sharing photos through Google+, there are some simple ways to do it. You can do it either with scrapbook pages. We have some examples here of some federal agencies, military, using Google+ and sharing photos. You know, you can use the scrapbook option which people can +1, which is simpler to a "like" button on other social widget, or can comment as well. If you are using Koslow, puzzle albums are automatically uploaded to Google+. That is a partner of Google, here.

>> You can also add captions, tag people and they can +1 and re-share, similar to any social media option. With NASA, what they have done it updated their followers. You can see that is an example. They have done the platform very welcome here. They have updated their followers on the current status of their different projects and going on with the endeavor in the shuttle care aircraft.

>> I've got a couple of examples of nonprofits and some government pages as well. Just to get the creative juices flowing. What the American Red Cross has done, and this kind of brings into one of our features here on Google+ that is unique, the circles. Circles allow you to segment your messages to certain audiences. For example, not anybody has to be uploaded to see the same content. You can create it so that the message gets sent to the right audience. An example. We have the American Red Cross with five different options for people to join in terms of circles. They have blood donors, the national circle, health and safety disaster, and service to Armed Forces. With any circles often, as a follower, you cannot just say which circle you would like to be in, you have to let them know. They have their followers +1 the photo, and then the organizers of the page at each follower to a certain circle.

>> For example, the blood donor circle gets a message that this does not pertain to a disaster relief circle. Again, not everybody is blasted by the same content. The content is unique and appropriate for each circle, which allows them to, you know, kind of not be spammed and lose interest in the page.

>> Something the American Red Cross has is when there is a blood shortage of a certain death, they will send the information to the blood donor circle. A quick message saying, we are low on certain blood, please check in on our website to find out where there is a local blood donation center. Again, it is pertinent information to the right people and the right followers without having to plus everybody on it.

>> The White House has also been creative in using Google+. They have several hangouts which we will tackle a little bit more and a little bit, here. They update regularly, including what you see here, the + option in the post itself. Whatever you hit the + next to your name on the tag or individual page, it will appear there. It will have the blue highlighted option that will take them right to that specific page. For example, we have here, the White House, did a couple of months ago about the NASCAR Sprint cup series championship that came by the White House. They simply hit +NASCAR and it automatically uploaded that page into the post.

>> Even though they do great work, this is just another example of what you can do with a cover photo and profile picture. I will allow Jason to get more in depth on how they use Google plus -- on how to use Google+ to interact with their followers.

>> In terms of sharing, we went over your circles and how it can be pertinent. I will give a couple more examples. Intel, the technology company, does the same thing here. They allow their followers to find which circles are best for them. They have a technology circle, a new circle, and life at Intel. If you're interested in a job at Intel, you can go to that page and it will tell you all about it. There is a news page with the latest posts on Intel products, and the technology circle as well.

>> Again, this is allowing people to be able to choose what information they feel is pertinent to them and what they want to hear from you. And example here that we have from the coffee shop is, they have put their customers into two different groups. They have early risers and study groups. So, they send messages to the early risers for discounts and promotions that maybe would not be pertinent to study groups to come in later at night and day until early in the morning.

>> Now, to hangouts. Hang out has by far been the most popular feature of Google+ so far. This is a video conferencing people -- feature that allows up to 10 people to join in a videoconference at the same time from most locations around the world. What is exciting about this, it is all free. You have a teleconferencing feature, here, that is completely free to use at your discretion. All that you simply need is an Internet connection and a WebCam.

>> Google+ hangout, you can broadcast and record your conversation using hangouts on air. You can also use other Google products including YouTube to watch videos together, you can automatically shift focus for presentations, you can also share screens for presentations. And, the last thing is, you can review and collaborate on Google documents.

>> If somebody is going over a spreadsheet or updating a speech or any of those things, you can have up to 10 people editing and commenting at the same time in a video conferencing feature without having to constantly e-mail, save, through the system. It gives you the ability to videoconference and edit documents at the same time without having to do that constant feedback and resend through an e-mail and things like that. It makes it a little bit easier.

>> Now, hangouts on air takes it one step further and allows you to actually broadcast your videoconference or hang out to an audience. Now, this is connected through YouTube. Not only can people watch on your Google+ page, but also on your YouTube channel. Innovative uses for hangouts are that you can chat with friends and family, the military is using them to host family readiness groups, host meetings that maybe everybody is spread out throughout the base and cannot all come to one location, so the use of video conferencing feature. We have seen some professors do their lectures on Google hangouts with their students.

>> We have also seen virtual press conferences that are streamed live. That live streaming ability there that comes into play. Now, how do you start one of these hangouts? That is a question I get asked frequently. There are several options here. Once you log into Google+, you can start it here from the left navigation icons. There is also a red button at the top. And also, those are the main two features, but you can also be invited to join one as well. Once you start your hangout, there are a couple of options, in terms of who can actually join.

>> You can use your circles feature to have a large group joined at the same time, or at least invite a large group, or, you can write certain individuals by clicking on their name. You simply named the hangout so that people know what the meeting is about, and then simply hit the hangout button. This is what it appears to them once that hangout has been created. Once it starts, it will go to their streams. It will say, not only if the hangout is currently going at the bottom right hand side, but it will also show them that one hangout is started live, and you can join. And also, on the top right-hand corner, there is a notification icon here right next to the name, and the number they have is 9+. You'll also receive a notification that the hangout has started. There are different ways of notifying individuals that the hangout that they have been invited to has started. Stack for hangouts on air, it is almost the exact -- now, for hangouts on air, it is almost the exact same process but you enable one more button. Stack --

>> You figure out who you would like to invite based on names or groups of friends. Keep in mind, only 10 people can join at one time. And they can join after the hangout charts as well. Simply, again, pick who you would like, enter them into the hangout and enable hangouts on air, this button at the very bottom left. You simply click the hangout button, and this automatically requires you to start a verification for your YouTube account, if you have not already verified it. Verify in a YouTube account allows you to create videos that are longer than 12 minutes, and also allows you to widescreen -- to livestream with Google+ and YouTube as well. If you are looking to do something as well on YouTube.

>> It will give everybody who joins a Google notice. Just so that they know that the contents that they are watching will be live and broadcast it to Google and YouTube, just so that they know that their content will be distributed for others to see. This is what the hangout looks like. You have a couple of different options. You have a main screen here with the person speaking the longest, and then all of the participants on the bottom panel. You can have a chat window and rolling so that only people participating can have a live chat messenger in case somebody is speaking or presenting and they don't want to interrupt. There is also a screen share option, as I said before, and the ability to invite others.

>> There is one more aspect that hangouts on air has that I like to go over, and that is the ability to embed hangouts onto a website. There is this idea of a third option for live streaming. Not only can you show it on Google+ and YouTube, but you can also embed this video player onto a website that you control. So, in case they cannot find it on YouTube or are not familiar with YouTube or Google+, you can simply add it to your website and people are able to view live from your website for which they might have an easier time navigating two.

>> And, there is that embed option right there. You can also add certain applications. We have released the API for hangouts, but not the API for Google+ itself. If you have questions be a YouTube, you can load those into the YouTube playlist and have those questions played live for your panelists to answer. That can often done through these hangouts. This picture I am showing you is in terms of customizing your hangout. This is the lower third application which allows you to not only put your name but location and also a custom overlay as well. It allows people who are viewing to be able to identify who is speaking for where they're from, and if they are from a certain agency or organization.

>> In terms of that other aspect, these hangouts on air are recorded to YouTube. So, once the hangout has been completed, it automatically syncs to the YouTube channel that it is started from, and that is where it stays. Not only do you have a life of your account, so that you can see how many people are watching live, but all of those stats are saved into the YouTube analytics. So, you have the YouTube analytics that you would have for any video uploaded. You have that same function and accessibility to the hangouts as well.

>> This is when a President. Obama did back in late January, where he met with constituents from around the country . We started to see a little bit of interest on this on Capitol Hill where the senators were using this instead of a town hall, because again, it is a free video conferencing feature.

>> If you are logging into YouTube, this is how you are able to see it. You can watching you to -- you can watch on real-time, but if you missed it, you can also then watch it at your own convenience. Now, how

do you get followers on Google+ and who is on there and have you start this message? Well, first, after you have created your page and verify the website and let everybody know that you are on Google+, you start creating content. You can make them public, you can make them -- or you can create circles and figure out how to segment your audience. But, just let people know that you're on there and active.

>> Another aspect is being able to be found within Google search itself. Any time you create a Google+ page, and Google search, if you hit + and the name of the organization or federal agency, it will automatically take you to the Google+ page for that organization. The example we have here is we started entering "+a", and you can see Amazon and will take you to their Google+ page. Not only are you found on Google, but you're also found on Google+ We have not saved in analytics feature, but this is our first procedure. What ripples are it is allows you to find who is spreading your content and what audience your message is being spread too on Google+. With any post that you put that is public, there is simply a downward looking triangle on the top right that allows you to view ripples. It will see the ripple effect for your post. For this, we have President. Obama that posted something, and the ripple on the bottom left shows who we shared -- who re-shared that post onto Google+. The larger the circle, the larger their followers are on Google+.

>> You are able to identify not only who is sharing your message but how large their audience and followers are on Google+ . And, who they are sharing it to and who is sharing it from that person. Again, the ripple effect of constantly being spread. Also on the bottom right, just below the ripples, you will see the social analytics. You can see not only who is we shared -- who is re-shared, the names, how many times, shares per hour, and what language it was shared in.

>> A lot of people are concerned if they create a Google+ profile that somebody is going to be able to tell who is managing a certain date. That is not the case. For example, I manage several pages but for my personal page, you are not able to tell in a public mode who is actually managing those pages.

>> So, you are able to toggle back and forth between certain pages. This example here that we have is Rico Farmer, and he not only manages the Google+ Plus page, that sounds confusing, but also the fountains of fireworks page. He's able to toggle between those pages with ease, and update certain pages at the time that you would like to without everybody knowing who is actually managing those pages.

>> You can also switch to manage a certain page by going back to that pages icon on the left hand navigation path.

>> Just some extra tips I have for everybody as well. Using circles has been really popular on Google+ in terms of segmenting comments. We have seen a lot of people commenting on Facebook but they are not able to -- they get a relevant information from organizations that they are following because -- but, that circles idea has been very popular. Hash tags can be used the same way on Google+ as they would with any other social media sites. Being able to track the conversations that way has been great. Taking advantage of using hangouts on air to promote messages in that video conferencing feature. It also helps adapting our strategy and being flexible in terms of playing around with the product and seeing what works for you.

>> If you need some more information, I recommend going to www.google.com/+politics. That is not only for government but politics as well, and you can also reach out to me at gbonner@google.com.

>> Thank you so much, Graham. I really appreciate your presentation. At this time, I will switch over control to the next presenter, and that is Jason Townsend. Jason, you are up, now.

>> Okay. Does everybody see my slides, here? So, my name is Jason Townsend and I am the Deputy social media manager here at NASA. We have been on Google+ now for several months. We originally signed up back in November. We were the first federal agency to do so. And, as of now, we have got a little over 200 -- a little over 229,000 users who have circled us. Part of what we have been doing it promoting -- is promoting the fact that we are on Google+ to promote our content and share our mission, program and people.

>> So, the growth for us on this platform was extraordinary from the get go. It took us four days to reach 20,000 followers back in November. Which, compared to Facebook or Twitter, there was much longer lead times to get to that number. Why was this? We looked at who was circling us and those sorts of things and found that, you know, people are just more social now than in 2008 when we originally joined Twitter, but also, we are a technical scientific organization and Google+ had a lot of early technology adopters who were starting on the platform.

>> So, it was an audience that spoke directly to us as an organization and that we wanted to connect with. And so, we found a good synergy between the two we could share our stuff into was an audience that really wanted to listen about what we had to say. How does all of this growth happened? This is our overarching social media strategy and that we provide great content that will get people talking. We realize that social media is a conversation. We try to spend as much time listening as we do speaking.

>> We look at ourselves as having a conversation where we start the conversation. We actually participate in it. It is not just a broadcast only mechanism where we don't start it and walk away, sort of thing. We also ask for and enable feedback. We have calls to action and respond to questions and comments and things like that.

>> How do we share our universe? Well, content is king. We try to provide information from inside and their petition on what is going on. We try to share longer, much more comprehensive updates. But, we also try to have actions. So, for example, in this particular screenshot here, we posed a question to folks. We are curious what the flight of space shuttle Endeavour over Los Angeles looks like from the Endeavor's perspective. And we have more information. So that way, people who do not want to watch the video or don't have time to do so or are at work, and get a quick update. We get enough information that is comprehensive and allow them to move on to the next item.

>> We also add videos to post. Those generate more shares in all of our experiences here. But, we also remember that most folks are not seeing updates in the context of our page. They are actually seeing them in a feed of scream -- stream that Graham talked about. That is why we make sure that our posting Catholic all of the information that we have so that it can be a standalone product.

>> While we believe that being family is important, we try not to post multiple things back to back on the same topic. We try to be strategic about it and posted when the time is right. And, that we have everything necessary to post. If we are waiting on a downlink from a satellite to get the latest images of something, rather than going out with a text update, we are going to wait for that image because that will have significantly more impact and have not allowed to be shared, allow people to comment on it and to +1 it and everything.

>> We also try to link to much more in-depth content of such as a webpage, podcasts, news release, think that that. That way, people can get the news not in actual post, but we can also use this as a method to drive folks to further information. That way, you know, it is kind of a pyramid where we have some different things going on of the variety of different approaches.

>> So, moving on. We also try to cover an event by providing a few comprehensive updates. We don't try to lie post events on these platforms. Because, it is viewed as spam. People have told us that they are on circling us because of the fact that we have overloaded their stream with our information. Therefore, we try to have fewer comprehensive updates. That really lend it to the format that people are looking for.

>> The flipside of that entire thing, though, is that every so often, such as landing on Mars or something like that, we have an event where we want to provide live updates. That is what people are looking for. The now and in the moment thing. That is about engaging your audience and figuring out what they are looking for and how to provide updates that resonate with them.

>> As far as covering multiple points in providing a few links per post, we try to do that, again, going back to the comprehensive pit. Most folks are not necessarily going to click on the link. As we said, we want to give them enough information so that they get the big picture, get the news nuggets, but we also want to enable the conversation. Part of how we do that is using hash tags. We also try to make sure that we have all of our spelling correct in that we have all of our links checked and working before we click the e-mail button to actually publish this out there. That is really important. Because of the fact that, you know, once it is out there on the Internet, it is gone. Yes, you can go in and edit it and that is a nice feature about Google+, you can go and edit your post. They are marked as edited once you have gone in and done so.

>> We also try to have comments. We monitor comments, we were by with updates within the thread, we also try to delete all of the spam links and other profane comments and things that violate our commenting policy guidelines.

>> We also try to respond to complaints that we try to avoid being baited and have gone into the trolls back and forth that you can sometimes get on the Internet. It is something where we can definitely have a conversation with folks about the topic at hand. In this screenshot here, somebody remarked that it looks like the wings of an airplane that we put a picture up of. Looks like a glider. Well, yes, we said your perspective, that global Hawk did evolve from a glider design. That sort of conversation back and forth is valuable, as you can see from a +1 and different responses, people appreciate that information.

>> Another feature that we are taking advantage of it is dense. This way, we can line up everybody's calendars and get them online at the same time. We do this for organizational defense. Agency milestones, those sorts of things, that way people can place it on to their calendar and get reminders about it and things like that, and participate virtually. We share all of our events onto our Google+ page, and that way we can promote that and everything. There is a button within the event page where you can click and Sherry back to your page. If you are doing a hangout on air, as was mentioned earlier, one of the things that you can do is take the YouTube URL and put them into the YouTube field, that way people can go directly to the event reminder and just click the play button and start watching your hangout on air at the time that you're doing the podcast.

>> Will -- so, hanging out with NASA. At this point, we have done a couple of Google+ hangouts. It is an interesting format and media. It is significantly lower resource than a full-fledged TV production and it is a little bit more innovative and something like a telecom or some sort of thing like that where you can have all of your speakers on camera. You can really go about sharing who is behind all of the work going on. This really allows for public access for our subject matter experts. It allows us to showcase the particular topic and expertise on that topic. And, it shows the human side of our government organizations. Hopefully breaking them preconceived notions about what you, as a government, are. So, this is one of our biggest wins as far as enabling conversations and everything.

>> One of the things that we do with our hangouts is we use a hash tag and ask people to submit questions about folks on camera can answer them back and things like that. So, we use the hash type of #asknasa. So, research through Twitter posting things like that and say, if you tag your question with this, we will find them and ask those questions we are on air with our subject matter experts.

>> As far as staff for hanging out with NASA, we usually have one on air moderator. This is somebody that can introduce the speakers. Somebody who can auction will -- who can also play traffic cop, ask questions, and running actual show. We also have a behind the scenes technical producer. This is usually somebody who if you are trying to do visuals in slides and switching camera views and things like that within Google+, that is somebody that can help with that by switching the slides. By running which camera is being shown in the big window that was mentioned earlier.

>> And, that is also somebody who if need be can be available to help somebody getting online and somebody who is having trouble. We usually try to start our hangouts about an hour before they are supposed to go live, that when we have an hour to get everybody connected, get the stage that behind them is that their -- if there is something that comes across the camera looking junkie, we can ask if they can move something to the side or something like that for the duration of the hangout.

>> The number of on air talent, our subject matter experts, very space-time topic at hand. And really, it is something that we control, if we have one on air moderator and one person that is showing all of the slides and everything, then we can also have six or seven or eight people who can share their knowledge and expertise on a given topic.

>> What is necessary to do all of this is that you need to have a Google+ page for your organization. You need to have the YouTube channel in good standing and verified, as was mentioned, to enable the on-

air screaming. And then, each participant that is going to be on camera needs to have a WebCam and microphone, plus they would need to have a plug-in installed. One of the biggest things we have found with getting that installed as the people do not have admin rights because they are certainly controlled by your IT department. Sometimes, that's a deliberate of negotiation with your IT department to get that installed onto your machine.

>> That is one of the things we have done in terms of getting that schedule. Especially if you are working with somebody on a location and away from headquarters, or away from your actual social media team who is out there doing things.

>> But, why is NASA on Google+? This is a big question. You know, the foundation for all of our social media that we do is actually provided for in the national Aeronautics and space act. Your agency may have something very similar to this. If not, though, it may be part of your agency's goals and what your actual mission as an agency. But, we are required to provide for the widest part will and appropriate domination and -- dissemination. So, that is our main thrust for being on social media and being out there and sharing information as much as possible. We want to connect with as many new audiences as we possibly can. And, Google+ provided us with an opportunity to connect with that scientific and technical audience of early technology adopters. You have now given the platform a good base to work from and we have had a lot of success with growing that now that there is significantly more people on Google+ these days.

>> How does this help NASA and how can this help your agency? Well, this helps us spread the word as wide as possible by going directly to the public to tell your story. You don't necessarily have a third-party interpretation meant that he sometimes have elsewhere. Especially the traditional news media. We found that news organizations are cutting staff, cutting coverage, and so on, and we are getting more news coverage as a result of our social programs. Where we are finding it especially in smaller local outlets and things that that that would have not covered as previously are finding us and putting us up on social media and calling us back asking for more information.

>> So, we are reaching out in different ways on traditional media as well as social media. We have also found that the diversity of followers who have circled us help us connect with more nontraditional audiences. It is not just for scientific and technical geeks and nerds and things at that. We have also found that we have had a lot of success at reaching out to things like teachers, for example, who are looking for the latest things to share with their students.

>> Or, we have had a lot of success with sharing information of other audiences, especially entertainment industries and things like that. They love to see what NASA is doing and what the cool thing is because they may use that as an idea to inspire the next creative endeavor. So, it's kind of interesting to see how social media has performed that.

>> At the end of the day, we try to be impactful and active participation. People who are commenting and having the conversation with us. Because, that leads to significant levels of worldwide engagement. We are talking with people all over the globe wants more information about what is going on in space in what is going on out there and everything. So, that has really been our success.

>> This is a quote that I am going to leave you with. This is some event attended one of our NASA social programs for reprint off when people into NASA facilities and share with them a behind the scenes perspective and giving them direct access to our facilities, people and missions. He wrote this as feedback. He said, you may not have a spacious, but your company has a fan base. It won't think of themselves as fans until they are in a room with like-minded people. They won't think of themselves as members of a community until you bring them together. This is the underlying, what we are trying to a conflict here. We are trying to bring everybody together to have a conversation, engaging and be a part of it.

>> People are going to talk regardless of whether you are on a social media platform or not. As a result, be an active part of the conversation. Get out there and share what you are doing. We have found a lot of success in Google+ with that. Thank you for allowing us to present this and I think we are going to turn it back over for some questions.

>> Well, thank you very much, Graham and Jason, as you can imagine, there are a number of questions. Because a number of people have been asking, of course, as we thought they would, about Google hangouts. And how that interaction is with YouTube and YouTube Live and things like that. Graham, if we could do have one or two of these over to you at first. Jessica over at EPA asks, our agency is interested in stream live video from events on YouTube. It is my understanding that YouTube is not offer to government partners, though. It sounds like it is possible via Google+ using the hangout featured in linking to the YouTube channel, however. Is that correct?

>> Yes, that is correct. Basically, what you can do there is whatever YouTube channel you want to use, the YouTube Gmail account associated with that channel needs to be a manager of the Google+ page. But you want it linked to. So, in theory, for this it would be the EPA's YouTube channel, they would also be an admin for the Google+ page which is easily done because you can have up to 50 managers for every Google+ page that is created. Once that hangout is distinct onto the live stream and YouTube account, you actually need to start that hangout from that. Log into the Google plus page from that specific Gmail account and that is how it sinks.

>> Another question on the Google hangouts each. This is from Dominic Ramirez at the Department of Education. He is asking, so, is there a delayed feed or dump the function and Google hangouts that would allow an agency to stop something from being seen by the public at large? If somebody in the hangout decides to do something inappropriate?

>> So, there is a 3 second delay. Between the live feed and what is actually going on. And, as the moderator or the -- it is referred to as a moderator in this section. There are several tools within Google hangouts to stop somebody from -- you can't stop them from making inappropriate comments, but you can mute somebody from the actual conversation. You can kick them out of the hangout as well. But also, if you are going to do one of these, we also recommend embedding participants so that you also have a sensor idea of who is going to be joining and what conversations are going to be talked about. But, as the moderator, you have the ability to not only mute people, but also to use them out of the

hangout if need be. There is no dump button, per se. I mean, if all things needed to end, you could simply hit the end product of button as well.

>> We have another question for Jason Townsend. This is from NASA. How is your engagement right now for Google+ compared to other social media presence is? You said that you started a recently and as you know, building any community online takes time. They were interested in seeing how that response has been so far.

>> Sure. We had a significant level of growth right off of the bat. It happened significantly faster. And, as a result of that, you know, we had to immediately jump in and it was not just the PR baby toe into the deep end of the pool. We had to dive straight into it. A lot of it was the trial and error and everything. So, over time, I would say over the first couple of months, it was a lot of learning on the fly and figuring out what was working and not working. Looking at what was being shared and what was not being shared. What did not have traction out there. What was not relevant.

>> And, as a result of that, you know, I think these days we have gotten good engagement. We have kind of a centrally managed our Google+ page in that we have multiple different folks who have access to it. Each person kind of covers a different [Indiscernible]. When I say that we have somebody that covers Earth science, somebody that covers the space science, somebody that covers the international space Station program. There are subject matter experts in those particular areas and are able and ready to answer questions about that particular area, comments and posts that people have and everything about that area.

>> And so, we are really pleased to engage in ready to do that kind of stuff. So, it has worked out rather well for us in that regard.

>> All right, awesome. I will ask you another question, Jason. But in the meantime, Graham, some of the people have noted in the chat section that the link for the /politics pages not working. Could you bring that up on a slide?

>> Yes, that could have also been a typo.

>> All right. Oh, excuse me, it is +/learnmore/politics. Learn more is one word.

>> T. want to bring that up on your screen and then have that in the background?

>> Yes, let me do that right now.

>> Okay come in the meantime, Jason, somebody else had a question about, what is the manpower behind your Google+ presence? Is it a team of people? Is it one person? You know, how is that taken care of?

>> Sure. So, what we actually have, and we do this for all of our social media accounts, is that there is no one person who is doing our updates onto those pages. As you mentioned briefly, we have different people who basically maintain different [Indiscernible] that they work on. So, overall, we run this

through our office of communication. Each of our public affairs officers is assigned a certain beat. With him now, they are responsible for everything from, you know, Facebook posts to Google+ post, to monitor the comments and feedback and responding and applying and things like that on particular posts. As well as this product and releases as well as fielding media inquiries and arranging for media interviews. And, you know, running down those sorts of areas. All of the end-to-end communications products that fall under that particular Pete.

>> Overall, we have about 40 people that can touch the Google page at any point in time. Again, they are each responsible for a different subject area, that way, they are more of a subject matter expert on that particular area. It is not there. In fact, I would say that they spend 5% of their time each collectively on that.

>> So, it is a spread and shared duty. So to speak.

>> Okay. And in the meantime, we see that we have got that slide up there. And so, our friends, we even got messages out from people viewing this in Australia right now. So, they're probably quite happy about that. We have also gotten a lot of questions that deal with people using Google+ as an organizational tool. It is not just engaging with the public but people are asking, is there an ability to either separate restrictions, you know, somebody has a working group within their agency, or an interagency working group, or, if somebody has, you know, just want people in the office to have access to something. Is there a way to set up those rights? Is that what the supposed teacher is or could you explain more?

>> That is exactly right. With the circles feature, if you wanted to create a notification or send a message, photo, file or even a document to a certain select group of people, you simply add their names into the post, and then also, in the first section, you can select that this cannot be re-shared or re-sent too anybody else. It locks the people receiving that to send it to anybody else or so, that privacy, you can have that private kind of conversation as well. Same thing with hangouts. You can send it so that only people can join and only -- nobody else knows the conversation going on. It will not be recorded. You can still have that video conferencing feature. That is exactly what circles are used for.

>> All right, excellent. And, somebody asks, this will be a quick question for you, does every participant in the hangout need a Google account?

>> Yes. You do need a Google account. You can add a phone number, but we have seen the phone numbers tend to be a bit tricky, especially when everybody else has a video feature. You will need a Google account, Gmail account at the very minimum, to be able to participate. Now, to view, if you are just simply viewing it as doing a hangout on air, you do not need anything. Just the Internet connection.

>> All right. Next question, if this is for -- from Mary and I like this because it deals with the terms of service which we all love looking into. She, too each of the applications that you actually your hangout have their own terms of service or are they covered by the Google+ for government in terms of service?

>> To be honest, I do not help create the terms of service for the legal team. I don't want to give an answer that is incorrect, so I can definitely come if you want to e-mail me, without question again, I can put you in touch with our legal team and we can verify. But, I don't want his become something of me with just yet.

>> That's okay. What we can do is find out the answer and we will send out the answer to it.

>> Rate.

>> We will put that out on a hash tag so I will make sure people get a hold of that.

>> And, this imparts upon the whole collaboration thing. Have you seen any cases of Google+ being used as an internal collaboration tool?

>> Absolutely. I have seen a couple of actual MBA programs that strictly use Google+ for all of their communications. They don't use -- they're using it without using e-mail -- they can go to the outsourcing of self-professed example of people -- and again, none of it is very public. The cabal of this message is private and contained. But, there are examples like that of the larger communities going on to Google+ as well.

>> Another aspect that we have seen his military bases , for example, the Marine Corps stationed at Cherry point uses Google+ to communicate with the only family for duty so that they have certain circles receiving information pertaining to them. They also have public information but are using it to organize the community that way.

>> Excellent. This is no nuts and bolts questions about interoperability. We have had three questions regarding if -- as you know, many agencies now are getting Google apps for government. We have a question from [Indiscernible name] at NOAA, because they have Google apps for government. They are wondering does that seem together with the work accounts?

>> So, you should be able to see the hangout feature. The same capabilities that you would as long as it is a Google account, yes. To be able to post to it as well.

>> Okay.

>> This is Jason at NASA. I have actually experienced this in the government organizations. If you have Google apps for government and it has a central management permission set for your entire organizations, the Google accounts are going to have to be allowed to get onto that service. So, all of your .GOV e-mail addresses that are Google accounts are going to be able to get onto Google+ NLB something that you negotiate with whoever your Google apps for government IT administrator is to give permission to access that part of Google apps. So, they do restricted sometimes. That is something you'll have to work out with your agency.

>> All right, thank you very much, Jason. A question, and this is bound to come up with any social media tools that we use in government. As you know, Twitter has a verification system, and our offices at GSA

recently released a social media registry which allows any agencies to write his -- to verify their account. But, Dominic at the Department of Education would like to know if Google+ has ingrained with it any sort of verification system.

>> Yes, absolutely. Great question, Dominic. We not only are able to verify by a checkmark next to the name on the page, but we have also recently released custom URLs. I don't know if NASA has one, Jason. But, --

>> We do, we are +NASA.

>> The example is, if you simply hit Google.com /+/NASA, it will automatically take you to the NASA page. There are two ways. You can do that or e-mail me and I can help verify it on our backend system. And then, once you hit a certain amount of followers and engagement and interaction in what has been verified, you will then be allowed to have a custom URLs -- excuse me -- URL as well. That was a tough one to say.

>> But, it helps to speed that process along and it helps to verify the website on your Google+ page and there will be a little checkmark next to that as well to get the ball going.

>> All right. Excellent. And this is another question from Jessica over at EPA, and it kind of taps into performance metrics a little bit, which is another thing, along with terms of service that we really like around here. She asks, how do you define an active user? Is it somebody online and clicking on +1s in other sites or engaging through plug-ins? Or, is it an active user of somebody navigating through Google+ profiles and pages?

>> Rate question as well. We define active users of somebody who actually logged into Google+ itself and is navigating through the pages. Not necessarily somebody who is logged into a Gmail account or simply using Google search. Because, if we use Google search, it would be a lot larger number. But, this is somebody who has actually logged onto not only a Google account, but Google+, navigating followers, putting up content and things like that.

>> Okay. And we still have the questions pouring in. So we will get to as many as we can. Like we said, for the next four minutes. After that, we have the social government has to. So, be sure to post up questions and people are always available to answer and engage on that.

>> One person asked a good question that could be answered by NASA or Google. Can you have one you to page B. -- can you have one and YouTube page be the repository for the feeds from multiple Google+ pages?

>> Yes. It all depends. I guess the question is, would you like only one YouTube channel? That YouTube channel Gmail account just needs to be a manager for every one of those pages. It might be a little bit confusing for your followers on YouTube. But, if they see several different hangouts or videos from different agencies or organizations coming through, it is possible.

>> You can have different pages contributing to one YouTube channel.

>> Okay. And Gladys asks a really good question here about 508 compliance and accessibility. I know this is a question that we get often from agencies. Is there an easy way to make a hangout on air 508 compliant by acting -- adding closed captioning? It is my understanding, and correct me if I am wrong, that YouTube has a feature where you are able to close captioning on it.

>> YouTube does have a feature for close captioning. I don't believe we have that available, yet, for hangouts for themselves because of the lifestream component. But, it has definitely been brought to our attention before and I know that our engineers are looking into it as we speak. Hangouts are sort of not an innovative product, but they are constantly being updated and that is one thing they are up to.

>> Just so that we make sure that we get this fully understood. If a Google hangout feed is streamed and then goes and blows onto YouTube, once it is in YouTube, you then can't add a close captioning to it?

>> I believe that is correct. Again, that is one of those things that I just need to -- I am 90% positive but can definitely ask the engineers who handle hangouts. But, just as the last message I heard, we do not have closed captioning capability, yet.

>> This is Jason at NASA. What we have found is that as soon as you and your broadcast on the hangout, on our YouTube channel, it takes a few minutes for the video to process and once it is done processing, is just like any other video that you have on your YouTube account and you can upload at that point in time an SRT file into the closed captioning system that allows you to have all of your time to update for captions and everything in there.

>> So, you can get that up, pretty close as soon as that video finishes processing. And, it is treated like any other video on YouTube at that point in time. You can change the title, description, that sort of thing, once you have ended your live broadcast and a video is processed and posted on YouTube.

>> Okay, I was a little bit confused. Is the question live streaming or after the video is posted? Jason is right. Sorry, yes. The lifestream capability still does not have it.

>> Okay. And, that is about all that we have for time right now. So, before I pass it back to Sandra, a just want to thank you both again and for all the people who participated today and asked all of the questions and stuff.

>> Once again, keep the conversation going on the social gov hash tag on Twitter, and a lot of people have questions about getting started and support. Please contact us and we will point you into the right direction. So, again, thank you very much, and Sandra, would he like to have final announcements?

>> Yes, thank you much, Justin. And they also want to thank our presenters today. A fantastic webinar. We have had questions coming in from everybody. Please check out our website at www.howto.gov/training for upcoming training for the fall schedule. We have a great lineup. And please don't forget the feedback for today. It'll be sent to your e-mail box within an hour. Again, thank you so much and have a great day.

>> [Event Concluded]