Social media is more than a way to connect with friends old and new. Businesses and non-profits utilize the various social media platforms to market their program, build audiences, and provide valuable tips and information in a fast and inexpensive manner.

Most social media websites are free of charge for use and have specific avenues for use. The main platforms for social media are Facebook, Twitter, LinkedIn, Pinterest, FourSquare, YouTube, Blogs and up and coming is Google +. Each social media platform will vary in ways it may benefit your goals—whether personal or professional.

The first step in using social media is to determine what goals you would like to achieve through social media to help you determine which site(s) are best for you. The next step would be to learn more about the options, to help select the best tools for your goal.

**Facebook:** This site is used by many individuals, businesses, non-profits and programs. People are on Facebook; it is a good move to create your presence where the audience is looking. If you are hosting a specific event, you can have the participants RSVP through Facebook. You can follow family and friends’ activities on Facebook.

**Twitter:** This social media tool is a great way to make quick announcements of what you are doing and where you are. With Twitter, individuals and companies post links to different websites, pictures and information. Non-profits have also used Twitter to recruit volunteers for events. One benefit to Twitter is that followers can “re-tweet” your message so a cascading event can occur getting your message to the public.

**Pinterest:** Known as an online scrapbook, using Pinterest, people create pages in which they pin “items” to such as pictures from events, brochures, videos, recipes, gardening tips, items for sale, etc. Those that follow your boards can re-pin your items, spreading them to more of the virtual world.
LinkedIn: This website is one of the largest professional networks online. Members create a profile with their experience and interests and connect with others based on information they provide, schools attended and through networking with other members.

FourSquare: This is an app for most smart phones that will allow you to create a location for your event or business. People can then check-in to your location when they are there. Some companies have given discounts or prizes for people that have the most check-ins in a certain timeframe. For example, some restaurants have given a free dessert to the person in the lead. Businesses can also create badges people can earn by checking in at various other locations, this option can be used if you are promoting a healthy lifestyle.

YouTube: Widely used, YouTube hosts videos. People have videos of performances, such as the All 4 Kids music videos or cooking demonstrations, interviews, and how-to videos. Visit http://www.youtube.com/UNRExtension.

Blogs: People use blogs to discuss a variety of things. There are blogs that cover all sorts of topics, provide recipes, discuss events, provide current health information, links to other websites and keep followers up-to-date on events and important information. Blogs are often used to tell a story or communicate on a regular basis with the audience with some people blogging daily or weekly.

Google+: This website is still new and has not yet gained the popularity of Facebook. This site is geared to be similar to Facebook in its role in social media.

If you are deciding to start using social media, there are also website options out there that help you manage your social media outlets. A few of these are HootSuite, SproutSocial and Wildfire. These websites allow you to manage multiple social media accounts in one location.

For example, if you have two social media outlets such as a Twitter and Facebook account, you can manage all of these on the main page of this website. This makes it possible to see the activity on all of them. Another benefit to the social media management websites is that they also allow for you to schedule posts for a later date/time so that you can set a variety of posts for a week on Monday morning and not have to continuously be in front of your computer to get your message out.

There are many options available and some, or all, may benefit you and your goals. Remember to determine what goals you would like to achieve through social media and pick the best options for you.

You can contact Angela at 702.257.5593 or email: vanbracklea@unce.unr.edu.
STOP FOODBORNE ILLNESSES
Pointers for the perfect picnic

• Bring moist towelettes or soap and water to wash your hands before, during, and after preparing foods.

• Defrost meat at home in the refrigerator, never at the picnic site, and don’t reuse marinade unless it has been boiled.

• Keep raw or thawed meats tightly sealed and away from other foods. Pack meats in a separate cooler if you can.

• To prevent cross-contamination, bring two sets of cooking utensils, one for raw foods, one for cooked.

• Use a meat thermometer to make sure hamburgers and bratwursts are cooked to 160°F and chicken breasts to 165°F.

• Pack the cooler with plenty of ice or ice packs to keep food at a temperature of 40°F or below.

• Carry coolers in the back seat of an air conditioned car instead of in the hot trunk. If possible, park in the shade at the picnic site.

• Make sure cooked meats, potatoes, and eggs are cooled to 40°F if they are used to make salads prepared with mayonnaise.

• Eat take-out foods like fried chicken within two hours or make sure they are chilled properly before you put them in the cooler.

• Discard any food that has been left out of the cooler for more than two hours. Bacteria can start to grow quickly after two hours.

Source: Academy of Nutrition and Dietetics, www.eatright.org

Fact Sheet-08-06 ~ Safety First in Outdoor Food Preparation
4-H Summer Day Camp spots open for August session

There’s still time to register for Clark County Cooperative Extension’s summer Science, Technology, Engineering & Math day camp from August 14-18. The day camp, open to youth ages 7-11, will include activities in plant & animal sciences, health & nutrition, computer science, robotics and rocketry.

Youth participants will get to build and program a robot and build and launch paper rockets (weather permitting). Other activities include cooking healthy snacks, viewing and handling some desert animals, exploring desert plant life, playing cooperative games and using computer programs.

4-H is an organization that primarily focuses on youth development. Youth involved in 4-H learn leadership, citizenship, technical skills and life skills through active participation in events, projects and community service.

The Lifelong Learning Center is located at 8050 Paradise Road (I-215 & Windmill Lane). Cost of the day camp is $90 and includes daily lunch, snacks and activities. Sibling registration is $60. Please note that previous 4-H experience is not required.

4-H is a community of young people across America learning leadership, citizenship and life skills. 4-H began a century ago as an educational program for the nation’s rural youth. Today, 4-H meets the needs of and engages young people in positive youth development experiences. 4-H participants are all youth, ages 5 to 19, taking part in programs.

For more information on 4-H or the day camp, please contact Mary Regan at 702-257-5524 or email reganm@unce.unr.edu.

University of Nevada Cooperative Extension Southern Area has offices and offers programming in Clark, Lincoln and Southern Nye counties. Office locations and phone numbers are:

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caliente</td>
<td>360 Lincoln Street, P.O. Box 728, 89008</td>
<td>775-726-3109</td>
</tr>
<tr>
<td>Logandale</td>
<td>1897 N. Moapa Valley Blvd., P.O. Box 126, 89021</td>
<td>702-397-2604</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>8050 Paradise Road, 89123</td>
<td>702-222-3130</td>
</tr>
<tr>
<td>Pahrump</td>
<td>1651 E. Calvada Blvd., 89048</td>
<td>775-727-5532</td>
</tr>
<tr>
<td>Laughlin</td>
<td>55 Civic Way, 89029</td>
<td>702-299-1333/1334</td>
</tr>
</tbody>
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For more information on University of Nevada Cooperative Extension Southern Area programming, please call 702-222-3130 or visit the website at www.unce.unr.edu/areas/southern.