

The background of the slide is a stylized, wavy American flag. The stars are in the upper left corner, and the stripes flow across the rest of the page. The colors are muted, with a soft blue for the canton and a light red for the stripes.

Website and Social Networking

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Agenda

- Purpose
- Website
- Social Networking
- Questions



Purpose

The purpose of the ND Department of Veterans Affairs website and social networking sites is to:

- Provide outreach capability to rural, housebound, or hesitant ND Veterans and their Families
- Connect with OEF/OIF/OND Veterans
- Provide relevant and up-to-date information and resources for Veterans and their Families
- Provide the necessary tools and resources to the CVSO assisting Veterans and/or their Families
- Honor North Dakota's Heroes



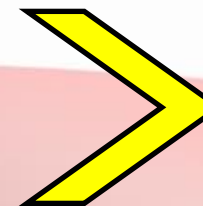
Website

- Benefits
 - Continually updated with relevant news and resources
 - Hyperlinked to owning websites to maintain accuracy of data
- Challenges
 - Heroes and transportation are a work in progress
 - Limited personnel to perform updates and site maintenance
 - Avoiding information “overload”.
- <http://www.nd.gov/veterans>



Social Networking

- Why do we need Facebook and Twitter?
- According to the Pew Research Internet Project (2013)
 - 71% of online adults use Facebook
 - 45% of internet users 65 or older use Facebook
 - 84 % of Facebook users are 18-29
 - 79% of Facebook users are 30-49
 - 60% of Facebook users are 50-64
 - <https://www.facebook.com/NDDVA>

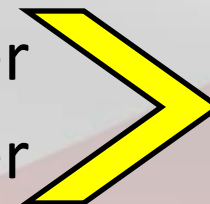


OEF/OIF/OND
Demographics



Social Networking

- Twitter users account for 18% of online use
 - 31% of 18-29 year olds use Twitter
 - 19% of 30-49 year olds use Twitter
 - <http://twitter.com/NDDVA>
- 63% of Facebook users use it daily (40% multiple times per day)
- 46% use Twitter daily (29% use it multiple times)
- 42% of internet users have more than one social media account



OEF/OIF/OND
Demographics



Questions?