Internet Strategies: Map4Change Demo

Webinar #6
Tuesday, February 1, 2010
1:00 pm – 2:00 pm EDT
• If you have technical difficulties call 1-866-229-3239 for assistance

• Use the “Q&A” function to submit questions or any technical issues

• Participate in the Web polls

• Complete the Post-Webinar online evaluation. **We need your feedback!**

• The Webinar will be posted online. Check the *Place Matters* Web site for more details.
Raise Hand, Mute and Q&A Feature

Please take note of the **Raise Hand** and **Mute** Buttons

Please submit questions via the **Q&A** Feature

Please send your questions to **All Panelists**
Welcome and Housekeeping Notes; Introductions

Overview: Internet Strategies Project [Nehanda Lindsey]

How to use Map4Change[ Kendall Alexander]

Questions & Answers/Closing Remarks

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Presenters

**Nehanda Lindsey**
Senior Program Manager
CommonHealth ACTION

**Kendall Alexander**
Project Coordinator
Joint Center Health Policy Institute
• Outline the purpose of the PLACE MATTERS Internet Strategies project
• Create a Map4Change group and manipulate the functions of the Web site
• Explore approaches to using Map4Change and other social media tools to strategically advance the team’s PLACE MATTERS agenda.
Overview of the Project

CDC Internet Strategies Grant

PROJECT COMPONENTS
- Team Web site
- Facebook page
- Twitter or similar Social Media Tool
- Map4Change

- Increase Web presence of the Place Matters teams
- Increase the usage of social media tools to promote Place Matters
- Use Map4Change to engage communities in teams’ Place Matters work
Introducing Map4Change
Instructions and tips to get you started!
Step 1: Registration

Map4Change is an interactive website allowing advocates to tell compelling stories of their communities using maps, blogs, and other tools.

- Explore Maps: Discover compelling stories created with our easy-to-use map and new media tools.
- Find Groups: Coordinate with advocates, researchers, and other concerned members of the community.
- Take Action: Get involved and let your voice be heard on issues important to you.

Map4Change was created by The Opportunity Agenda, a project of Tides Center. Powered by Skymember. Designed and Built by Takt mafia.
Step 2: Creating a Group

Groups

Through a combination of visually arresting maps, blogs to get people organized, social justice advocates are using Map4Change to drive their campaigns. Below you'll find a list of the Groups who...

- For help using Map4Change visit our Help Group

SEARCH GROUPS

- Tags: [ ]
- Find: [ ]
- View all tags [ ]
- All members [ ]
- Join group [ ]

Create New Group

- Group Information
  - Name
  - Short Description (Optional)
  - Long Description
  - Long Description (Optional)
  - Contact Information
  - Website
  - Mailing Address
  - Email
  - Other Contact Information

- Create Group [ ]
Step 3: Creating Maps

- CREATE WIKI PAGE
- CREATE BLOG POST
- CREATE ACTION
- CREATE MAP
- CREATE IMAGE GALLERY
- CREATE IMAGE
- INVITE MEMBERS
- JOIN THIS GROUP
Creating Maps: Set Your Location

Create New Map

Step 1: Set Location
Enter an area or address here, e.g. "Oakland" or 124 Queen St, Oakland CA"
Creating Maps: Determine Zoom Level

Create New Map

Map Setup

Step 1: Default Zoom and Base Map

The Default Zoom is the zoom level the map will initially load on. Zoom in or out to choose, or select a level:

Zoom Level: 3

The Default Map Type is the background map that will display when the map loads. You can select from standard maps: Street, Satellite, or Hybrid.

Default Map Type: Street Map

Next: Step 3 →
Creating Maps: Set up Data Layers

Create New Map

Step 1: Default Zoom and Base Map

Step 2: Default Map Type

The Default Map Type is the background map that will display when the map loads. You can select from standard maps: Street, Satellite, or Hybrid.
Creating Maps: Specify Data Layer Region

Create New Map

1. Click on Data Layer Region
2. Select All Regions
3. Go to All Themes

FIRST
SECOND
THIRD
Creating Maps: Choosing preferences and editing

Open a copy of this map in another window

<table>
<thead>
<tr>
<th>Data Overlays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Select a Data Overlay</strong></td>
</tr>
<tr>
<td>Data Layer Region</td>
</tr>
<tr>
<td>All Regions</td>
</tr>
<tr>
<td>Data Layer Theme</td>
</tr>
<tr>
<td>All Themes</td>
</tr>
<tr>
<td>Data Layer Options</td>
</tr>
<tr>
<td># Income Unders 100% of Federal Poverty Level</td>
</tr>
</tbody>
</table>

Map4Change hosts a variety of survey data. You can compare data and change the map view by selecting from the regions and themes below.
Step 4: Creating Blog Posts
Tip: Creating Blog Posts
Tip: Creating Blog Posts (cont’d)

```html
<p>Embed videos and media!</p>
```
Tip: Creating Blog Posts (cont’d)

Publish Status

Available
Select the appropriate status for your posting. To automatically publish your posting future, choose a publicly visible Publish Status and set the publish date ahead (see Advanced Options).

Actions
If your group is running any campaigns to take political action, you can link this content one of those actions.

Linked Action
This content is not linked to any action

Action Options
Select one

Tags
Explore Map4Change functions

1. Enhance your maps by adding content
2. Create Images and Image Galleries
3. Create Wiki Pages
4. Connect Map4Change to other social media

www.map4change.com
Develop Your Team’s Outreach Plan

1. Describe the issue = create a “story”
2. Develop a plan of action (*including a social media strategy*)
3. Compile all your information, e.g., data, pictures, video, etc.
4. Engage your community
Remember to use the “Q&A” function to submit your questions

Don’t forget to respond to the poll!
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Please send your questions to **All Panelists**
• Unanswered questions will be responded to after the Webinar; responses will be posted online.

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Thank you for attending...

Internet Strategies:
Map4Change Demo

Email your questions to:

Nehanda Lindsey
nlindsey@commonhealthaction.org

Kendall Alexander
kalexander@jointcenter.org