

Getting Started on PSConnect & Social Media

APCO has developed a presence in the world of social media. To help familiarize you in all of the areas of APCO's participation in external professional and social networking sites, a review of these sites and history of activity will be provided.

- Myspace
 - We will maintain the Myspace page, but encourage fans to find us on PSConnect
- Facebook
 - This page is maintained but will also encourage fans to find us on PSConnect
- YouTube /VodPod
 - APCO-related videos can be found here
- LinkedIn
 - APCO has a company page and a group that is moderated by Michael Mangini
- Twitter
 - This is primarily used by the conference department.

Using PSConnect

- **Go to the PSConnect site www.psconnect.org and sign up**

In the upper right hand corner of the page you will see "[Login to see members only content](#)". Click on this link to login. You will use your APCO primary email and password. Once logged in, you will see members' only content on PSConnect.

- **Code of conduct/social media policies**

You must agree to the Code of Conduct before you begin using PSConnect. Scroll to the bottom of the page and accept. In addition to the Code of Conduct on PSConnect, below are other points to remember when using PSConnect and other social media tools.

- Don't put anything on the Internet that you don't want members, your boss, or others to read or see.
- Never represent yourself, your agency or APCO in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. Despite disclaimers, your Web interaction can result in members of the public forming opinions about the association and its members, partners, and products.
- Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
- Use common sense and common courtesy in all of your interaction. When disagreeing with others' opinions, keep it appropriate and polite.
- Be smart about protecting yourself, your privacy, your agency and APCO's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

- **Populate your profile**

Check that your information is complete and correct. If not, please edit or add the information by clicking *View/Edit Contact and Demographic Info* from your profile screen. If you have any questions contact APCO Member Services at membership@apointl.org.

- **Add your job history/bio**

Your bio doesn't have to be long. Try giving a brief history of your career and achievements. This is not supposed to be a resume per se, but it is supposed to give people a snapshot of your professional history.

- **Upload your photo**

This profile is a representation of you and your workplace. The photo on your profile should be appropriate for the workplace

- The photograph should not include alcohol, tobacco or clothing that is not appropriate for the workplace.

- **Build your contact list**

Send a request to at least two members and two staff members.

- **Browse through the Groups/Communities**

Click on the "My Communities" tab

Verify your participation in committees listed on your profile. If any of the information is incomplete or incorrect, please contact Member Services at membership@apointl.org.

- **Inbox:**

PSConnect does have messaging capability. In your Inbox, you will be able to do the following:

1. Read messages sent to you
2. Accept or decline contact requests which you have not responded to
3. Accept or decline Community/Group Invitations
4. Reply/delete, mark as unread, etc. any outstanding messages.

If you have not already, send a message to one of your contacts. You need to click on their profile to send a message. Under the Discussions tab, you will also notice a "My Signature" link (sixth down on the list). This link allows you to customize your signature.

- **Select your interests:**

PSConnect allows you to update all of this information on the same page – on your profile page. Updating these selections can be very beneficial to you as a member. By updating your profile, you will be expanding your network and broadening opportunities. Please make sure that your information has not changed since you originally populated it.

- **Tailor your eGroup experience:**

Click on the Discussions tab. You will see all of the committees and groups to which you belong. You will also see available Open Forums to which you can subscribe. As a default, everyone has been subscribed to the APCO Open Forum. The other Open Forums are:

- Advocacy & Government Affairs
- Agency Management & Operations
- Association & Member News
- Public Education
- Radio & Spectrum Technology
- Supervision & Employee Oversight
- Support & Feedback
- Telecommunicators: On the frontline
- Telephony & Information Technology
- Training & Certification

Tailor your experience for how you receive your messages. This is done by clicking on Add/Change Subscriptions on the All Discussions page (look for the hyperlink on the far right below the box). You can choose to receive a daily digest, real time posts or not receive emails (but still subscribe). Click *save* at the bottom of the page (scroll down – gray box on bottom right).

Practice navigating to your different eGroups. This can be done several ways. (HINT: look at Communities, your Profile or the Discussions tab as starting points.) Find the best method for you.

There is also a capability to post a message to eGroups. This can be done by going through eGroups Home (select Post Message from the left side menu & then selecting the group from the dropdown menu on the message) or from the Group Details page for your eGroup (you do not need to select the group field of the message when starting from this page). You can also attach a document to your message. If you do, it will automatically be added to the Resource Library for that group.

Please post a meaningful message to one of your eGroups. Don't forget to add a subject!

You may find a few other ways to get to the eGroups and posting messages – find the route that works best for you!

- **Resource Libraries:**

Each community has a Resource Library where you can upload documents. The documents can only be viewed by the individuals within this community. Go to one of your eGroups and view its Library. Every member of the group will have permissions to upload documents.

Please keep the following in mind when uploading a document:

1. The Add Document link is located on the Left Menu
2. Please enter a title and description of the document
3. Please make sure you save to the correct Library.
4. If folders have been set up for this library, select the folder into which you want the document placed.
5. Click save to move to the next step
6. Click browse to select the document you want to upload.
 - Most file types will be accepted.
 - It is recommended to use Word/Excel/Power Point 1997-2003. Many people do not have Office 2007 and will not be able to open a .docx/.xlsx/.pptx document.
 - Please save down if you have Office 2007.
7. Click upload after you have selected the document.

8. You can upload more than one document into the same folder/library in the same posting (you must select one document at a time, but this can be done multiple times) or add them in separate posts.
9. Once your document(s) are uploaded, click continue.
10. You can post comments, additional documents or links to this posting once it appears in the Resource Library for your community.
 - o To see this capability, view this posting in the Resource Library.
11. In the Library community members can either download your document or view it from the library. No one else can modify or delete a document that you have uploaded.
12. To open the folders (in the folder view), click on the name of the folder. It will then open the list of files located within that folder to the right under the folder contents heading.

Many committees have been set up with a section for Agendas and Minutes and any other recurring items. You can add a document to your favorites for easy access.

1. Click on the "Add to favorites" on the document.
2. These can be accessed from the "My Favorites" area on the left menu.

- **Set your Privacy/Notification Preferences:**

When in the Directory area, you will see a navigation link for "Preferences". This is where you set your email notification preferences for the Directory, such as Community or Contact requests. This is also the screen where you specify which parts of your Professional Profile should be visible to the public, including search engines. The choice is yours as to what you want to display to your Contacts, other members or the public. This profile will be part of your online professional resume (similar to LinkedIn).

- **Blogs**

Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs.

Blogs can be shared with your contacts, all members, everyone signed in (regardless of member status), or the public. If you have any questions about the blogs, please contact Courtney McCarron Hastings, Director of Communications at McCarronC@apointl.org

- **Other features**

This is your chance to explore other links to which we have not previously directed you. Try an Advanced Search to make a contact or find an eGroup (community). Re-read the Code of Conduct – do you remember where to find it?

The Glossary is currently empty, but will soon become the Resource Library.