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>> "Please stand by for realtime captions."

>> Hello everyone again I am Gwendolyn Coley. I would like to introduce you to our moderator Justin Herman, who is the GSA social media manager.

>> Thank you very much, Gwendolyn. As she said, I am Justin Herman with the office of civic services and innovative technology. You are joining us today for our next in the social media training series. Today of course it will be multilingual social media strategy for government. Today we are blessed to have two fantastic people to talk to you. One of them being Laura Godfrey with USA.gov. She will talk to you about some great things that people are doing to connect with Hispanic audiences in the United States. On the other side we have Maria L from the State Department, the social media manager for the State Department. They'll talk about all the great things they been doing internationally. During the course of this if you have any questions or anything to make sure you put them on their, and if you want to share something make sure you going trailer -- twitter and use the hash tag. With that said, thank you very much. I will pass it over to Laura.

>> Thank you Justin. Thank you for the direction. I'm going to show my screen and ask everybody if they can see it? Okay. Like Justin said, today we will talk about social media in a multilingual environment. I'm having the first technical difficulty. I'm trying to go to the next slide and I cannot. Thank you. Sorry about that. I thought I would talk briefly about the agenda, what we're going to do today I will tell you a little bit about GobiernoUSA.gov. We will talk about why it's important to do social media in Spanish. We will also talk about the media strategy, and we will mention a little bit about the registry, and hopefully we will get to discussion. Anyway, I thought I would begin, some of you already know me. For those of you that don't know me, GobiernoUSA.gov is the official portal of the US government. I will show you a little bit of the site. We have a very broad range of information. We cover information from every single agency, at the federal level, state and local also. Obviously, we tweaked -- tweaked and use social media on a wide variety of topics as you can see, can you see? Our social media icons are on the homepage and we will see that a little bit later. Why is this in Spanish? Back in 2000 and President Clinton signed an order, and it was a federal mandate to all federal agencies to provide meaningful information to people with limited English proficiency. You don't have to have everything in English and Spanish but you do have to have access for information to people who may not be proficient in the English language. It's not limited to Spanish but Spanish being the largest minority in the century. We have five points -- 5.5 million users a year. That's a pretty impressive number. We are glad to be an ambassador to that population. And February of last year they we affirm that order. They went a step further to require

every agency with a language assessment need. In their agency, if they serve the public in any capacity, they need to come up with a language assessment. I think the key to all of this is immigration. When you have a good integrated communication plan, you will be successful. This is not a scientific screen by any means, but it is sort of like the way that I think about Hispanics in social media. There are two main reasons while you should consider adding information in social media. Culturally we connect with other countries via social media. I can attest to that, all of my families in Argentina. I am the only one here. I see my nephews grow up, their birthday parties because they post to Facebook, what they are doing, it is great. The other thing is back in the mid-2000, the bloggers, the biggest group of bloggers were Hispanic. Because there was no content. A complete lack of content that was relevant. And they said no content, no problem, we will create it. I started giving you a little bit, I thought I would give you some numbers. The universe for online Hispanics is almost 27,000,000 people. Out of those, 70% are on Facebook. If you're not capturing people on Facebook, you are missing a pretty large population. YouTube is the second one with almost 60%. Twitter the third with about 16%. I'm not in a go through all of the numbers, but I think that this gives you a pretty good snapshot of why you need to be in social media in Spanish.

>> Him him him him all right. -- Sorry about that. Another reason, Hispanics on social media sites are there longer than other groups. As you can see in this particular screen, you can see very clearly that African-Americans for example, are less time on social media then Hispanics. Another good reason why you need to be doing things in Spanish in social media. On to the meat. You have enough background to begin talking about the real strategy. Back in 2008, we started considering going into social media, and we are lucky that the agency let us dip our toes into this water. This was before the service agreement. We started researching, and trying to understand, reasons why we should be there. And consider the possibilities and communicative -- communications that the platform at. We looked at twitter, Facebook and YouTube. Obviously we considered twitter as an immediate and brief. Facebook we can do more stuff, more interactive with people. I will show you that. And YouTube, obviously is the visual. Not everybody likes to read, and you can communicate briefly with entertainment. So we came up with four principles for the strategy. One was tone. We wanted to be friendly. The way I solve this is on our website they come to us. That is our world. We are going into social media, and I think about myself in terms of their backyard. There's play space. We decided to be friendly, but not goofy. Authoritative but friendly. We also wanted to have a time element to this, because obviously we want to be relevant. It needs to be right here, right now. In plain language, if you don't understand the government sees, hopefully some of us but not all of us use. And we want to have a formal -- informal voice. So this is the development for the particulars strategy, and we developed the social media guidelines. I will show you that in a tool that we use. Here on the right you see the guidelines. We name a few things. We help people find and understand and benefit from government information, which is exactly what we want to do. We want to be clear, and not biased. And one thing that may not be your case in a local government, but for us we have to appeal to a very broad audience. So we are not local. And it has to be in Spanish. Continuing. We were early adopters of social media. I was talking a few minutes ago, we started in 2008. We chose to begin with Facebook and twitter. We started with daily messages, Monday through Friday, that we manually post. We would like -- right a message for twitter, and write a message for twitter does Facebook. We adopted the tools that I will show you a little bit more. Measured voice which is a

tool that lets the schedule messages and send out automatically. We can schedule it in the work week, and the messages can go back -- out any time. And then we coined the term we -- facetweet. And we launched a YouTube channel in 2010. So today we have an Facebook, more than 8900 light, and we answer questions pretty much every single day. Immediately. We have sometimes in an hour, sometimes three hours, we answer pretty quick we answer questions directly. We have about 131,000, more than that actually, followers on twitter. This year we conducted three twitter live chats. The YouTube channel we have been growing our audience a lot. We have grown about 700% in the last year to a Channelview of 175,000 views. We also partner with you as C I S, in the integration video series, about 2 1/2 min. long. Very short videos, very much to the point, very direct. For example one of the most successful ones is the five most often mistakes when applying for citizenship. It's only like a 2 1/2 min. investment, and you get a lot out of it. That is one video that's been out for about a year, less than a year actually. It has almost 100,000 views. We know we are reaching people for information. I'm going to go to Facebook and show you this. I wanted you to take a look at this particular question. I translated for the ones who don't speak Spanish so you can see the presentation and take a look at what we have. This person is pretty desperate. They lost a job a lower income person to begin with and needs financial aid. This is something that we answered immediately by saying okay we understand. Thank you for that. And you fill out the questionnaire and you will know if you are eligible or not for financial aid. A question that is answered immediately. We also, part of the strategy is since we get questions on a daily basis, part of the strategy was to have a place where people could come in and take a look at the questions that they asked. The most frequent questions on Facebook. I'm showing that, several different topics. It won't let me. So here is how our Facebook page looks. You can see right here, we have our questions. The frequently asked questions. If you click on that, this is the page we just saw. So just to tell you a little bit about what we have done this year. One of the things we are doing as part of the strategy, and I think it's been very successful, is to go ahead and be partners with several different agencies. We know we have over 130 130,000 people following us on Twitter. We can flex that muscle and help them. With three live chats, was Social Security Administration, we not only use social media to promote, but we use MSN Latino and Univision to get the word out. That is a tremendous success. We answer 67 questions on the spot I experts. We repurposed check questions and answers with content and the pages. We also translated that content into English and share that with the US government team, so they can make their pages better. We also help the department of education. They held a town hall and we tweeted about it, and contributed 20% to the Council. She was very happy. We also promoted other apps with twitter and got 25% of traffic from that. We know we can help other agencies. What I would say to the strategy when you're thinking about something, that is not a static medium. There are two research studies that came out, and they are national. They are good links here. You have this presentation, so you can take a look at those. We are adjusting our social media strategy now. With Facebook and twitter we are now going to do at the same time, because research shows there are different the times -- peak things. Most people on Facebook are at night. With twitter it's during the day. So different times with our approaches we are experiencing, to see how we are doing. To increase our engagement that way. The other thing to to John, and just infiltrated jump in. -- The other thing to touch on, and Justin still free to jump in. With the social media accounts, please enter your account in this and if you have accounts in other languages, they can do it in English and Spanish right now. If you have English and Spanish, [indiscernible-low volume]. We can show that more later.

>> Thank you. Now we would go on to Maria.

>> Hello this is Maria. Let me go ahead and show my screen. Can everyone see the word cloud of social media? Perfect. As you know I work for the State Department, and I am in the Bureau of international information programs. Essentially we cover the soft stuff, culture, sports, entrepreneurship, civil society. Not so much hard policy. I ran a Facebook page and a twitter page. The Facebook page is about entrepreneurship, and mostly targets audience and Africa, West Africa and north Africa. The twitter covers a whole variety of topics. Twitter is most popular in Europe, where it's more prevalent of the social media tool than elsewhere. Just a quick introduction, stating the obvious, social media is all about being social using online media. It's essential to know your audience and engage directly with them. Whether it be one person at a time, via messaging, or announcements. One important thing is to stay true to your profile. If I go through examples later, want to have a specific voice and you're discussing topics that that is what the audience signed up for, it's important to stay with that and not veer off topic too much. At the same time, everything needs to stay fresh and relevant your, you do that? You can ask for feedback. Use tools wisely. Don't use numbers unless you know what they signify. Use clarification and improvement. If someone comments on something that is not desired, you can see they're upset about something, verify that with another statement or a link to other information. If it doesn't comply with your terms of use. Most of all with multilingual social media, it's important to speak their language. Don't link to articles in English if you know your people cannot read it anyway. You might put something from the article into the readers language instead your . You can tell a story just as well as an article, especially if it's combined with an image. And multimedia, photo galleries, it will be fine because the image will tell a story, even if the people can't understand what's going on in them by the language is still come across. Whatever you do in social media to give it personality, nobody wants to be friends with a robot. The social and human. Hence I've picked up along the way. I will go to Facebook. Here is one posting the recently Felix Baumgartner jumped from the edge of space. This is interesting because not only did he break a record, but he also broke social media records. This connected with the audience where he was doing something innovative and daring, and really inspired people to say while -- wow. Post one or two times daily. Sometimes you don't show up on people's timelines depending on when you post. Interacting with people abroad you're dealing with different time zones. Try to have something at least in the morning and in the afternoon or evening to get those different regions. The one thing, try not to post more than three, because that comes off as spam and people will stop following you. Utilize messaging, and mention comment replies, to engage with your fans as an example, I have been one of our albums featured innovators, one young man who had written a book about how to improve our culture in his region, in West Africa. You essentially message the page saying I wrote this book, I wanted to let you know. It turned into a feature that was the most popular posting of all the postings that had been up on the page. It is a personal aspect into the person's life. As you see, I mentioned him as an inspiration and you should keep up with your what you're doing. He goes back and talks. These interactions are important because the improve and drank which is an algorithm. The more people that interact with your page, the more it shows up in the newsfeed, so you have more staying power. Don't expect for everyone to access the same on Facebook. Some cultures are not as interactive as others. Sometimes people will just like. What and 35 print -- people liked it but it only a few commented. Not everyone will be talking. You can also encourage them to comment, but asking

questions, creating polls, don't do too much because you don't want to send them away . World today was yesterday. We were talking about -- world food Day was yesterday. We had a poster contest, asking for what ideas people had for defeating hunger in their region. It was let's create some free food centers where people can come and have meals, not worrying about paying for anything. Another thing is metrics can guide you as to what is popular to what is reach the most people because I mentioned the one person those -- the one post that got out to 28,000 fans versus the average reach of about 2000. You will see that in the section where people will tell you about overviews, reach, likes. You can put it in XL so you can see over time how things are changing. For example on this page it started out pretty much 50-50 in terms of male or female. Seeing the countries they come from, maybe that's where males have more economic opportunities to talk about innovations -- where females don't. Another way to get fans is to optimize before you at dash -- advertise. Facebook ads can be expensive. When you attract people to your page, they wanted to be nice so they can stay. One way to suggest you do that is ask a colleague or friend or family member, to look at your page where they can give you honest opinions. Something you might not see when you're looking at it every day. Because it's relevant and time, I will hit over to twitter quickly. This is the twitter that I manage. As I was saying it goes out mostly to Europe. If you're trying to speak to people abroad, you will still get American audio because these are open platforms, and people are not going to not follow you. Especially with the populations that would speak that language that live here in the states. How do I know that? There's a cool tool called know your followers. When you go to know your followers.com, it's a feature that will give you slightly limited information. With this I can see that my followers mostly live in France. That's fantastic because I can coordinate with the CMC in Paris and capitalize on local things. Maybe repeat what they are doing. I also see there are a lot of people from Canada. It helps to know when I highlight things that are going on in those regions, that I'm getting on what's happening with the people that are actually following. This tool also gives you information about what people do. A lot of the people who follow this particular candle or journalist. Which is fantastic that when I tweet out things like a recent article about Paris, the under Secretary of State, talking about how public diplomacy is very important when using social media. That will in turn be used by a lot of the journalist who are following. Another cool tool, jetting most of the.gov people out there do normally used call quick feet. Not to keep their information in order but to schedule tweets come make sure you have some things up. Maybe special event like October 26, Secretary. Clinton's birth day. It also helps you keep track of conversations you have with fans, which can be incredibly Porton -- important. At this one with a young man in West Africa who was following a live tweeting that I was doing about an event, talking about J1 visas. He was confused because he's a master student as well as a teacher himself. You wanted to get more information on how to here on both accounts. As you see this goes back and forth. It goes into a few direct messages as well. It's really nice to be able to look back on that and not just see the interaction, but that we have to report directors, this happened, it's a nice easy way to keep everything handy. Quick tweet also gives you reports. You can know how your clicks do when you put out the short links. They have these great tools here. If in the chance you might be new to twitter, and you're building your follower base. Twitter ads can talk -- cost of the \$10,000. Organic -- is your best bet . I've been handling this handle since 2011 and now I have over 4000 followers. Organic does ha e a lot of trial and error, not tweeting too much, but don't seem silent. For example I like to tweak the Queen -- between five and 10 times a day which is a lot for American standards, but it's popular in Europe. In America for or five times a day is better.

>> Jumping into conversations as well is a great thing in twitter. That's what the hash tags are for. That will get you hit some a lot of different languages. -- Universalist how you get a lot of English. To see what the French are saying about the elections, I would type in elections US. That that page load. -- Let that page load. It isn't loading. It's a bit of a slow connection pick . I'm trying to find a quicker hash tag. I'm really sorry for the lag in time. Here is a hash tag that will be used only by French. The French version of ace. You can see the hash tag conversation, a lot of influential people talking about this important subject. Make sure as the voice of the USA in twitter, it's good for people to know that we care about these things to. There is actions going on, things happening, and this is a good way to let people know what you are talking about. One last tip for twitter, make the followers feel special. One easy way to do that is what I love so much. Responding to questions like I did with the recent mention. One is to give shout outs to people. If you know one of your followers is interested in the environment, or innovation, and you're seeing an article that you're going to tweet about anyway and you know they will love it, mention them in the article work say this might be interesting for you. They will feel special and they will tweak that out. It will bump up your cloud. That is all I have for the moment. I spoke quite quickly. I'm sure will have time for questions and answers at the end. Thank you for your time.

>> Thank you very much Maria. If you do have questions, make sure you submit them. Now you have an overview of the different programs that they have at the State Department. Your governor USA.gov. If you have thoughts or ideas, what people see going across government now would be a great time. Andrea asked, is it not good to respond to a lot of your followers questions? I assume that does two things, one that you get a lot of questions on twitter. But would you like to start with that Laura? How do you handle the questions that get received?

>> We answer every question. If we don't get as many questions, it's interesting because I wanted to make a point. I will come back to the answer. I wanted to make a point as Maria was saying, growing your audience. We experience exponential growth. It continues to double every month for about a year, up to 4000 followers to 30,000 followers. We couldn't figure out what was going on. What happened, with tweets, obviously very interesting and valuable to our audience and relevant for them. As a tool they started recommending us. [indiscernible-low volume]. They follow us and people get out. We get a lot of engagement, but we don't get a lot of questions. We do get questions with Facebook.

>> So you do respond to that.

>> Maria quick

>> I definitely second that Laura. Whether on twitter or Facebook if people are asking questions it's important to let them know their questions matter. If we don't know the answer right away we will get back to them. This is where somebody asked a question about the topic that offer the top of the my head I may not know. That I let them know we received a question and I will get back with a link to more information, or an article with quotes relevant to them. They need to know we are real people behind these pages.

>> Are faked. How do you approach this? Your audience is could be a multiple countries. There are strategies you have to take, focusing on some countries and not others. How you keep the content relevant to the international audience?

>> That is more for Maria. We work with Hispanics in the United States. We know other people to follow Wes, but our customers are in the United States. I will defer to Maria.

>> Ideally, I would please everyone if I can. What's happening is twofold. Part of the strategy is that if I see there's an a Norman this -- enormous amount of followers in one particular Kump treat -- entry, I tweet with those that are relative to them another thing is we are trying to gain more audience engagement from countries that aren't necessarily ocular quite yet. We try to cater to things going on in those countries. Cultural aspects that would ring well with them, and that gets them more involved. Would you lie can example?

>> Sure.

>> And example on Facebook, is my screen being shared?

>> No it is not.

>> A couple of weeks ago I went to a conference in DC called and act as, a global competition for you at the bachelors and Masters level from different countries. I got to interview some of the young people who are here presenting. What was really exciting with that, I got to take pictures of the students from Morocco and Senegal, and picture their pictures and what they thought it meant to be at the competition. It was really cool because it ended up being popular with those particular countries. I also got to repost them and choose that image to go only to that country, which is a nice thing that Facebook will do. Here is an example. These guys from Morocco cop presenting their project couscous. Co-opting and villages to empower women, so when they made the couscous they could reap from the prophet. If I wanted to share this, I could choose to send it just to Morocco. That way it will show up only on the country timelines that live in Morocco. That is really neat. You can really connect with people directly.

>> That is intriguing. I didn't know about that feature.

>> You can also choose by language, so if you're sure -- not sure where people are located, but just people who speak French.

>> Our next question, we will combine to questions from Krista and Amy. I do you manage these particularly, a fun question, Amy asked how do you handle questions for subject matter experts? I'm the only Spanish languished at my agency. How do you handle those challenges when there's a turnaround time? A lot of this ties into how you approach that.

>> That's a great question. A lot in the multilingual area. I can give you an experience, and I think one of the things helping tremendously is technology. I was showing, if I could show this tool for a minute. It's great because Maria and I have two different tools. We use measured voice. We are sending for example many postings to Facebook, several times with different images. Posting different things. We

schedule that during the working day. They go out at night out on the weekend, etc., etc. I can show you down here where we have the messages. We are not trying -- now trying to send everything at the sound time. We have one scheduled at 3:00 PM, another one at 7 PM, another one at 8:00 p.m., and another one at 10:00 PM. They are all scheduled during the working day. These tools, and it doesn't have to be measurable, there are several out there, all of them will give you reports and metrics. What they can do for you is really help you in managing your day. So is it easy? No. More platforms are developed, and more pace -- laces you have to match.

>> Your thoughts Maria?

>> I am a lonely team of one. I don't have that much to manage in terms of other people creating things and improving them. I must say it is nice having the independence of connecting with the audience directly. Always being that one person the seas -- that sees the going into any coming out of.

>> You say that now but in Quebec, it will be Paris anymore.

>> It really depends on the size of the audience as well I must admit if there were several of me, the pages would go more quickly because we have time to put them often, research more the postings themselves, that's what takes the most time. Researching the postings. Finding the images. Putting a watermark on them a lot that goes into it.

>> Actually that will tie into the next question.

>> And we hold on one second. I think the person also asked about experts in the topic.

>> We are running short on time. We will continue with the questions. If we put ourselves in a scenario, there's a hot issue, very timely, do you have policy around linking to content that's only managed.

>> I will jump into that. What I do by default, a lot of our language teams do in the IP Bureau, we will live to we. -- Live tweet. President Obama was speaking at the UN a couple of weeks ago. Before the official translation comes out, what I would do is I would live tweet what he is saying. Essentially paraphrasing, and it is clear it's paraphrasing. Just a few sentences. Modify tweeting. The official voice of the State Department in English. They speak to a lot of media and essentially get the information as quickly as anyone. What I do often, say Secretary. Clinton has done something important, and the official translation isn't out yet because it takes a couple of days. I will put MTE and front of something and that works perfectly fine.

>> The content itself, doesn't often start in English? Jose Rios asked if the content is originally in English. Do you have protocols for translating, editing and evaluating the content, and how do they manage the time for posting?

>> That is a great question. For us it's a little different. Before I said we had a broad reach. We are not tweeting, giving public information to people. It is not necessarily in the urging category, but sometimes if there's an emergency we will. We don't have to clear everything through a lot of channels. It is usually very, if there's an area you need to get out, you need to get out. If there's something that's not available

in Spanish, we will definitely link to English and we will notate that. We do that all the time. Not all the time, but when there is a need. That's the thing, it's when something is very important and people need to know it. If it's not available in Spanish, we will make it available.

>> Maria?

>> I can say the same thing, I don't normally link to content in English because it's not fair to the audience. There are instances where something will come out urgent, a press release in English, I can paraphrase or give a brief overview. And then link to the English content. We have a great resource and IP, where the different articles that come out are in all these different languages. The French translation team is on the floor above me. When there is something really important a can as for request for something to be done that day or that our. That's always very helpful.

>> It is helpful to have a French translation floor.

>> We have all of the languages up there. We also do mainstay where there are more policy driven and have really urgent messages. I talk about as I said before the soft stuff. Economic development, things that usually have a bit more time to talk about them. And it's not as much of an emergency. If I don't talk about it in 5 min. it's still okay. We are running short on time. If anybody in the audience would like to add in more questions, we can make sure we get to them before we wrap up here a quick question for both of you. What is a nether agency that's doing it right, bilingual, having different languages? Is there anybody else you look to?

>> The CDC for example.

>> What do they do?

>> They have twitter and Facebook. They also like to partner like we do. I don't know Maria, your experience maybe you have a different, that has been very how would I say, successful. To be able to join forces with other agency and promote each other. And US EIS, our main partner. Anything that has to do with papers. We partner with them a lot.

>> Maria, a goes to you now. Could somebody else in the government that you think is doing it well, piggybacking on what Laura has said, do you have any emphasis to work with those partnerships, other agencies?

>> Unfortunately, French is not as popular a language is Spanish is. It is a lot harder to find USG information in French as it is in Spanish. That's normal, there's not that many French speaking people in the US to cater to as there are Spanish speakers. I must admit in terms of your French content that comes out on the web, I also look to USG resources like the United Nations, which the US is part of but that's not an agency. They will have great content and language for the French. French is one of those where I am very often left on my own to paraphrase. It does depend on the language. If people work in specific languages where they need tips, I would be more than happy to help later.

>> One more question to both of you. If there's one take away you could share with the audience on either what they should approach, how they can get started, what resource they can look at, other than GobiernoUSA.gov , what would you want to share with them?

>> Start small. You don't need to tweet seven times a day. Even if you tweet once a day. Three times a week. I think if you're not on social media right now, you are missing a great resource. Everybody is on social media.

>> And Maria next

>> It is tough to choose one main thing. I actually don't have anything to share on my screen. If you don't mind about this particular thing, it's like Lara said, you have to be in it. A resource that gives to tips, I would look at hub spot or social manager. The nice thing about social media, because you learn by experience, look at what works on your own pages. With your own friends and family. Cute babies and puppies and all that, certain things really resonate with audiences. Before putting your site up, or before revamping it to cater to a different audience, look at who you want to reach. What are they interested in, what are they talking about? Before you gain a bunch of followers, look at the conversation people are happening, it will make you a credible voice.

>> That is excellent. I see a bunch of other questions coming in. I can paraphrase them easily and how to get started. It would be cool to do a national across agencies, a social media day where the social media managers dedicate themselves. One Facebook post. Spanish content or French content. That could be cool.

>> You have to have the framework. That's the thing. If you have a site in English you're not going to bring posters in Spanish. One of the things I wanted to say, look at your resources and look at the media and where your audience is. Do the legwork. That will take you a long way. If your people are on Facebook, used Facebook. If there on twitter use twitter. Or YouTube. I'm not advocating for any of them. Think of it this way, I always say the American public is hard to please, no matter what you do you're going to find resistance. You will find pushback. My experiences, foreigners are not picky. They are happy to have content in their own language. Relax a little bit. It will be okay probably.

>> Anything you like to add?

>> Yes, if I could share my screen for a second. There's something called social media week. It's only been going on for a couple of years. I went last year. They have one in DC, and various cities around the world. Social media week. org. It's very interactive. A lot of panels. Hash tags you can follow. You will meet lots of people. It can get different tips. Sometimes we as an organization can use the same tips that a grant would use, in terms of engagement and getting numbers up. I would highly recommend going to that in February.

>> Thank you very much to Lara and Maria. That wraps up today, the multilingual social media strategy for government. The conversation will be continued. This is just the beginning. If you have any questions

or ideas, comments to share, posted up on twitter use sewing -- using the government hash tag. We look forward to talking to you again soon to have a great day.

>> We would like to thank you for attending today's webinar. Know that the presentation will be made available on howto.gov/training. Please check this site on Monday can't to give it a few days to get everything up. Also the evaluation will be coming to your e-mail box shortly. For more information on upcoming training ,also go to howto.gov/training. H have a great day.

>> [Event concluded]