

# WEB COMMUNICATIONS

A GUIDE FOR SUBDIVISION TRUSTEES

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# WEB COMMUNICATIONS

A GUIDE FOR SUBDIVISION TRUSTEES

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## WEB COMMUNICATIONS

a Guide for Subdivision Trustees  
October 2010

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# GETTING STARTED



## **INTRODUCTION**

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Why this guidebook is important, what it is and how to use it.

## **TOOLS & RECOMMENDATIONS**

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Discussion of the different tools available, why they are useful and how trustees can use them.

## **COMMUNICATION PLANS**

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Putting different tools together for effective communication.

## **RESOURCES**

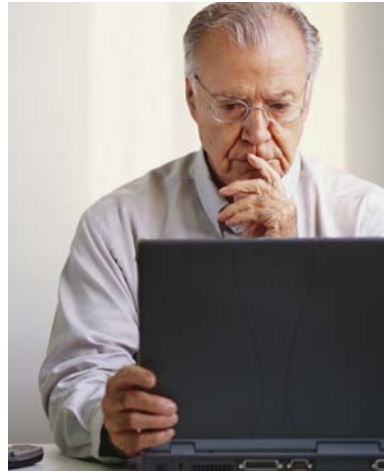
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Definitions of commonly-used terms and a list of all websites and services mentioned in this guide.

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## SECTION 1

# INTRODUCTION



## BACKGROUND

Subdivision trustees are responsible for the enforcement of indentures and the maintenance of a subdivision's common amenities such as street lights, entrance signs and common ground.

Communication is an important part of a subdivision trustee's job. Trustees should share information such as annual reports, governing documents, subdivision rules, resident handbooks and financial information. Additionally, trustees communicate to residents about meetings, special community events and important public safety information.

Trustees also need ways for residents to communicate with them. Residents should be able to voice their concerns, complaints and ideas for making the subdivision better. Communication with residents is important to create community interest and build partnerships.

Effective communication makes a trustee's job easier and ensures that residents are informed and have an opportunity to provide input on decisions. The web can offer a variety of tools, at low or no cost, that meet many of subdivision trustees' communication needs and complement more traditional means of communication.

## WHAT IS THE WEB COMMUNICATIONS GUIDE?

This guide is directed to subdivision trustees with the goal of increasing the quality and efficiency of communications between them and residents, public officials and other stakeholders.

This document provides a summary of various web communication tools found at low or no cost, and how they can be used to improve communications.

The web communication tools we discuss are meant to complement, not replace more traditional forms of communication. Not everyone has internet access, so it is important that trustees continue to use other methods of communication such as mailings, public meetings and telephone calls to share information and solicit input from homeowners.

## HOW TO USE THIS GUIDE

- Take the **self-assessment** on the next page
- Familiarize yourself with the different web communication **tools** and read through the **recommendations** for an overview of how to use specific tools—pages 11-23
- Choose a web **communication plan** to adopt—pages 26-27
- Refer to the **resources** for definitions of commonly-used terms and a list of all web communication tools and services mentioned in this guide—pages 30-31

## SELF-ASSESSMENT

Use these questions to start thinking about how you communicate now, what resources you have available, and if web communications are feasible for your association.

Do you have access to the internet?	Yes, at home	Yes, Somewhere else	No
-------------------------------------	--------------	---------------------------	----

Do subdivision residents have access to the internet?	Yes, most	Yes, some	Not sure	No, not many	No, not at all
---	-----------	-----------	----------	--------------	----------------

How do you notify residents of your meetings?	Website	Email	Mail	Sign	Door-to-door
---	---------	-------	------	------	--------------

Do you publish a subdivision newsletter?	Yes	No
--	-----	----

How often do you solicit input from residents?	Once a month	Once a quarter	Once a year	Never
--	--------------	----------------	-------------	-------

Who is currently responsible for official trustee communications?	
---	--

Is there a designated trustee (e.g. secretary) or office for communications?	Yes	No
--	-----	----

Which web communication tools are familiar to you?	Websites	Email	Surveys	Web-based groups	File hosting	Social media
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## SECTION 2

# TOOLS & RECOMMENDATIONS



The web offers a variety of communication tools that can be useful to subdivision trustees—tools for simple sharing of information, tools that allow residents and trustees to communicate back and forth, and tools that facilitate dialogue in the community.

In this section we identify web communication tools we believe will be the most useful to subdivision trustees. For each tool we describe what it is and how trustees can use it to improve their communications.

We also make recommendations for specific websites and services to use. This section includes useful tips for making the most out of each tool including pictures of the web communications tools and links to local organizations who are using them in their daily operations.

## WEBSITE

### WHAT IS IT?

A website is a one-way communication tool useful for sharing information. Websites consist of different pages of text, images, files and links to other pages, and are accessible by a unique web address.

Websites are an easy way to make documents and communications accessible to the public. Many websites offer user-friendly interfaces that allow users to customize the appearance of their own website and add content easily.

### HOW CAN TRUSTEES USE IT?

Trustees can create a website for the subdivision. On the website they can post subdivision documents, notices for meetings and safety information, create a calendar of community events and provide links to local police, schools, government and services. A user-friendly website keeps residents up-to-date and can foster more community involvement.

### RECOMMENDATIONS

We recommend using **Neighborhood Link**—[www.neighborhoodlink.com](http://www.neighborhoodlink.com). Neighborhood link provides free websites oriented to community groups. Neighborhood Link websites come set up with a calendar, discussion area, document upload and storage, photo gallery, newsletter, detailed maps and unlimited additional pages.

For more advanced websites that aren't

tailored toward community groups, try using **Google sites**—<http://www.google.com/sites/overview.html> or **Webs**—[www.webs.com](http://www.webs.com). Each is free and lets users use pre-built templates or to start from scratch.

### TIPS

- Documents to post on a website:
  - > Annual reports
  - > Indentures and bylaws
  - > Subdivision rules
  - > Resident Handbooks
  - > Annual budgets and financial statements
  - > Annual and special assessments
  - > Pictures and video from the subdivision
- Place a link to the website on mailings, flyers and emails.
- Keep documents, information and links updated.
- Designate a person as *webmaster* and make him or her responsible for website maintenance.
- Organize a committee to plan, organize and execute all things web-related.

### WHO'S USING IT?

*Neighborhood link*

- **Rolling Hills & Rustic Valley**—[www.neighborhoodlink.com/Rolling\\_Hills\\_and\\_Rustic\\_Valley/home](http://www.neighborhoodlink.com/Rolling_Hills_and_Rustic_Valley/home)

*Other*

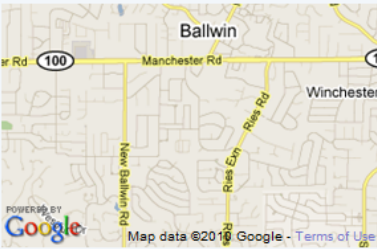
- **Shenandoah Subdivision**—[www.shenandoahsub.com](http://www.shenandoahsub.com)
- **Old Farm Estates**—[www.oldfarmestates.org](http://www.oldfarmestates.org)

USA | Missouri | Ballwin | 63011 | Rolling Hills and Rustic Valley

## Rolling Hills and Rustic Valley

Home | Our Info | Discussions | Calendar | Pages & Links | Meet Your Neighbors


Live here? Post photos, update information, and join the conversation! [> Edit](#)




**Welcome** [> Edit](#)

Welcome to your new website! There are lots of ways to make your site great. In this area, click Edit above to add a description of your neighborhood. Want a photo instead of the map? Click Edit below the map.

[> Edit](#)

**SHARE** 


**Our Info**



[Our Info](#)  
[Contact List](#)  
[Newsletter](#)  
[Map](#)

**Our Neighbors**

[Add Yourself Now!](#)



rollinghills

**Calendar**

[Add an Event](#)

Oct 11: Columbus Day  
 Oct 31: Halloween  
 Nov 25: Thanksgiving

[More...](#)

**Pages & Links**


Pages created by us and Links concerning our neighborhood and local area.

<p><b>Documents &amp; Pages</b></p> <p><a href="#">Add</a></p> <p>Neighborhood Schools</p> <p>Dogs unleashed on unwanted geese</p>	<p><b>External Links</b></p> <p><a href="#">Add</a></p> <p>Ballwin Police Department <a href="#">↗</a></p> <p>City of Ballwin <a href="#">↗</a></p> <p>Mayor Tim Pogue <a href="#">↗</a></p> <p>Board of Aldermen <a href="#">↗</a></p>
--	---

[More...](#)

**Fha loan info Fast**

First Option Mortgage Can Help Call Us To Get Started Right Now  
[www.FirstOptionOnline.com](http://www.FirstOptionOnline.com)

 Ads by Google

**Discussions**

[Start New](#)

Join the conversation! Find all of the latest neighborhood issues and concerns.

We recommend using Neighborhood Link. They offer free websites geared to community groups.

## EMAIL

### WHAT IS IT?

Email is a two-way communication tool that lets users send messages and files electronically. The user writes the message, enters who it is being sent to, and clicks send. The person receiving the message gets it within seconds.

Using email saves time and resources. It increases efficiency since you can inform many people of the same thing quicker than by face-to-face meetings, telephone or traditional mail.

### HOW CAN TRUSTEES USE IT?

Trustees can create a free email account and use email for their official communications—answering inquiries, sending meeting notices, sending newsletters and corresponding with residents, public officials and other organizations.

By creating a contact list and updating it regularly, trustees can more easily communicate with residents, public officials and other groups while making the trustees themselves more accessible.

### RECOMMENDATIONS


We recommend **Gmail**—[mail.google.com](mailto:mail.google.com) or **Hotmail**—<https://signup.live.com>. Each has basic features such as spam blockers,


ability to search emails, organize emails into conversations and provide lots of space and security.

Creating an account is simple—navigate to the site, create a user name and password, and fill out some personal information.








### TIPS

- Choose an email address that is recognizable, unique, short and easy to remember.
- Email etiquette
  - > Write concisely, using simple language
  - > Double check spelling and grammar
  - > Check regularly and respond to emails in a timely manner
  - > Always enter a subject line
- Save new email addresses to your contact list. Group contacts based on organization or common interest and then email the entire group at one time.
- Use an automated email signature to end your message. It should at least include your name, title, address and telephone.

 To... Jane Doe

 Cc...

Subject: Annual Assessment

Times New Roman 10 **B** **I** **U**       

Dear Resident,

This is an email regarding your annual assessment. Please respond as soon as possible.

Thank you,

John

**John Smith, Trustee**  
Great Oaks Subdivision  
123 Great Oaks Dr.  
St. Louis, MO 63101  
Tel. 314-123-456

*Using email for daily communications saves time and resources.*

## SURVEY

### WHAT IS IT?

An online survey is a one-way communication tool to gather public input. People can access online surveys in the privacy of their own home, and therefore will be more likely to complete them and be honest in their answers. Online surveys are free, easy to make, and the results are available instantly.

To make a survey, the creator writes questions and designs the layout of the survey. When finished, the creator can post a link to the survey on a website, blog, social networking site or in an email. When the survey closes, the creator of the survey receives the results.

### HOW CAN TRUSTEES USE IT?

A survey should not replace other forms of information gathering, but can be used in coordination with other traditional means of communication. Trustees can create a simple online survey to solicit public input and take the pulse of the community as a whole on a variety of topics such as community issues, projects and meetings.

### RECOMMENDATIONS

We recommend using **Survey Monkey**—[www.surveymonkey.com](http://www.surveymonkey.com). To create a survey, you must first sign up for the

service. After you pick a username and password, you can create your survey.

Creating a survey is simple. You have the option to select different types of questions like multiple choice, open response or rating scales. After you finish creating the survey, it will give you a link to the survey that you can post to a website or send out through email. After the survey is over, you can look at the results.

### TIPS

- Name the survey and write a brief introduction including the reason it is being conducted and why it is important for residents to complete it.
- Keep surveys short—most people don't want to read a lot of text.
- Limit the number of open response questions. People are more likely to answer close-ended questions since they are more straightforward and have answers from which to choose.
- Focus on bigger issues—(e.g. constructing a welcome sign, not the font of the sign)
- Test your survey with a small group.
- Publish survey results to show the organization's commitment to transparency.

**1. What are the most important issues facing our subdivision?**

- Crime
- Property maintenance
- Organization
- Common ground maintenance

**2. Would you be willing to pay a higher annual assessment?**

- Yes
- Maybe. Depends on why the increase is needed.
- No

**3. Are you familiar with your trust indentures?**

- Yes, I have a copy but have not read them.
- Yes, I read through them when I purchased my home.
- No, but I would like to see them.
- What are trust indentures?

**4. Please let us know of any additional concerns you have regarding the subdivision.**

*Surveys are an easy way to gather public opinion on different issues.*

## WEB-BASED GROUP

### WHAT IS IT?

A web-based group is an online service that help members of an organization share information, making communication more efficient and interactive. Group members can post messages onto the group's page or send them by email. Most web-based groups offer additional services such as group email lists, file storage, photo galleries, event calendars and surveys.

Web-based groups, unlike websites, can be private using a login and password, which ensures that only certain people can participate in the group discussions. Groups also focus more on discussions between members and group mailing lists than websites do.

### HOW CAN TRUSTEES USE IT?

Trustees can establish a free web-based group for their subdivision and invite residents to join the group and participate in discussions. Trustees can post subdivision documents like indentures, annual reports and meeting announcements for all members to see and discuss. This saves time and resources, makes documents accessible and encourages public participation.

### RECOMMENDATIONS

We recommend **Google Groups**—[www.groups.google.com](http://www.groups.google.com), **Yahoo Groups**—<http://groups.yahoo.com> or **Webs**—

[www.webs.com](http://www.webs.com). These services are comparable and each allows access to message archives, photo albums, group event calendars and polls.

### TIPS

- Documents to share:
  - > Annual reports
  - > Indentures and bylaws
  - > Subdivision rules
  - > Resident Handbooks
  - > Annual budgets and financial statements
  - > Annual and special assessments
  - > Pictures and video from the subdivision
- Encourage residents to join and participate in group discussions.
- Place a link to the file-sharing site on mailings, flyers and emails.
- Keep documents and information up-to-date.
- Designate a person as *webmaster* and make him or her the point person for all thing web group related.

### WHO'S USING IT?

*Google*

- **Benton Park West Neighborhood Association**—  
<http://groups.google.com/group/bpwna>

*Yahoo*

- **Southampton Neighborhood Association**—  
<http://groups.yahoo.com/group/SouthamptonNeighborhood>

Google groups

## Benton Park West Neighborhood Association

Search this group Search

**Home**

Description: The announcement listserve for the Benton Park West Neighborhood Association in St. Louis, Missouri.

**Discussions** 10 of 307 messages [view all »](#)

[Press Release for Trivia Night 2008 - Benton Park West](#)  
 By BPWNA Publications - Jun 6 2008 - 1 author - 0 replies

[BPWNA Trivia Night Volunteers](#)  
 By Chad Johnson - Jun 3 2008 - 1 author - 0 replies

[Change from BPWNA to BPW-Talk List Serve.](#)  
 By BPWNA Publications - Apr 5 2008 - 1 author - 0 replies

[BPWNA Board meeting - Presentation by group wishing to open new restaurant.](#)  
 By Bill Byrd - Mar 3 2008 - 1 author - 0 replies

[Reminder BPWNA HAPPY HOUR - This Friday](#)  
 By Chad Johnson - Feb 27 2008 - 1 author - 0 replies

[BPWNA Neighborhood meeting for February - Canceled.](#)  
 By Bill Byrd - Feb 21 2008 - 1 author - 0 replies

[BPWNA HAPPY HOUR](#)  
 By Chad Johnson - Feb 20 2008 - 1 author - 0 replies

[BPWNA Membership Information](#)  
 By Chad Johnson - Feb 17 2008 - 1 author - 0 replies

[Notice of out of cycle BPWNA Board meeting.](#)  
 By Bill Byrd - Jan 25 2008 - 1 author - 0 replies

[Chicken & Dumpling Dinner This Sunday](#)  
 By Chad Johnson - Jan 18 2008 - 1 author - 0 replies

[Report this group](#) [XML](#) Send email to this group:  
[bpwna@googlegroups.com](mailto:bpwna@googlegroups.com)

**Home**

**Discussions**  
**Pages**  
**Files**

[About this group](#)  
[Join this group](#)

**Sponsored links**

[St. Louis Coupons](#)  
 50-90% off at the best hot spots in St. Louis. Get yours today!  
[www.Groupon.com/St.-Louis](http://www.Groupon.com/St.-Louis)

[Saint Louis Restaurants](#)  
 Get 50% Off Coupons On The Best Saint Louis Restaurants. Sign Up!  
[www.LivingSocial.com](http://www.LivingSocial.com)

[Chez Leon Restaurant](#)  
 St. Louis' Best Fine-Dining Cuisine  
[www.chezleon.com](http://www.chezleon.com)

**Group info**

**Members:** 3  
**Language:** English  
**Group categories:** Not categorized  
[More group info »](#)

[Create a group](#) - [Google Groups](#) - [Google Home](#) - [Terms of Service](#) - [Privacy Policy](#)

©2010 Google

Web-based groups help members of an organization share information.

## FILE SHARING

### WHAT IS IT?

A file sharing site is a support feature and online file storage service that allows users to upload, download, manage and share documents, presentations, video and photos.

By sharing files through just one site the problem of limited disk space is eliminated as is the need to respond to individual requests for information and documents.

Standard file sharing sites do not generally provide more interactive services like websites and web-based groups do.

### HOW CAN TRUSTEES USE IT?

Trustees can upload subdivision documents and other relevant information to the file sharing site. They can then refer residents, public officials and any other interested groups to the files they want to see on the file sharing site. This reduces the work load for the trustees and makes information easily accessible to the public.

### RECOMMENDATIONS

For basic file sharing, we recommend using **MediaFire**—[www.mediafire.com](http://www.mediafire.com) or **Easy Share**—[www.easy-share.com](http://www.easy-share.com) for basic file sharing. For video and image sharing we recommend using **Flickr**—[www.flickr.com](http://www.flickr.com) and **YouTube**—[www.youtube.com](http://www.youtube.com).

File sharing services are simple to use. You sign up, create an account and upload the content you want to share—files, photos or videos. You can choose who is able to access the information, and can share links to the site when needed.

### TIPS

- Documents to share:
  - > Annual reports
  - > Indentures and bylaws
  - > Subdivision rules
  - > Resident Handbooks
  - > Annual budgets and financial statements
  - > Annual and special assessments
  - > Pictures and video from the subdivision
- Place a link to the file sharing site on mailings, flyers and emails.
- Keep documents up-to-date.
- Designate a person as *webmaster* and make him or her the point person for all things file-sharing related.

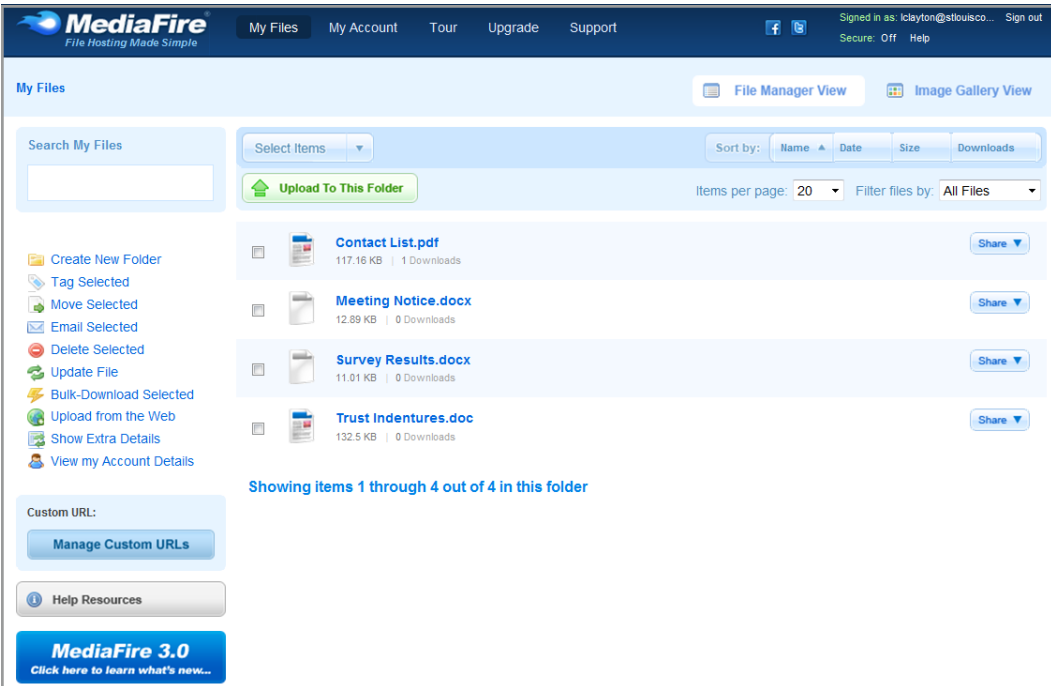
### WHO'S USING IT?

#### *Flickr*

- **Cambridge Woods Neighborhood Association**  
(Milwaukee, Wisconsin)—  
[www.flickr.com/people/cwna](http://www.flickr.com/people/cwna)

#### *Youtube*

- **North Street Neighborhood Association**  
(Northampton, Massachusetts)—  
[www.youtube.com/northassocvideo](http://www.youtube.com/northassocvideo)



*File sharing sites are useful for sharing documents and media files.*

## SOCIAL NETWORKING

### WHAT IS IT?

A social networking site allows users to share their interests, activities and thoughts, while networking and making connections with other people and groups.

Many people rely on social networking sites to stay in touch with friends, professional networks, causes and community organizations. Having a social networking site makes information accessible to many people and facilitates discussion and input from the public. Social networking sites, however, do not have file sharing capabilities.

### HOW CAN TRUSTEES USE IT?

Trustees can join the number of community organizations who have created a profile on a social networking site. By regularly updating their profile with upcoming events and happenings in the neighborhood, trustees can create a positive presence in the community, encourage more public participation and network with other organizations and community groups.

### RECOMMENDATIONS

We recommend using either **Facebook**—[www.facebook.com](http://www.facebook.com), **Twitter**—[www.twitter.com](http://www.twitter.com), or a combination of both.

Facebook is a free site where users can send messages, post content and join

networks based on a common interest.

Twitter is a social networking service that enables users to share short messages, or “tweets.” You can follow other users and their “tweets” are then sent directly to you.

In order to have successful social networking campaigns, it is necessary to regularly update information on your profile.

### TIPS

- Make your profile look good by selecting a great picture and title.
- Update your profile regularly with upcoming events and happenings in the community.
- Communicate with your social network on a regular basis.
- Designate a person as *webmaster* and make him or her the point person for all things social networking related.

### WHO'S USING IT?

#### *Facebook*

- **Southampton Neighborhood Association**—[www.facebook.com/pages/Southampton-Neighborhood-Association/43209839309](http://www.facebook.com/pages/Southampton-Neighborhood-Association/43209839309)

#### *Twitter*

- **Tower Grove South**—<http://twitter.com/tgsouth>

facebook

Email  Password

Keep me logged in  Forgot your password

**Sign Up** Southampton Neighborhood Association is on Facebook  
Sign up for Facebook to connect with Southampton Neighborhood Association.

---



The Southampton Neighborhood is a peaceful, charming neighborhood of tree-lined streets. Housing styles include 'Neo-Tudor, Brick, Arts & Crafts homes and "Four Square".'

### Southampton Neighborhood Association Like

Wall Info Photos Boxes Events Discussions >>

---



**Tina Siebert** Thanks to all those who expressed interest in the SOHA flags last night. We don't have an official order form for them. Please send a check for \$25 and a note with Name, Address and Phone to:  
Southampton Neighborhood Association  
Attention: SOHA Flag  
P.O. Box 5183  
St. Louis, MO 63139  
...  
[See More](#)  
Yesterday at 10:57am · [Comment](#) · [Like](#) · [Flag](#)

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**Southampton Neighborhood Association** The Southampton Neighborhood Association is organizing and sponsoring another Progressive Yard/Garage Sale this fall on Saturday, September 25, 2010 from 8:00 a.m. to 2:00 p.m.

Registration information is available on the SNA Website at <http://stlouis.missouri.org/southampton> as well as the Yahoo Group and September Ne...  
[See More](#)

**Southampton - St. Louis, MO U.S.A.**  
[stlouis.missouri.org](http://stlouis.missouri.org)  
Welcome to Southampton a peaceful, charming neighborhood of tree-lined streets.

[Yesterday at 9:52am](#) · [Comment](#) · [Like](#)

[Frankie Favazza likes this.](#)

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**Southampton Neighborhood Association** DJ Rafael, a veteran of the St. Louis Salsa scene, is hosting an evening of dancing to salsa and cha cha music that will move your feet. All ages are welcome to groove to his hypnotizing Latin rhythms. Whether you're an old pro or salsa novice, you won't want to miss this end of Summer jam.

Cost is \$5.00.

For more info...  
[See More](#)

**River City Salsa Social**  
Today at 8:00pm  
InPower Institute, Lake Saint Louis, MO

[September 4 at 10:18am](#) · [Comment](#) · [Like](#) · [RSVP to this event](#)

**Information**

Founded: 1922

**300 People Like This**

  
Ross Schuman

  
Todd Schumacher

  
Cynthia Reitz Marfisi

  
Liz Wolfe

  
Todd Ackerman

  
Louis Loazia

**Favorite Pages**

6 Pages [See All](#)

  
Onesto Pizza & Trattoria

  
Manzo Sausage Kitchen & Market

  
Macklind Avenue Deli

  
Big River Run

  
Murdoch Terk

  
Home Eco

Community groups create profiles like this to reach out to residents and share important information.

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### SECTION 3

# COMMUNICATION PLANS



Lifelong Learning UK

Entering the world of web-based communications can be overwhelming. Understanding that the subdivisions of St. Louis County are diverse in size, population, organization and resources they have, we formed communication plans from the very basic to the more advanced. It is up to trustees to decide which communication plan is realistic and manageable for their association.



## BASIC

### **EMAIL | WEBSITE | SURVEY**

For all trustees willing to try web-based communications, we recommend our preferred communication plan—a combination of email, website and surveys.

Using email for daily communications and surveys for gathering public input are easy things trustees can do to improve their communications.

By creating a website for the subdivision using a free service like Neighborhood Link, page 12, trustees can post subdivision documents, create a calendar of community events, post notices for meetings, post safety information and provide links to local police, schools, government and services.

The combination of these tools will allow trustees to better communicate with residents, public officials and other organizations, create a more professional image of the organization, and give residents an opportunity to provide input.

## INTERMEDIATE

### **EMAIL | SURVEY | FILE SHARING WEB-BASED GROUP**

For trustees that do not wish to create a website, we recommend using a combination of email, surveys, and file sharing or a web-based group.

Using email for daily communications and surveys for gathering public input are easy things trustees can do to improve their communications.

By using the file-sharing site, trustees can post important documents on one site, and direct people there, instead of handling every inquiry and document request personally.

Another option for trustees is a web-based group. By using the web-based group, trustees can post important documents on one site and direct people there instead of handling every inquiry and document request personally. Additionally, they can post events on the calendar and give residents a place to have discussion and leave comments.

Using these basic features will allow trustees to communicate with residents, public officials and other organizations, create a more professional image of the organization, and give residents an opportunity to provide input.

# ADVANCED

## EMAIL | WEBSITE | SURVEYS SOCIAL MEDIA

For trustees with the technical savvy and resources to do so, we recommend going beyond email, surveys, and a website to social networking.

Using social networking sites requires more time investment, but the payoff in terms of openness, transparency and community perception can be great. The combination of these tools will allow trustees to better communicate with residents, public officials and other organizations, create a more professional image of the organization, and give residents an opportunity to provide input.

### COMMUNICATION PLANS SUMMARY

The chart below gives an at-a-glance summary of the web communication plans.

	Website	Email	Surveys	Web-based group	File sharing	Social networking
Basic	✓	✓	✓			
Intermediate		✓	✓	✓	✓	
Advanced	✓	✓	✓			✓

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## SECTION 4

# RESOURCES



Edward Hines Jr. Veterans Hospital

The Web Communications Guide contains a lot of information. Although we aimed to write in plain-language and to avoid technical jargon, some people still may not be familiar with some of the words we used.

For that reason, we include this section which contains definitions of commonly-used terms and all the web communications tools, and a complete list of web resources and examples that we mentioned throughout this document.

## DEFINITIONS

### DOWNLOAD

To get a file or program from someone else's computer, network or website.

### EMAIL

A two-way communication tool that lets users send messages and files electronically.

### FILE-SHARING

A support feature and online file storage service that allows users to upload, download, manage and share files.

### INTERNET

A networking infrastructure that connects millions of computer together around the world.

### SOCIAL NETWORKING

A site that allows users to share their interests, activities and thoughts on different topics, while networking and making connections with other people and groups.

### SURVEY

A one-way communication tool consisting of various questions, used to gather public input.

### UPLOAD

To transfer digital data from a computer or other device to a website or another device.

### WEBSITE

A one-way communication tool that consists of different pages of text, images, files and links to other pages and are accessible by a unique web address.

### WEB-BASED GROUP

An online service that organizations use to communicate with their members and organize events.

### WORLD WIDE WEB

The World Wide Web, or simply “the web” is a way of accessing information over the Internet. It is an information-sharing model that is built on top of the internet.

## WEB RESOURCES

### EMAIL

- **Gmail** (Google)—[mail.google.com](mailto:mail.google.com)
- **Hotmail**—<https://signup.live.com>

### FILE SHARING

- **Cambridge Woods Neighborhood Association** (Milwaukee, Wisconsin)—[www.flickr.com/people/cwna](http://www.flickr.com/people/cwna)
- **Easy Share**—[www.easy-share.com](http://www.easy-share.com)
- **Flickr**—[www.flickr.com](http://www.flickr.com)
- **MediaFire**—[www.mediafire.com](http://www.mediafire.com)
- **North Street Neighborhood Association** (Northampton, Massachusetts)  
[www.youtube.com/northassocvideo](http://www.youtube.com/northassocvideo)
- **YouTube**—[www.youtube.com](http://www.youtube.com)

### SOCIAL NETWORKING

- **Facebook**—[www.facebook.com](http://www.facebook.com)
- **Southampton Neighborhood Association**—[www.facebook.com/pages/Southampton-Neighborhood-Association/43209839309](http://www.facebook.com/pages/Southampton-Neighborhood-Association/43209839309)
- **Tower Grove South**—<http://twitter.com/tgsouth>
- **Twitter**—[www.twitter.com](http://www.twitter.com)

### ST. LOUIS COUNTY

- **Subdivision Trustee Resource Center**—[www.co.st-louis.mo.us/plan/trusteeresourcecenter](http://www.co.st-louis.mo.us/plan/trusteeresourcecenter)

### SURVEY

- **Survey Monkey**—[www.surveymonkey.com](http://www.surveymonkey.com)

### WEBSITES

- **Google Sites**—<http://www.google.com/sites/overview.html>
- **Neighborhood Link**—[www.neighborhoodlink.com](http://www.neighborhoodlink.com)
- **Old Farm Estates**—[www.oldfarmestates.org](http://www.oldfarmestates.org)
- **Rolling Hills & Rustic Valley**—[www.neighborhoodlink.com/Rolling\\_Hills\\_and\\_Rustic\\_Valley/home](http://www.neighborhoodlink.com/Rolling_Hills_and_Rustic_Valley/home)
- **Shenandoah**—[www.shenandoahsub.com](http://www.shenandoahsub.com)
- **Webs**—[www.webs.com](http://www.webs.com)

### WEB BASED GROUPS

- **Benton Park West Neighborhood Association**—<http://groups.google.com/group/bpwna>
- **Google Groups**—[www.groups.google.com](http://www.groups.google.com)
- **Southampton Neighborhood Association**—<http://groups.yahoo.com/group/SouthamptonNeighborhood>
- **Webs**—[www.webs.com](http://www.webs.com)
- **Yahoo Groups**—<http://groups.yahoo.com>

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**WEB COMMUNICATIONS**

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