Website and Social Networking

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Agenda

• Purpose
• Website
• Social Networking
• Questions
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

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](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

Questions?