



THE VOTER

LEAGUE OF WOMEN VOTERS OF STANISLAUS COUNTY

August 2014

Serving the Citizens of Stanislaus County, California

VOL. 62 NO.8

President's Message

Exciting things are beginning to happen with our League. Please save the date of October 9, 2014. The LWVSC is hosting a social gathering after the Gallo production of Eleanor Roosevelt in the Foster Theater. We will host a reception in the Carnation room with light food and drinks. Please reserve your seats quickly as there are only 100 seats left. Invite your friends, relatives etc. The entire audience will be invited to share and learn a little bit about the important things we do for this community.

Another thing in the hopper is a full membership meeting and social gathering to discuss the pros and cons of the state ballot measures. Your input is what makes us strong and respected. The date has not yet been set as the LWVCA is supposed to publish its findings on Sept. 6th. An open forum will hopefully follow our meeting. Your help will be needed for that forum. Other possible forums include Turlock Mayor/Council, Congressional candidates Denham and Eggman (co-sponsored) and Waterford City Council. The League may be asked to sponsor others. Enjoy the rest of the summer and remember to pay your dues if you have not done so.

Seena Rhine, President LWVSC

Board Highlights July 9, 2014

- Discussed holding forums for candidates and or a Pros & Cons forum for the upcoming ballot propositions. September 6 LWVCA sends out their pros and cons.
- National Voter Registration Day 9/23/2014 at CSUS, MJC and local libraries.

**I WANT TO ADD MY VOICE TO YOURS
BY JOINING THE LEAGUE OF WOMEN
VOTERS**

OF STANISLAUS COUNTY!

- Student Membership \$25
- Individual Membership \$60
- Household Membership \$90

Please contact me with more information:

Name(s) _____

Address _____

Phone (for
directory) _____

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COUNTY OFFICERS**

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***Social Media for Non-Profits Seminar
August 14, 2014***

It is safe to say that social media is a cultural phenomenon, but what do all the hashtags, memes, vines, tweets, and @ symbols mean, and how can we apply them to League? Ali Cox & Company Marketing presented an *Overview of Social Media for Non-Profits*, a seminar given at The Carnegie Museum in Turlock.

Facebook is the most popular social media network used to build an “online community”. Claiming a Facebook site and updating your *data listing* (your company/non-profits’ basic ID: hours of operation, address, location, etc), are essential steps to using Facebook. Keep passwords safe and transferable. Often passwords get lost between administrator change ups, and this can create a significant, and potentially expensive, problem. The format of the group’s Facebook page should have a “call to action” banner that rotates per initiative, and photos should be high resolution and clear. Active engagement, posting 2-3 times per week, commenting with fans, and generating “likes”, is essential to your group’s page being featured in newsfeeds. Ali Cox recommends that a group invest a small amount of money to “promote” an event—each “like” costs \$1. Tagging friends or volunteers by entering an “@” symbol then entering their name, will link that person to your text and send them an alert, thereby increasing the rate of response to your message.

GooglePlus (or Google+) has increased in relevance as Google remains the top search engine of the world. Did you know that your non-profit (or business) will not rank in a Google search if you do not have a GooglePlus page established for it? Keywords are essential to GooglePlus, so use descriptive words, links, and tags when describing your non-profit. Images are also important to the GooglePlus algorithms. Avoid posting to public, and publish directly to your communities and circles (I am using “publish” and “post” synonymously—it happens whenever you push the send button).

Twitter is perhaps the most talked about social media of our time. Wars have been waged, political careers ended (perhaps we remember Anthony Weiner?), and celebrity feuds have been spat. Ali Cox recommends that unless a member is willing to devote a significant amount of time to updating the Twitter account 3-5 Tweets *per day*, an account should not be opened or in fact should be *deleted*. Using hashtags to link your Tweet to existing trends or communities.

There are a multitude of other social media sites, including Pinterest, Vine, You Tube, MySpace, Match.com, Tumblr, etc., but for the purpose of a non-profit the three listed here are most relevant. Using social media can help League members stay better connected to issues and events on the local, national, and international level, and may even be used to bolster membership. So members, take out those smartphones and bravely enter the welcoming world of social media!

Karrie Bullock, Voter Editor

Welcome New Member!

Sarah Beekman

Voter Services

September 23rd is **National Voter Registration Day**, and League will be hosting voter registration booths at MJC and CSUS campuses from 11am to 1pm. We call on League members to help staff the booths in order to register potential voters. Please contact Amy Wolfe or Marsha Waggoner at the email voterservice@lwvstanislaus.org to volunteer!

ELEANOR ROOSEVELT IN WWII & LWV Social October 9th, 2014 7:00pm

Storyteller Susan Marie Frontczak returns to the Center as Eleanor Roosevelt! The LWV will be hosting a social after the show for members and non-members of the community to learn a little more about League, socialize, and sip some wine and sweets. Gallo Center of the Arts is allowing the League to insert brochures into the programs and to have a small table before the show. So invite a friend and yourself, and celebrate the spirit of Eleanor Roosevelt—an original League member from the 1920s!

This show always sells out, so hurry over to buy your tickets, and use promo code: LWV for 15% off! Follow this link to the LWVUS website to watch a short video explaining E. Roosevelt's League involvement:

<http://library.lwv.org/node/201>

CALENDAR OF EVENTS

[\(Check Website for Updates\)](#)

Wednesday, September 10th 6:30pm	Board meeting. Held at Marie Bairey's house. Please email or call for directions.
Tuesday, September 23rd 11AM to 1pm	CSU Stanislaus and MJC Voter Registration booths Please contact Amy Wolfe or Marsha Waggoner to volunteer!
Wednesday, September 24th, 6:00pm	Candidate Forum Waterford City Council At Waterford City Council Chambers
Thursday, September 25th, 12-1:30pm	Lunch & Learn: Terry Withrow, Local and State Water Issues Jacobs Restaurant, \$13 Chef's Choice
Wednesday, October 1 6:00-8:00pm	Candidate Forums Turlock City Council and Mayor At Turlock City Council Chambers
Thursday, October 2nd 6:30pm	Pros and Cons for Ballot Propositions At CSU Stanislaus, Room to be confirmed Co-Sponsored with Department of Politics and Public Administration
Tuesday, October 7 6:00-7:00pm	Candidate Forum Riverbank City Council At Riverbank Community Center
Thursday, October 9th 7-9:30pm	LWV Social, Following Eleanor Roosevelt in World War II At Carnation Room, Gallo Center for the Arts, Wine and dessert reception is free. Price of tickets vary, 15% discount when you use the code: LWV
Thursday October 30th 12-1:30pm	Lunch & Learn: Ken Adair, Local Education Issues Jacobs Restaurant, \$13 Chef's Choice

**League of Women Voters of Stanislaus County
P.O. Box E
Modesto, CA 95352**

The League of Women Voters, a non-partisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.