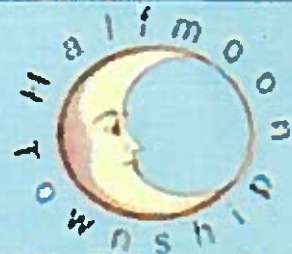


Promoting C-NET Programming FOR HALFMOON TOWNSHIP



ONLINE PROGRAMS ON cnet1.org

All of C-NET's programming is available to view online on C-NET's website, cnet1.org. Programs are generally available to view online within 72 hours of recording – often sooner. Meetings are “indexed” by agenda item so viewers may simply click on an agenda item of interest to them and be taken directly to that point in the meeting.

C-NET programs are available to view online for a minimum of 12 months. To watch C-NET programs sponsored by Halfmoon Township, follow these steps:

- Go to cnet1.org
- You will see the media player and a list of “Playlists.” Scroll down to access the playlist for the “Halfmoon Township” and click on it.
- Programs sponsored by Halfmoon Township during the last 12 months will appear. Scroll down through the programs and click on the name of the program you wish to view.
- If the program you have selected is a meeting, you will see a tab labeled “Chapters” once the meeting begins to play. Click on the “chapters” tab and a list of agenda items for the meeting will appear. To be taken directly to a specific agenda item, simply click on that chapter, and you will be redirected to that point in the video.

C-NET online programs may easily be “shared” on social media, either linked to or embedded in the Halfmoon Township website. Simply select the program and hover your mouse over the video screen. A “share” icon will appear. Click on the icon and you will see:

- the Facebook logo, which allows you to post the video to Facebook
- the Twitter logo, which allows you to post the video to Twitter
- the direct video link, which may be copied and pasted
- the embedded code for the video, allowing it to be embedded into other websites

In order to promote C-NET's online programming, C-NET encourages its member organizations to provide a direct link to cnet1.org from the homepage of its website. If posting the link on the homepage is not possible, posting a link from the pages related to meeting agendas and minutes is encouraged.

SOCIAL MEDIA

C-NET is active on both Facebook and Twitter. Our account name is the same for both:

CNETCentreCo

We encourage member organizations to “Share,” “Like,” and “Retweet” our Facebook and Twitter postings. We post and tweet the direct link for each of our programs as soon as they are available to view online.

E-MAIL NOTIFICATION SERVICE

C-NET offers an Email Notification Service that allows residents to receive an instant email notification when a program of interest to them has been made available to view online at cnet1.org. The list is confidential and C-NET does not distribute the list to third parties.

To sign up for this service, residents should simply email C-NET's Executive Director, Cynthia Hahn, at chahn@centreconnect.org, and indicate for which programs they would like to receive notification. For Halfmoon Township programs, residents may sign up for notifications for either the Halfmoon Board of Supervisors, special Halfmoon Township programs, or both.

NEWSLETTER COVERAGE

C-NET is very appreciative of the opportunity to provide informational articles in the newsletters of member organizations. This is a chance for C-NET to advertise airing schedules, online programs, special programs, and to thank our interns and volunteers. Please email Cynthia Hahn at chahn@centreconnect.org to arrange for C-NET to submit content for Halfmoon Township newsletters.

The Township should also feel free to promote their C-NET programming by including a reference to the C-NET website, cnet1.org, in each newsletter.

DEPARTMENTAL & SPECIAL PROJECT PAGES

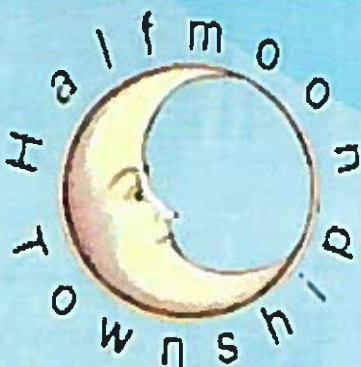
In addition to including direct links to C-NET programs on the Township's homepage, or the page for agendas, etc., the Township may also consider including direct links to programs or agenda points within a program on website pages dedicated to a particular project. C-NET can easily provide direct links to individual chapters/agenda items within meetings.



To receive the individual links to specific agenda items, please contact Cynthia Hahn at chahn@centreconnect.org

DEVELOPMENT OF SPECIAL INFORMATIONAL PROGRAMMING

An important part of C-NET's mission is to assist C-NET member organizations with their efforts to educate, inform, and engage their constituents. Special programs on topics of interest to your residents and taxpayers may be produced in consultation with C-NET. To discuss the creation of a special program, please contact Cynthia Hahn at chahn@centreconnect.org.



C-NET wishes to thank Halfmoon Township for its support of C-NET and its mission. The C-NET staff is always interested in hearing from our member organizations regarding ways in which we may improve our services to the community.

Please feel free to contact the
C-NET Executive Director, Cynthia Hahn, at
chahn@centreconnect.org or (814) 238-5031.