




Using the Internet & Social Media  
to Maximize the Quantity &  
Quality of CPS-Related Information



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LS 2011

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- Need-to-know recertification info
- Important announcements
- Updates
- Tips
- Required reading for all techs & instructors!

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Automated Notification

- Subscribe and receive automatic updates
  - CPS Board  
<http://www.cpsboard.org/elist.htm>
  - Research in Action eNewsletter CHOP  
<http://stokes.chop.edu/programs/injury/newsletter/>
  - Meharry-State Farm Alliance  
<http://www.meharry.org/>
  - CPSList (yahoo group)  
<http://health.groups.yahoo.com/group/CPSList/>

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**Recall List Update  
Instant Notification**  
*Don't Delay! Sign up Today!*



- **NHTSA**  
www-odi.nhtsa.dot.gov/subscriptions/index.cfm
- **UNC HSRC**  
http://www.hsrc.unc.edu/safety\_info/child\_passenger\_safety/child\_restraint\_recalls\_email.cfm
- **SafetyBeltSafe, USA**  
Automatic updates with paid CPS Tech Access Subscription  
www.carseat.org/Resources/CPSTechAccess.htm

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**Creating & Using List Serves  
(Internet Groups)**

- Easiest way to share info among local CPS Techs, Instructors & Advocates
  - Recalls, certification classes, conference info, CEU opportunities, check events
  - <http://groups.google.com> 
  - <http://groups.yahoo.com/start> 
    - ❖ Moderated reduces Spam!

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**www.CarseatBlog.com**  
*The official blog of the  
 car-seat.org forums!*



News, CR & Vehicle Reviews,  
 Conference & Trade Show  
 Updates, Giveaways & More!

•Blog Traffic/Recent Stats (Jan 2011)

- Visits: Monthly Total 54,974 / Daily Avg 1,773
- Page Views: Monthly Total 161,231 / Daily Avg 5,201

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**CARSEATS**  
 There's an App for that!



- Check CR measurements & features
- Search database of nearly 1 million posts
- Ask specific question and get answers quickly
- Access to a tech-only community



Do all this from your iPhone, iPad,  
 iPod Touch & Android phone!

You can find Car-Seat.Org's new app on the iTunes Store and at Google Marketplace. Just search for "carseat" at your device store and you should find it. Install it and you have a handy portal to the car-seat.org forums and the new "Features and Data" section with quick information capsules on most current CR models.

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**More CPS-Related Blogs &  
 Facebook Pages**

- Safe Kids  
<http://www.safekids.org/blog/>  
<http://www.facebook.com/SafeKidsWorldwide>
- SafeRideNews:  
<http://srn-outbasket.blogspot.com>
- The Car Seat Lady  
<http://thecarseatlady.blogspot.com/>  
<http://www.facebook.com/TheCarSeatLady>
- Consumer Reports  
<http://blogs.consumerreports.org/baby/>

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How Car-Seat.org Uses Social Media  
to Promote & Expand CPS education



twitter



- Benefits of having a Facebook page
- Using Twitter to increase traffic and stay connected

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