

EMSL Reaches Out with Facebook

Using social networking to raise awareness of user facility

Recently, the Department of Energy's EMSL launched a Facebook page, making it one of the first user facilities to reach out through this popular social networking site. On Facebook, a free-to-use website, people connect with their friends, share information, join groups, and become fans of corporate and nonprofit pages. The networking site has more than 200 million active users worldwide. Using Facebook, EMSL is looking to raise awareness and interest about the instruments and expertise available at the user facility with post-doctoral fellows, university professors, and researchers from industry and other government agencies. The site is part of EMSL's ongoing outreach campaign.

The EMSL Facebook page features research synopsis posted on our "wall." Each synopsis contains links to detailed information. Videos, about 2 to 3 minutes in length, showcasing EMSL users are featured on the page as well as on our YouTube channel. Several photo albums are available for perusal, including research capabilities, Take Your Sons and Daughters to Work, and Life in the Southeastern Washington. Upcoming events and job announcements are routinely posted. The page is regularly updated, with new information being posted three times a week, on average. The page is steadily growing in popularity.

To see the page and become a fan, go to Facebook at <http://www.facebook.com> and search for Environmental Molecular Sciences Laboratory.

For more information, contact EMSL Communications Manager Mary Ann Showalter (509-371-6017).



EMSL was one of the first national scientific user facilities to arrive on Facebook.