

## Stop Searching for Information and Let It Come to You!

### Google Alerts and Google Reader Introduction

**Find out What People are Saying about Your Program. Want to stay up to date with CACFP News? Try these tools!**

What do you do if you try to find your program...Google yourself or your program name, right? This is a fine approach but there are some drawbacks. For example:

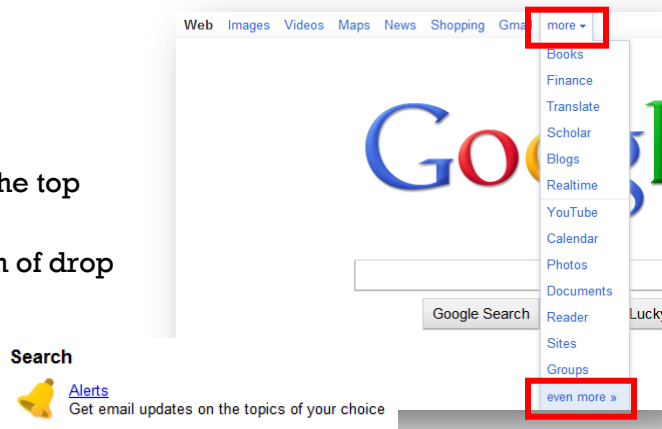
- 1) You have to remember to do it.
- 2) After you remembered you need to find time to do it
- 3) After you've Googled your program the first time, the next time you run the search, you have to remember the last time you did it so you can tell the difference between things you have already seen and things you haven't.
- 4) You have to scroll through all of the results good or bad, not sure if they are relevant or not.

Same with a CACFP search. You end up with 134,000 results. "Child and Adult Care Food Program" returns 142,000 results. A bit overwhelming. Google has some tools to help narrow searches done but that is for a rundown on a different day.

How can you get all the information you need on a daily basis?! Google Alerts. This is how you do it.

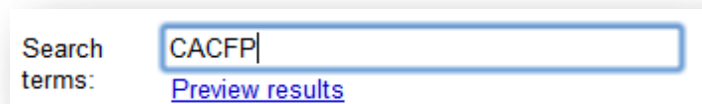
**Step One!** Go to:

- 1) Google.com
- 2) click on more (located in the top bar)
- 3) click on even more (bottom of drop down)
- 4) click on Alerts (it will be on the top left under Search)



**Step Two!**

- 1) **Enter** what you want to be alerted about in the "**Search Terms**" box. Let's use CACFP as an example.
- 2) **Click preview results** to verify these are the items you want to be alerted about.
- 3) **Type** - Choose what kind of information you want to be alerted about. Blogs, Everything, Realtime (which means facebook postings or tweets etc.) and more.
- 4) **How Often** - Do you think you want to know daily what is being said about CACFP? Weekly might be better, you can get a digest of what has been posted/changed on the web in one week? Or if it's hot news, you get to choose "as it happens."



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- 5) **Choose only best results** or all results. If you want to make sure you miss nothing, pick all results. But I would trust that "only the best results" would work well. The whole point of this is to ease the process of finding and filtering through information.
- 6) Provide your **email** address
- 7) Click **Create Alert** (if you are signed into your Google account the next couple of steps will differ. See Step 3)
- 8) **Check inbox** of the email you provided
- 9) Click on the **link to confirm** you want this alert and...
- 10) **You're done!**
- 11) If you choose not to get a Google account, you can Create or Remove alerts with the links shown here. You will find them at the bottom of your alert email.

[Remove](#) this alert.  
[Create](#) another alert.  
[Manage](#) your alerts.

**Step Three!** If you have a Google Account, you will see this:



- 1) If you want to keep the amount mail down in your inbox, click "Edit" and change your email address to "Feed"



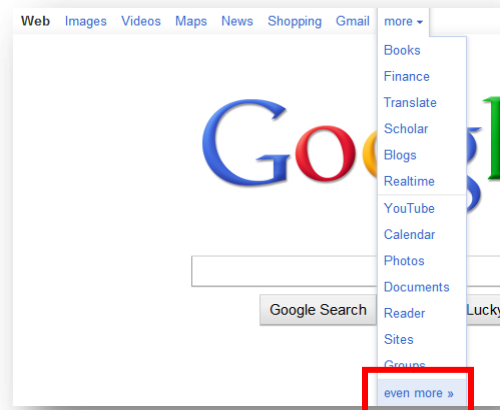
- 2) Then it will look like this



**Step Four!** Using Google Reader to keep those alerts out of your already crowded inbox!

Google Reader requires you to create a Google account, but don't turn away now. Let me show you how it can benefit you. It might be worth it.

- 1) Click on Reader
- 2) Sign into your Google account or create one
- 3) See the welcome to Google Reader message
- 4) Set all of your alerts up to "feed"
- 5) They will appear in the "subscriptions" part of the Reader.



More ideas of what you can do with the Google Reader later but play around with the alerts and whatever else you want to click on! You can't break anything and you might find some useful tools!