

## **How to Get Started with Google Alerts and Google News**

GoogleAlerts is a free service offered by Google, which allows you to monitor specific search terms. Whenever an article is published that matches your search terms, you will receive an email notification. GoogleAlerts looks for new content across the entire web by monitoring billions of indexed web pages.

Google News is a computer-generated news page that aggregates headlines from news sources worldwide, groups similar stories together and displays them according to your personalized interests.

### **Google Alerts**

#### **Why should I use GoogleAlerts?**

- Helps you keep up with the online conversation surrounding your organization (for example, get alerts on “Daughters of Charity”).
- It helps you build relationships. If a blog or website mentions your group, you can visit their site and thank them personally, further enhancing your relationship and promoting your cause.
- It’s an easy way to keep current on anything you are interested in.

#### **How do I start?**

Follow the steps below:

1. Go to [www.google.com/alerts](http://www.google.com/alerts) and enter your search criteria. If you’re looking for specific search terms (like the name of your organization), you will want to put quotes around the entire phrase. (If you don’t, you will receive results for each individual word.)
2. Choose the type of Alert you’d like (what areas of the Web that Google should search for your search criteria). You can choose from News, Blogs, Web, Video, Groups, or Comprehensive.
3. Determine how often you’d like Google to check for results.
4. Click the “Create Alert” button, then check your e-mail. Google will send you a confirmation. Clicking the link in this email will activate your Alert.

#### **What should I search for?**

The obvious choice would be the name of your organization, but GoogleAlerts allows you to set up multiple alerts, so go ahead and search whatever has your attention.

### **Google News**

Go to <http://news.google.com/> and follow the instructions for Personalization. You can choose from Google’s available categories (for example: “Environmental Movement”) or enter specific search terms for anything you are interested in. If you’re looking for specific search terms (like the name of your organization), you will want to put quotes around the entire phrase. (If you don’t, you will receive results for each individual word.)