

**Internet Communications Advisor
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A New Way to Communicate with Republicans – Text Messaging

Have something that you need to tell people, but don't have time to call each and every person in your group? Would you like an easy way to remind people to go to the polls and vote on November 4th? Are you gaining cell phone numbers from the members in your clubs? An easy way to get out short messages or important information without having to take the time to call a long list of individuals is text messaging.

According to AT&T, text messaging is the ability of sending and receiving short messages on your cell phone. Text messages can be sent from one cell phone to another cell phone, sent to a large group of people's cell phones or can be sent via an email account to a cell phone. To learn more about the various options, go to <http://www.wireless.att.com/learn/messaging-internet/messaging/faq.jsp#what-text>.

Now you might wonder how big this "text messaging" craze is in our country and what age does the most text messaging? As of December 2006, there were 18.6 BILLION text messages sent every month according to cellsigns.com. The median age of individuals sending text messages was 39 year of age. The largest age groups sending messages were 25-34 and 35-54. With these statistics being a year and half old, the number of text messages sent each month have greatly increased especially since I learned how to text message in August of 2007. In a two and half month period, I recently received and sent over 450 text messages to one other person. Many people will send text messages instead of placing a phone call because they may be in a meeting, need to remind someone to take care of a matter or just let someone know that they are thinking about them. You may wonder what is being said in all these messages that people send. Many times, simple statements such as "Have a good day!", "Good night", "What are you doing?" or "Can you pick up the kids?" are sent.

Think what we as Republicans can do if we can text message large groups. Republicans can remind hundreds of thousands of people to go to the polls and vote. You can remind club member of upcoming meetings, notify board members of a recent change in location for a meeting, etc. In a typical text message, an individual can type in 160 characters to make up words and sentences. It would only take 14 characters to say "Go vote today!" My challenge to you is to start gaining as many cell phone numbers from your club members as possible. These phone numbers can assist with personal telephone calls to club members and also to send a text message reminder to a large group.

Technology is changing this country and we as Republicans need to incorporate these new technology options to help communicate to all age groups!

Facebook Mentoring

With the upcoming election, TFRW clubs need to take the opportunity to get involved with the younger generation. Facebook is only the beginning opportunity that we have to reach out to this younger generation.

The Texas Federation of Republican Women and the Texas Young Republican Federation ladies are teaming up to help mentor both groups. The TYRF ladies are ready to help clubs all over this wonderful state set up Facebook accounts for personal use and also group pages on Facebook. Additionally, the TYRF would be available to assist with blogging options.

If you are interested in having a mentor help setup a Facebook page, please contact Terri Flow at tflow0811@yahoo.com and she will find a mentor for you.