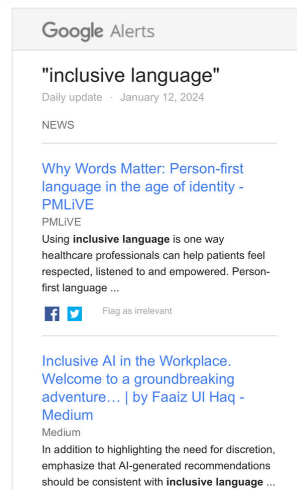


Google Alerts for Language Justice

What are Google Alerts?

Google Alerts is a simple function free to all Google users. It allows you to set up notifications and monitor the web for different terms and keywords. Once you've set up your Google Alerts, you will receive email notifications containing hyperlinks to pages that fit your alert criteria.

Google Alert - "inclusive language"



How do I sign up?

1. Go to [google.com/alerts](https://www.google.com/alerts).
2. Do a sample search for the alert you have in mind to see a preview of the results you would get.
3. Click on "Show Options" to pick the sources, language, region, whether you want all the results or just the best ones, and the email address where you want the results delivered.
4. Click "Create Alert" and you're all set!

4 Ways to Use Google Alerts

KEEP UP TO DATE ON LANGUAGE JUSTICE.

Set up Google Alerts for common language justice keywords to stay on top of the latest news. You can set the alert for any specifics you want. You can also filter for the country, language, and sources or additional keywords to narrow your results just as you would in Google Search.

FIND NEW CLIENT LEADS.

Use Google Alerts to find organizations that are exploring language access or language justice, or are otherwise in the news for engaging in multilingual communication. When you receive an alert, read the article to see if this would be a good client for you. If so, find a contact person and reach out with a short message via email or LinkedIn.

GET NEWS STORIES FOR YOUR BLOG, SOCIAL MEDIA, ETC.

If you post news regularly on your blog, website, etc., then you know how time-consuming it is to search for news. Google Alerts can inspire content for your own writing, as well as deliver quality stories from sources near and far so you can “break” language justice news to your online community.

FIND OUT WHAT YOUR CLIENTS ARE UP TO.

You can set up alerts that inform you when a client is in the news. You might set alerts for the client’s name, the names of key staffmembers, and the names of their projects or services. Knowing what’s new in their work can help you provide them with customized services and language justice offerings.

Advanced Tips for Google Alerts

Refine your keywords, maximize the relevance of the alerts, and maintain an efficient workflow with the following tips:

- Target specific, precise keywords so your inbox isn't flooded with emails.
- Set up separate inboxes or email filters to receive the alert emails, so they do not interfere with the flow of your daily work emails.
- Use advanced search operators to refine your results.
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 - Combine keywords to make search strings using **AND**, **OR**, and **NOT**.
 - Enter a minus sign (-) before the keywords you want to exclude from the search.
 - Use the tilde (~) sign in front of the keyword to get the results of the synonyms or other related terms.
 - Gather results from a specific social media platform with @ (@twitter, @facebook) or for a specific trend with # (#InclusiveLanguage)
 - Use quotation marks (" ") to ensure your alerts return an exact phrase match
 - Detail the type of results you want by setting additional requirements (example: houston + **intitle:**language+justice)
 - Focus your results on a specific source (**site:**nonprofitquarterly.org + "language access")
- Customize your alert settings as needed, including how often you'd like to receive alerts, the sources (e.g. news, blogs, video), and the region.
- Set the frequency of your Google Alerts so you are not overwhelmed by emails.