

Web Advocacy Training for Campaigners

“Web 2.0” Tools and Tactics

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Learning Goals

- ▶ Define “web 2.0” characteristics
- ▶ Discuss motivations for employing 2.0 tactics
- ▶ Contrast considerations and tradeoffs
- ▶ Detail tagging strategies
- ▶ Define “Badge” and “Widget”
- ▶ List key sites
- ▶ Web 2.0 case study: greenmyapple.com

“Web 2.0”

- ▶ “Web 2.0” is an over-used but useful term for emerging web tools, tactics, & philosophy
 - It implies giving your audience and/or base a role in your online identity, content, and governance
 - It values interactive, distributed and peer-to-peer relationships in your organizational network
 - It utilizes blogs, social networks, & media sharing sites to complement traditional internet presence

Web 2.0: Defining Characteristics

▶ Functional traits

- User-created content, collaboratively edited
- Comments & discussion on specific content items
- User-driven ranking of new and existing content
- Content tagging and democratic categorization

▶ Social Network Aspects

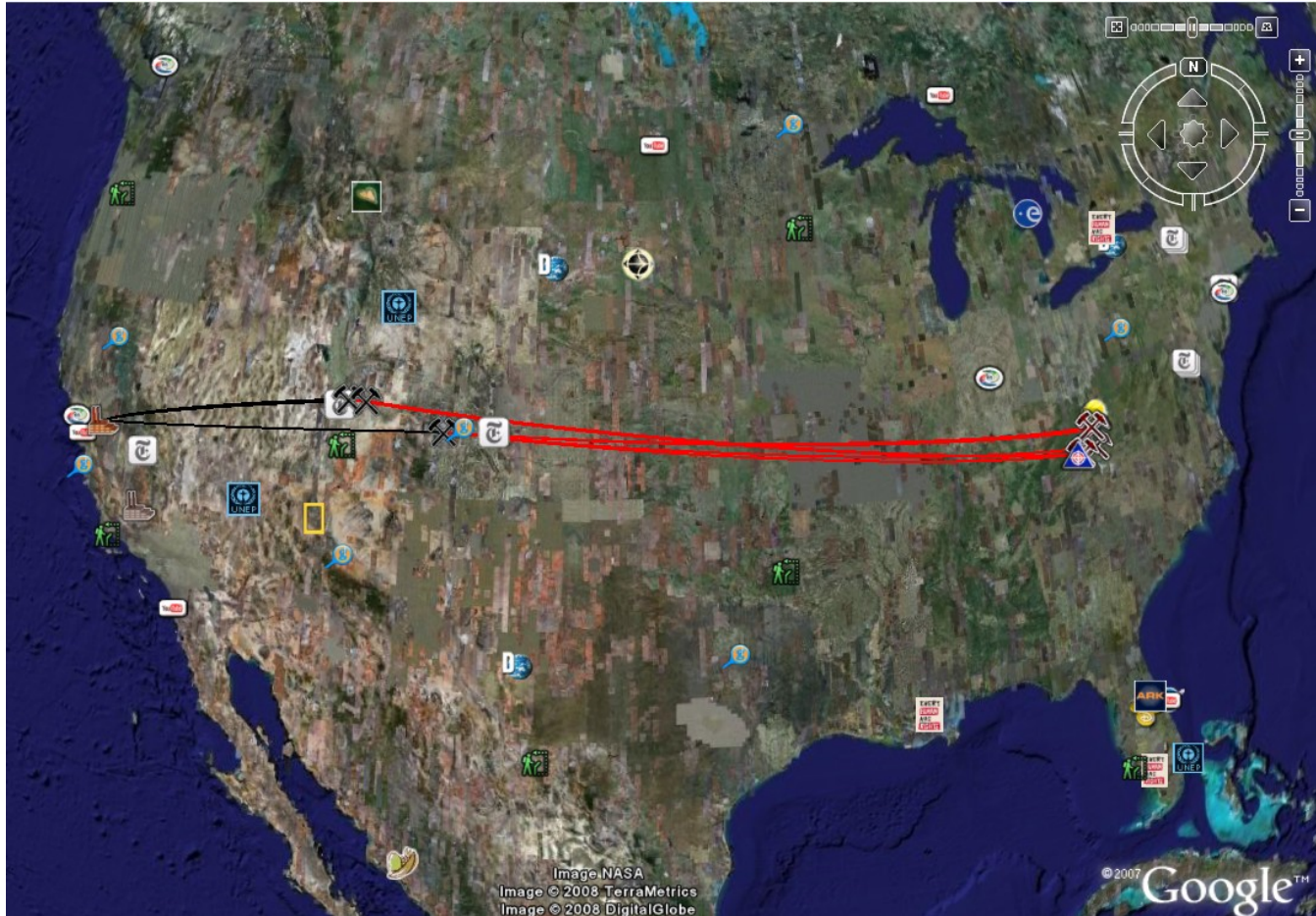
- User profiles and identities
- Visible relationships between people and groups

Web 2.0: Defining Characteristics

▶ Technology Features

- RSS Feeds
 - Gives web sites “radio station” behavior
- Aggregation and Mashup
 - Pull from multiple sources, mix together new views
- Badging
 - Embed content site-to-site, a la YouTube
- Tagging
 - Users collectively categorize by “tagging” content

Mashup - ilovemountains.org



Mashup - ilovemountains.org

WHAT'S MY CONNECTION TO MOUNTAINTOP REMOVAL? iLoveMountains.org

Stockton Cogen

Location: San Joaquin, CA

Operator: Air Products

Parent Company:

Utility Service Area: Pacific Gas Electric Co

Power Control Area: California Independent System Operator

Nameplate Capacity: 60 Megawatts

Annual CO2 Emissions:: 553300 tons

View all mine sites for this plant View all mine sites for this plant
http://ilovemountains.org/myconnection/gen_plant_connection_kml.php?plant_no=10640

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Badges and Widgets

- ▶ Most Web 2.0 sites have tools that let you embed their content on your site
 - Flash or javascript are used to deliver content into your page with minimal programming
- ▶ Examples
 - Flickr badges, YouTube Videos, Upcoming Event Calendars
 - Find widgets at: <http://www.widgetbox.com>


Badge Example - Crocodyl

widgetbox [Why use Widgetbox](#) | [Register](#) | [Sign in](#)

[Gallery](#) [My Widgetbox](#) [Support](#) [+ Make a Widget](#)

Instantly turn your own blog into a widget like this one. [Make a Blidget](#) [GO](#)

Crocodyl



crocodyl
Collaborative Research on Corporations

Recent Posts

- Wal-Mart
- Votorantim Group
- Nokia
- ExxonMobil Corporation
- Dow Chemical
- Blackwater
- Erste Bank
- Fluor
- Lenovo Group
- About

★★★★★ 1 rating 38 installs

[Comments \(1\)](#) [Leave a Comment](#)

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[Code](#) [Twitter](#) [Facebook](#) [Blogger](#) [RSS](#) [more...](#)

▼ **Customize**

Size:

Theme:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Display:
 Show images in posts (if any)

[Get Widget](#)

Tagging

- ▶ Sites like del.icio.us, Flickr, YouTube allow users to “tag” content with keywords
 - Tags are aggregated into “tag rankings” and “tag clouds”
- ▶ Incorporate tagging into web 2.0 strategies
 - Viewing tag patterns across sites provides a global view of support engagement and activity

Explore / Tags /

Hot tags

In the last 24 hours

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All time most popular tags

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[birthday](#) [black](#) [blackandwhite](#) [blue](#) [boston](#) [bw](#) [california](#) [cameraphone](#) [camping](#) [canada](#)
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Tagging Strategies

- ▶ Tags let you aggregate distributed content
 - Blog entries, flickr pictures, YouTube videos
- ▶ Tagging Best Practices
 - Have tags defined in advance
 - Use tags consistently across tag spaces
 - Have consistent tag syntax over time
 - People should be able to guess tags
 - Verify tag uniqueness
 - “already used” tags can create problems

Web 2.0: Why Do You Care?

- ▶ Benefits of new technologies
 - Provides richer user engagement opportunities
 - User-created content can dramatically augment and diversify campaign content
 - Tap vast creative pool in your base
 - Propagates your message to broader audiences
 - New dimensions for credibility and referral
 - Democratic and participatory
 - But beware the double-edged sword

Web 2.0 Considerations

- ▶ Establish your organization and campaign names on popular sites
 - Myspace, Facebook, Wikipedia etc.
 - These identities are becoming domain-like
- ▶ You do not have control over the message or content people tag with “your tag”
 - Aggregation of content on your site may cause issues

Archetypal Web 2.0 Sites

- Del.icio.us – Social Bookmarking
- Flickr – Industry standard for picture sharing
- Wikipedia – Open Encyclopedia
- Technorati – Meta-blog aggregation
- Upcoming.org – Massive event system
- NING – Platform for launching social networks
- YouTube – The main game in online video
- Digg – Social News Tracking

Archetypal Web 2.0 Sites

- ▶ Other Social News and bookmarking
 - Facebook News, Newsvine, Reddit, Stumbleupon, Furl, Spurl
- ▶ Create Social Bookmarking links
 - <http://www.addtoany.com>
- ▶ Feedreaders – Aggregate RSS feeds
 - Bloglines, MyYahoo, Google, Windows Live, Newsgator, Netvibes, Page Flakes

Web 2.0 – It's Getting Crazy

[+ Add to Any](#)

Add "radicaldesigns.org" to the service(s) you use below.

Narrow down the list: All Feed Readers Bookmark Managers Other
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Receive Feed by Email
 Enter email address...
By SimplyHeadlines.com (2009007)

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Other Services

2RSS

Web 2.0 Case Study

- ▶ Greenpeace is running the “Green My Apple” campaign
 - Goal is to get Apple Computer to have more environmentally responsible manufacturing
- ▶ Campaign used spoof web site coupled with best-of-breed web 2.0 tactics to create buzz
 - www.greenmyapple.com

Get people talking about this campaign. We've got some ideas, but feel free to invent your own.

- Tell your friends about this site, especially if they're Mac users. [Send this video e-card](#).
- Link/Blog this site – don't forget to tag your blog entry with [greenmyapple](#). Use [these buttons and banners](#).
- Ask your favorite Apple news source to cover this campaign.
- Add this page to your [del.icio.us](#), [furl](#) or [other social bookmarking sites](#).
- [Digg](#) this page.
- Add this site to your [StumbleUpon](#) favorites.
- [Download a wallpaper for your Mac](#) to show your support for a green Apple.
- Wear the [funky organic campaign t-shirt or distribute some badges](#).
- Interested in promoting the campaign, and a student in the US? Visit the [US student ca](#)
- Add information and links about this campaign to relevant Wikipedia entries.
- Create a viral animation linking back to this site.
- Design a game.
- Send your old Apple components to Steve Jobs and tell him to figure out a better way to (you've been holding on to that "hockey puck" mouse for too long. Give it up.)
- Change your email signature to link to this site.
- [Send us another idea](#) to post here



iBuzz: [Check out the talk \(pro and con\) and what fellow Apple customers/GreenMyApple campaigners are tagging at technorati and del.icio.us](#)



iBuzz



[More photos in GreenMyApple](#)

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Technorati Keyword search for greenpeace apple.

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GREEN MY APPLE!!! [lvys83](#) submitted 42 days ago (composmentis.wordpress.com)Visita il sito italiano della campagna <http://www.greenmyapple.org/it/> [More...](#)

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GreenMyApple [lvys83](#) submitted 80 days ago (composmentis.wordpress.com)Info sulla campagna [GreenMyApple](#) di Greenpeace, per spingere Apple ad adottare politiche di tutela dell'ambiente (info specifiche anche per utenti mac italiani) [More...](#)

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Yes - your Mac is Toxic

And you thought running Vista on it made it poisonous.

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Submitted: 230 days ago, made popular **229 days 4 hours 54 minutes ago**

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 by [azalea](#) on 9/27/06

+ 6 digs

One point for Dell... if you go through their process of spec'ing a new system, they have an option to Recycle your old computer. Kudos.

 by [sydebreck](#) on 9/29/06

+ 0 digs

Tie point for Apple:

http://store.apple.com/Catalog/US/images/free_recycling_cover_page_popup.html by [medecar](#) on 10/29/06

+ 0 digs

You can't recycle toxic waste:

"If Apple doesn't drop the toxics from its products, it doesn't matter how good a recycling program they have. Because toxics make recycling more hazardous. And eventually, the toxic chemicals will be released. Dropping toxics makes reuse and recycling of products simpler, safer and cheaper."

 by [AIBDanned](#) on 9/27/06

- 1 digg

I think Apple need to do more, but this website is stupid and unfair in light of other, less "green" manufacturers.

Thumbs down for Greenpeace on this.

THE NEW ALBUM MINUTES TO MIDNIGHT
AVAILABLE MAY 15, 2007
PRE-ORDER NOW ON ITUNES
AND GET TWO EXCLUSIVE TRACKS



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Video results for 'greenmyapple'

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Did you mean: [greenapple?](#)



[Steve Jobs 2007 Keynote \(spoof video\)](#)

02:23

<http://www.greenmyapple.org/> "This is the product that you, our users, asked for, and which all of us at ([more](#))

Tags: Greenmyapple greenpeace apple mac macintosh environment steve jobs ipod xbox xbox 360 facebook facebook mebook book ipod

Added 4 months ago in Category: [Howto & DIY](#)

From: [Greenpeace/video](#)

Views: 101,355

★★★★☆

376 ratings



[Giona calling Steve at Cupertino](#)

00:05

<http://www.greenmyapple.org/>...greenpeace amsterdam apple mac macintosh greenmyapple movie imac ipod nederland steve job environment ecology ([more](#))

Tags: greenpeace amsterdam apple mac macintosh greenmyapple movie imac ipod nederland steve job macintosh scotland

Added 5 months ago in Category: [People & Blogs](#)

From: [Greenpeace/video](#)

Views: 3,186

★★★☆☆

17 ratings



[Hi, fma Mac - Greenpeace Apple parody](#)

00:36

www.greenpeace.org/us/apple Greenpeace has got a better idea for next year's coolest new product: a greener Apple. Check out the ad ([more](#))

Tags: greenpeace greenmyapple text technology mac apple

Added 7 months ago in Category: [Howto & DIY](#)

From: [outcasting](#)

Views: 62,483

★★★★☆

170 ratings



[Greenpeace "greens" SF Apple store](#)

02:17

on jan. 8 2007 Greenpeace protested against the use of toxic materials in ipods. The did a guerilla protest campaign by setting the SF Apple store in green ([more](#))

Tags: mac apple greenpeace protest greenmyapple

Added 4 months ago in Category: [People & Blogs](#)

From: [madraslander](#)

Views: 1,577

★★★★☆

6 ratings



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High Speed Internet

or low or
\$19
for first 6 months
up to 3 Mbps
modern & wireless
router included
Hook it up!

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Hungry For Fame? Win \$57,000 and Nationally Aired Commercial! [Print Top This TV Challenge](#)

Learned a Life Lesson the hard way? You could win \$10,000! [Click for more](#)

You could win \$25K or

Section Summary

- ▶ Learned “web 2.0” characteristics
- ▶ Defined “mashup”, “badge” and “tag”
- ▶ Discussed motivations for using 2.0 tactics
- ▶ Contrasted considerations and tradeoffs
- ▶ Detailed tagging strategies
- ▶ Surveyed key sites
- ▶ Web 2.0 case study: greenmyapple.com

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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