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: Defining Characteristics

- Social Network Aspects
 - User Profiles and Identities
 - Visible relationship between people and groups
- Specific Functionality
 - User Created Content
 - User Driven Ranking and Editing of Content
 - Content Tagging
 - Commenting and Discussion





Web 2.0: Defining Characteristics

- ► Technology Features
 - RSS Feeds
 - Gives web sites "radio station" behavior
 - AJAX "Asynchronous Javascript and XML"
 - Creates rich client-side web experience for users
 - Aggregation and Mashup
 - Pull from multiple sources, mix together new views
 - Badging
 - Embed content site-to-site





Web 2.0: Why Do You Care?

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



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





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





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
 - Flicker badges, YouTube Videos, Upcoming Event
 Calendars
 - Find widgets at: http://www.widgetbox.com





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

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





Web 2.0 – It's Getting Crazy







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 <u>del.icio.us</u>, <u>furl</u> or <u>other social bookmarking sites</u>.
- Digg this page.
- Add this site to your <u>StumbleUpon</u> 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 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



iPoison+iWaste

.mAct

ProCreate.

iBuzz



More photos in GreenMyApple

Technorati Search for: greenpeace apple

Technorati Keyword search for greenpeace apple.

- Xbox 360 Warranty and Service Enhancements XboxAddict.com
- Tue, 15 May 2007 00:00:00 GMT
- ... Xbox 360 Warranty and Service Enhancements XboxAddict.com Xbox 360 Warranty and Service

EnhancementsXboxAddict.com, Canada -Apr 3, 2007in addition, we will now pay for the shipping both ways. If we repair your Xbox 360 after the warranty period has expired, while you will be responsible for ... Unwanted sled dogs get dumped - Juneau Empire ...

whatreally.amazonuk.org

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- Mon, 14 May 2007 23:05:12 GMT
- ... Steve Jobs Addresses Greenpeace at Shareholder Meeting May 14th, 2007 No Comments » At Apple's annual shareholder meeting on 10-May-07, the company's environmental efforts played a large role, though one that was undoubtedly reduced in contentiousness by Steve Jobs's open letter, "A Greener Apple," which I analyzed in "Steve Jobs Talks Green"...

Macbook Pro - Mac Blogs, Mac Prices, And Mac Reviews

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Web 2.0 & Fisheo

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Green Apple

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"Thanks to the "green-minded" and Greenpeace."

The PR behind A Greener Apple - Clean PR

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. Green Apple at Vincenze's Pit

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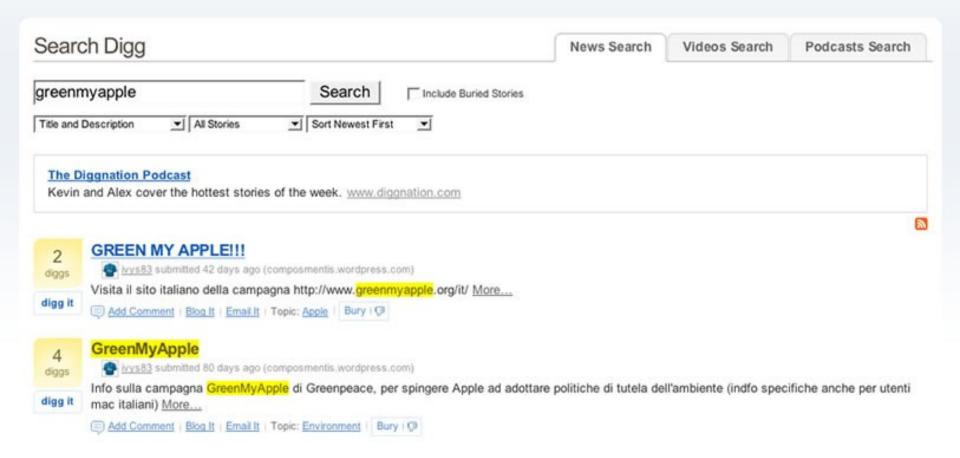
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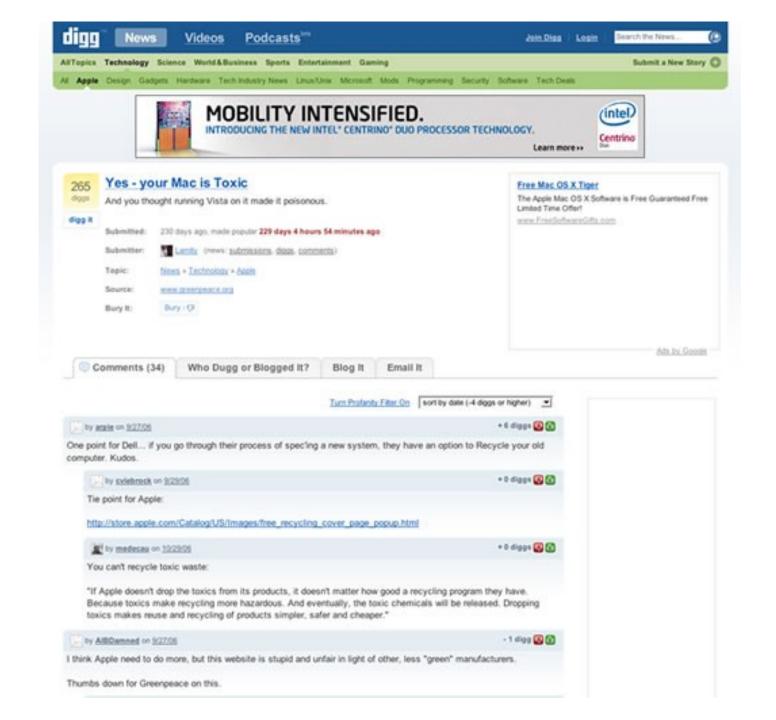
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Steve Jobs 2007 Keynote (spoof video)

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Giona calling Steve at Cupertino

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00:36

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

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02:17

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- Defined "Badge" and "Widget"
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End Of Section

- Questions?
- ► Comments?

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