

# 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](http://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
  - Flickr 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 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](http://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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## Yes - your Mac is Toxic

And you thought running Vista on it made it poisonous.

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

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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

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Tie point for Apple:

[http://store.apple.com/Catalog/US/images/free\\_recycling\\_cover\\_page\\_popup.html](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 dig

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**  
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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 facebook book and

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

From: [Greenpeace/Video](#)

Views: 101,355

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[Giona calling Steve at Cupertino](#)

00:05

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

Tags: greenpeace amsterdam apple mac macintosh greenmyapple movie imac and selected steve job macintosh scotland

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[Hi, I'm a Mac - Greenpeace Apple parody](#)

00:36

[www.greenpeace.org/us/apple](http://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: [outcast101](#)

Views: 62,483

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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

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# Section Summary

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- Discussed motivations for using 2.0 tactics
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- Defined “Badge” and “Widget”
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- ▶ Questions?
- ▶ Comments?

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