



UCEDD Resource Center
A project of AUCD, in partnership with AIDD, to strengthen and support the network of UCEDDs

Web 2.0: 10 Years On

Jeff Coburn, ICI

NCEDC Webinar Series

June 20, 2013



ASSOCIATION OF UNIVERSITY CENTERS ON DISABILITIES
RESEARCH, EDUCATION, SERVICE

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- Introductions
- Presentation
- Q & A after presentation
 - You can ask a question by pressing the * then # key to request the floor. Questions will be answered in the order they are received.
 - You can also submit any questions throughout the webinar via the ‘Chat’ box below the slides.
 - The moderator will read the questions after the presentations.
- Survey
 - Please complete our short survey to give us feedback for the next webinar!



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Month/Time	Topic
June 20, 2013	Web 2.0: 10 Years On
August, date TBD	Tools to Reach Rural/ Low SES/ Underserved Populations
October, date TBD	Collaboration Between Core Functions: Doing More with Less
Odd month, TBD	Self Advocacy Online & Research Translation

Web 2.0: 10 Years On

Jeff Coburn

Institute For Community Inclusion/UMass Boston

About me

- Not a social media guy, I'm just a nerd who likes to work with other people.
- Linked-in endorsements as a "social media" expert make me slightly nauseous.
- Also, I've been around long enough to remember when the internet didn't have pictures.

About my biases

- I like twitter above all (but we've been through rough patches)
- I don't trust Facebook as far as I could throw Mark Zuckerberg
- LinkedIn baffles me
- Google+ baffles everyone

SOCIAL MEowDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



“Twitter: a fun and quirky way to watch people you barely know react to internet things you aren't hip to.”

-@stringbot

Tim: Facebook is where I go to keep up with people I used to know. Twitter is where I keep up with people I want to know.

Me: How do you keep up with people you know now?

Tim: I called you on the phone and you came and met me at this bar.

Me: But how do I see your pictures?

Tim: I have pictures on my phone, do you want to see them?

Me: No, not really.

Tim:The system works, Jeff, stop trying to break it.

History is fun

What is Web 2.0

"Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them."

-Tim O'Reilly



English, Please.

"Web 2.0 allows people interact publicly with your content." -Me, just now

How can people interact with your content?

Comment on, favorite, fav, star, like, retweet, share, rate, blog, flame, edit, remix, leak, contribute, file bug, file bug fix, etc.

What are some products of Web 2.0?

Companies:

Twitter, Google, Facebook,
Linkin, Yelp, Trip Advisor,
Netflix, Github



What are some People of Web 2.0?

Beiber,
Rob Delaney (comedian),
Bill Simmons (sportswriter),
Barack Obama



Is Obama a Web 2.0 President?

Required Reading

<http://www.theatlantic.com/technology/archive/2012/11/when-the-nerds-go-marching-in/265325/>



What are some Concepts of Web 2.0?

Concepts:

Like/Fav, hashtags, remixes,
supercuts, corrections(?),
collaboration, subscribing to
products, Internet Famous



The typical Web 2.0 publishing model.

- Create product/service/campaign on your own property (website etc)
- Allow for comments, sharing on your own site.
- have an old site? Just use <http://disqus.com/> to add commenting.

The typical Web 2.0 publishing model.

- Publicize on your social media properties (Twitter, Facebook, Google+?).
- People fav/like and reshare your signal, this will expand the ripples.

The typical Web 2.0 publishing model.

- Be prepared to respond and converse with people over all mediums. It's not weird to be holding multiple conversations with different parties on 3 or 4 different platforms
- Use a tool like <https://hootsuite.com/>

Metrics

Because anything worth doing is worth doing right

- Hootsuite will give you some metrics
- for facebook try “insights”
<https://www.facebook.com/help/336893449723054/>
- For Twitter try analytics via <https://ads.twitter.com/>
- Google also has “insights”
<http://www.google.com/+business/get-insights.html>

10 years in and what have we learned?

Conversations are 1-to-many or 1-to-1 in front of many, act accordingly.

10 years in and what have we learned?

Own your content. Services disappear, your website probably won't.

Only use these services to promote your content.

10 years in and what have we learned?

Respect your elder technologies

Have a email list (Mailchimp, Constant Contact, Campaign Monitor)

Email Newsletters will never die because email will never ever die.

10 years in and what have we learned?

Facebook probably changed its privacy policy 4 times during this webinar.

Never trust these services.

10 years in and what have we learned?

If you are serious about social media, you need goals and metrics.

Also, ThinkUpApp is the cat's pajamas

<https://www.thinkup.com/>

10 years in and what have we learned?

No organization is an island

When you see a partner organization promoting something, help them out. If somebody helps you out, return the favor.

10 years in and what have we learned?

More often than not,
you social media
person should not be
an intern.



10 years in and what have we learned?

Passwords are important

Use “pass phrases” and 2 step authentication if available, don't reuse passwords from other services.

Required Reading:

http://imgs.xkcd.com/comics/password_strength.png

10 years in and what have we learned?

The written word is often misinterpreted as more aggressive than intended. Be wary. Also, Internet fights are dumb.

10 years in and what have we learned?

There is a thin, but very important line between
signal and noise.

10 years in and what have we learned?

A note on accessibility:

For the most part, these services are accessible, but they are constantly re-written and re-designed and things get messed up.

Thank You.

- How to Ask a Question
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Visit the Websites

- AUCD Website: <http://www.aucd.org>
- National Community Education Director's Council (NCEDC) Website: <http://www.aucd.org/template/page.cfm?id=52>

Questions about the NCEDC?

- NCEDC Steering Committee Members:
 - Amy Sharp: sharp@tamu.edu
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Questions about the Webinar?

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Please take a few minutes to complete our survey!