Web 2.0: 10 Years On
Jeff Coburn, ICI

NCEDC Webinar Series
June 20, 2013
Webinar Overview

• 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!
Presenters

Stacey Ramirez
Director of Individual and Family Supports
Center for Leadership in Disability
Georgia State University
NCEDC Member

Jeff Coburn
Web Services Manager
Institute for Community Inclusion (ICI)
University of Massachusetts Boston
<table>
<thead>
<tr>
<th>Month/Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 20, 2013</td>
<td>Web 2.0: 10 Years On</td>
</tr>
<tr>
<td>August, date TBD</td>
<td>Tools to Reach Rural/ Low SES/ Underserved Populations</td>
</tr>
<tr>
<td>October, date TBD</td>
<td>Collaboration Between Core Functions: Doing More with Less</td>
</tr>
<tr>
<td>Odd month, TBD</td>
<td>Self Advocacy Online &amp; Research Translation</td>
</tr>
</tbody>
</table>
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 Zukerberg
• LinkedIn baffles me
• Google+ baffles everyone
“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.
"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

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](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”
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 it 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

- You can ask a question by pressing the * then # key to request the floor. Questions will be answered in the order they are received.
- Type your questions into the ‘Chat’ box below the slides and the moderator will read the questions.
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
  - Dawn Rudolph: drudolph@aucd.org

Questions about the Webinar?

- Jeff Coburn jeff.coburn@umb.edu

Please take a few minutes to complete our survey!