

Welcome to Web 2.0

Karine Joly & Joe Hice

Why should you care?

- **Paradigm shift in communication** that is going to have a great impact at the strategic, tactical and operational levels on the way your institution handles PR and markets itself to target audiences.
- Web 2.0 entails a **new communication approach** and a **new media mix**

Do you speak “Web 2.0”?

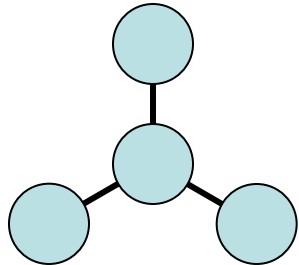
- Wikipedia definition: *“second-generation of Internet-based services that let people collaborate and share information online.”*
- Read-Only Web vs. **Read/Write Web**

It's not about technology

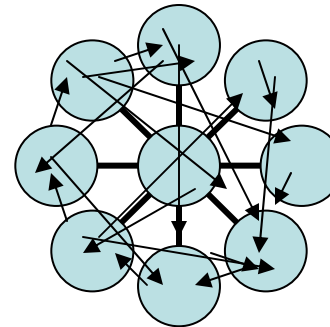
- 1964: *Understanding Media: The Extensions of Man* – McLuhan
“the medium is the message”

- User-generated media

Traditional Media:



New Media:



- 2006: Web 2.0

“the conversation is the message”

How did this happen?

- User-friendly, open source, no/low cost technology
- Search engines' love relationship with fresh content
- RSS/Email – accessible viral distribution channels to build an audience

Why higher ed is at the forefront of this media (r)evolution

- Demographics:
The Net Generation is going to college
- Multiple audiences
- Passionate users with niche interests

What it means for your institution

- **The End of the Controlled Message**
- A few (or many) members of your target audiences influencing their peers, traditional influencers (media) and... the world

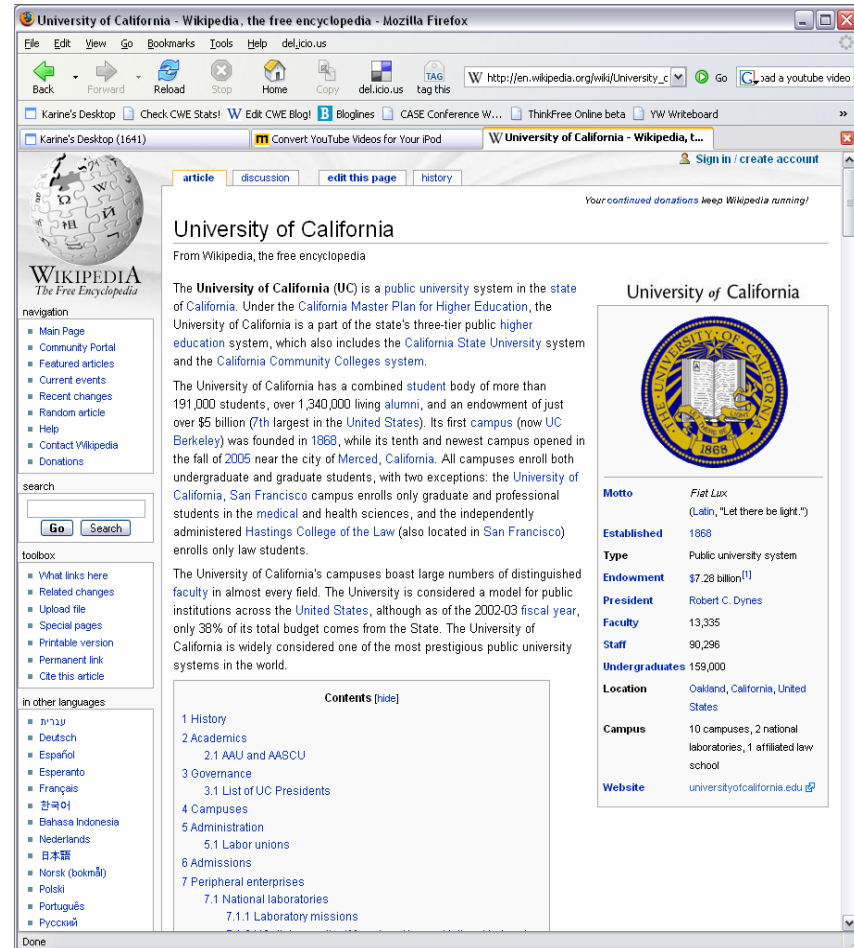
Web 2.0 marketing/media mix

- Blogs
- Podcasts
- Facebook
- MySpace
- LinkedIn
- Wikipedia
- Delicious
- RSS
- YouTube
- Flickr

User Generated Content, Web browser,
Comments/Open Conversation, Sharing,
Tagging

Wiki(pedia)

- 5 million articles
1.3 million in English
- Top 20 most visited websites
- WikiUniversity Project



RSS

- 4% knowingly use it
25% unknowingly
(Yahoo-Ipsos)
- University of Utah,
Duke Today

The screenshot shows the Duke Today website in a Mozilla Firefox browser window. The browser's address bar displays the URL <http://www.duke.edu/today/>. The website header includes the "DUKE TODAY" logo, the date "September 1, 2006: 64°, Light Rain (go to forecast)", and a search bar. The main content area features a large photo of students in a gymnasium with the headline "Reaching Out" and the sub-headline "Duke cited as one of the top family-friendly employers in the state". Below this are several news articles, including "Special Website Background information on the lacrosse situation", "Duke revamps voter registration efforts (The Chronicle)", "LambdaRaid spurs IIC research opportunities (HPC wire)", "A better breakfast can boost a child's brainpower (HPR.org)", "Bush escalates war-on-terror rhetoric (Christian Science Monitor)", "Animated by the Spirit rather than by spirits (Christian Century)", "New program treats eating disorders in residential setting (News & Observer)", "Margaret Rose Sanford remembered (News & Observer)", "Fat men have more fertility woes (News & Observer)", and "Common mold found in two Duke dorms; eradication under way".

The "WORKING at DUKE. News You Can Use" section includes "Campus News" (Film series to explore Christian response to Nazism and the Holocaust, Today's Farmers Market cancelled on account of weather conditions, Take alternative transportation, win prizes, 'Common' mold found in two residence halls, Local high school students can "Discover Duke" at Sept. 7 admissions program, USA women's basketball team to hold open practice in Cameron), "Dining at Duke" (Blackened NC catfish at the Faculty Commons - Friday, Sept. 1, Smoked salmon wraps at the Divinity School cafe), "Helping Local Teachers with School Supplies" (Student "Enterprise Leadership" project puts supplies into Durham classrooms), "Duke hiring minority students as interns" (INROADS program helps students prepare for careers), and "Duke listed among top colleges for..."

The "SEPTEMBER 1, 2006" calendar shows the following dates: 1 (today), 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30.

The "FEATURED EVENTS:" section lists: 11:00am Earth & Ocean Sciences Seminar: "Some Aspects of the New Zealand Tephra Record", 11:00am Duke Farmers Market - Cancelled, 12:00pm Visualization Friday Forum, 12:15pm Duke Law Colloquium: Donald Langevoort, 4:00pm Earth & Ocean Sciences Seminar: "Predicting".

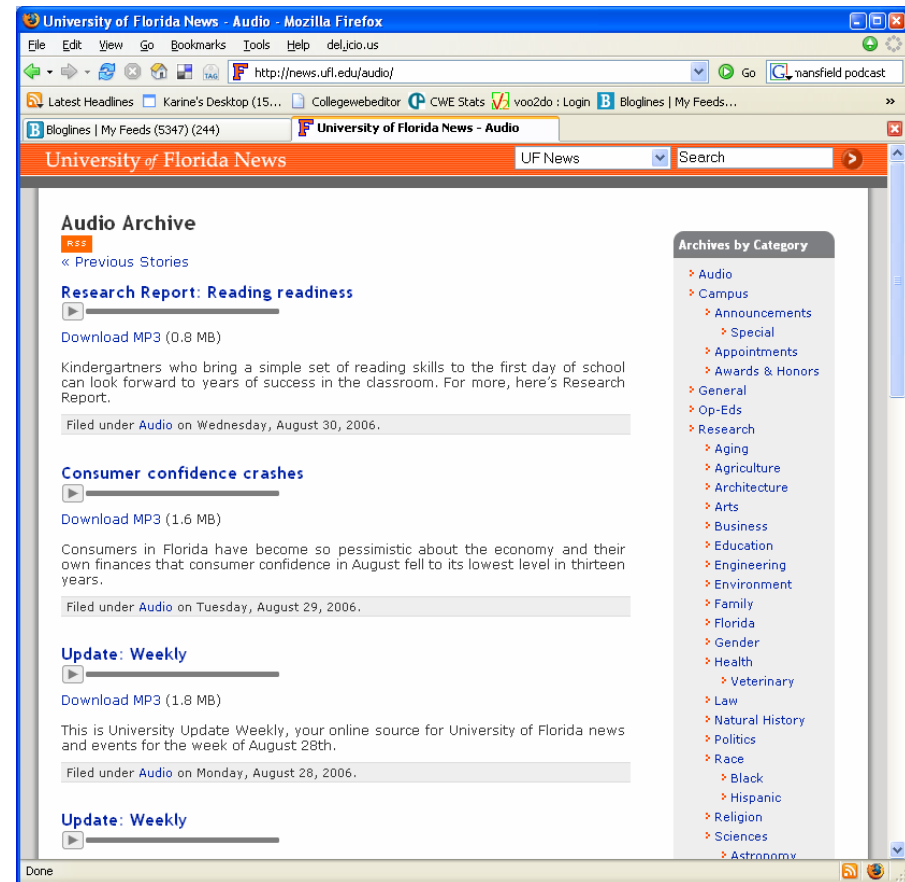
Blogs

- 50 million blogs
1.6 million posts/day
- Read blogs?
38% teens, 39%
adults, 51% journalists
- Cblogs.net
Ball State University
Samjackson.org
UMR Visions



Podcasts

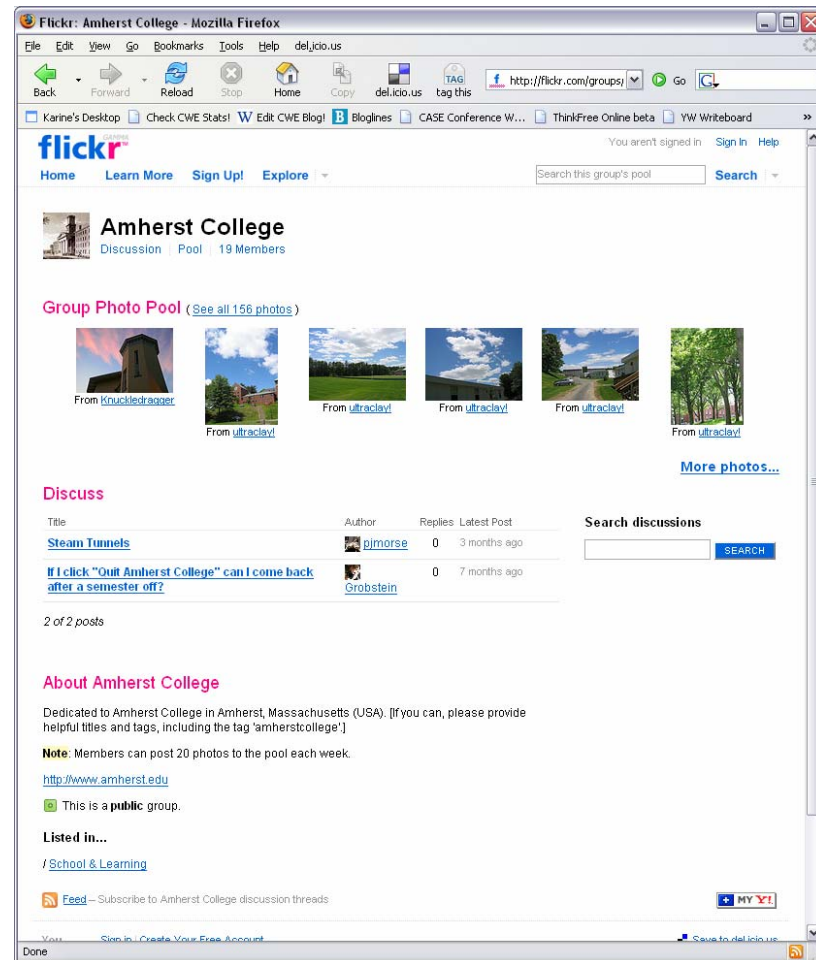
- Ever downloaded a podcast?
5 million did in 2005
9.3 million will this year, and 62.8 million within 5 years (Bridge Ratings).
- Mansfield University, Allegheny College, UF



Flickr

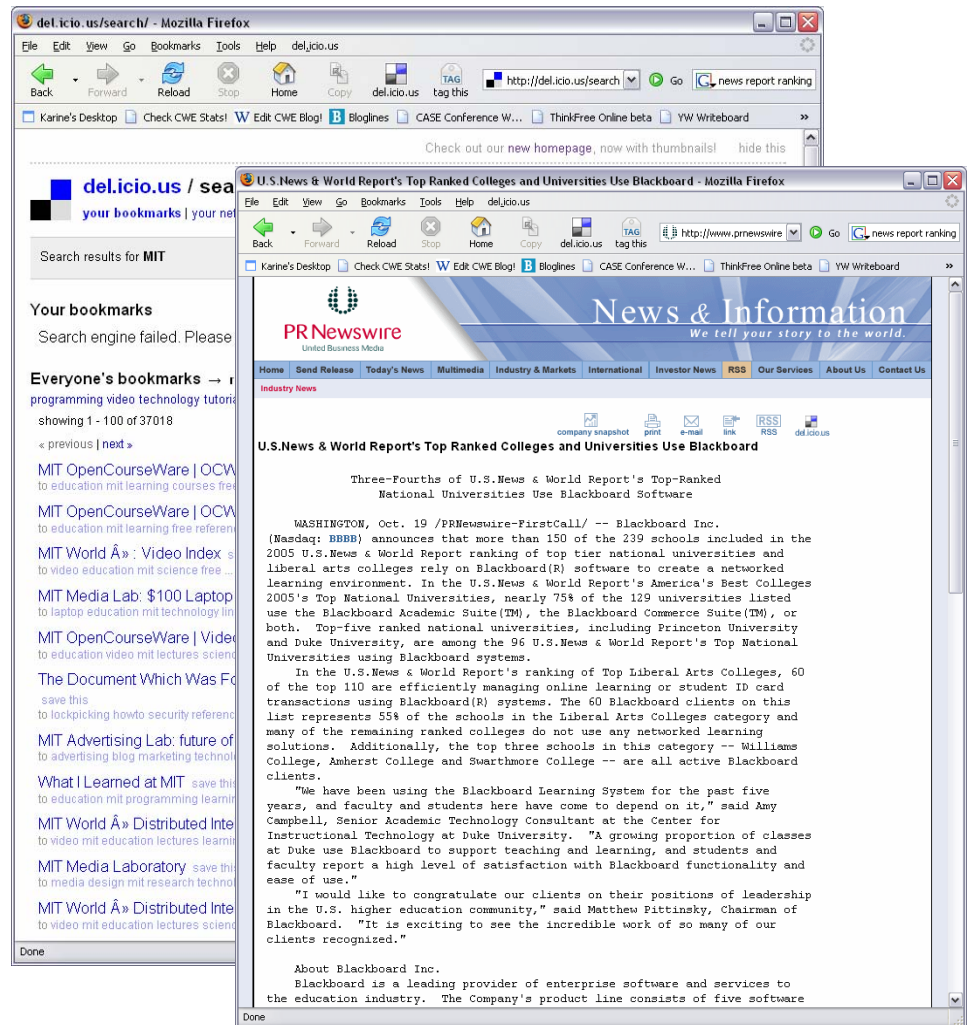
- 4.5 million registered users
- 17 million unique visitors/month
- 230 million photos

- Paul Stamatiou's blog, UF, Amherst College



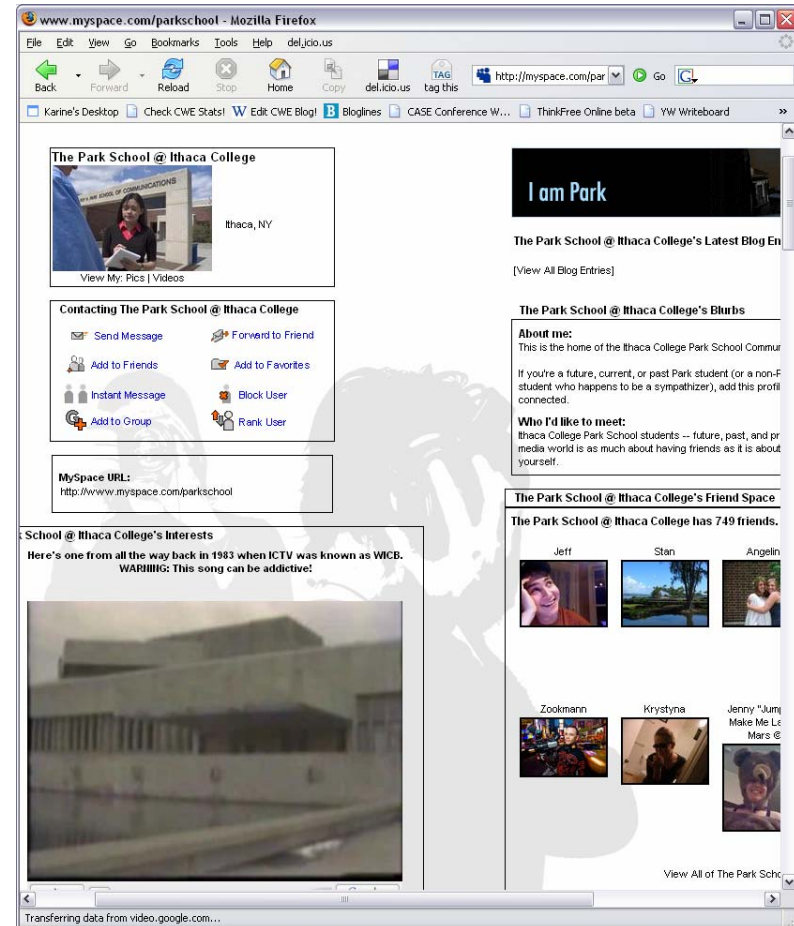
Delicious

- Allow people to bookmark wherever/whenever, and share
- PRNewswire Journalists/Bloggers



MySpace

- + 100 million profiles (August 2006)
- #1 US site in July
- Ithaca Park School of Communication, American University



Facebook

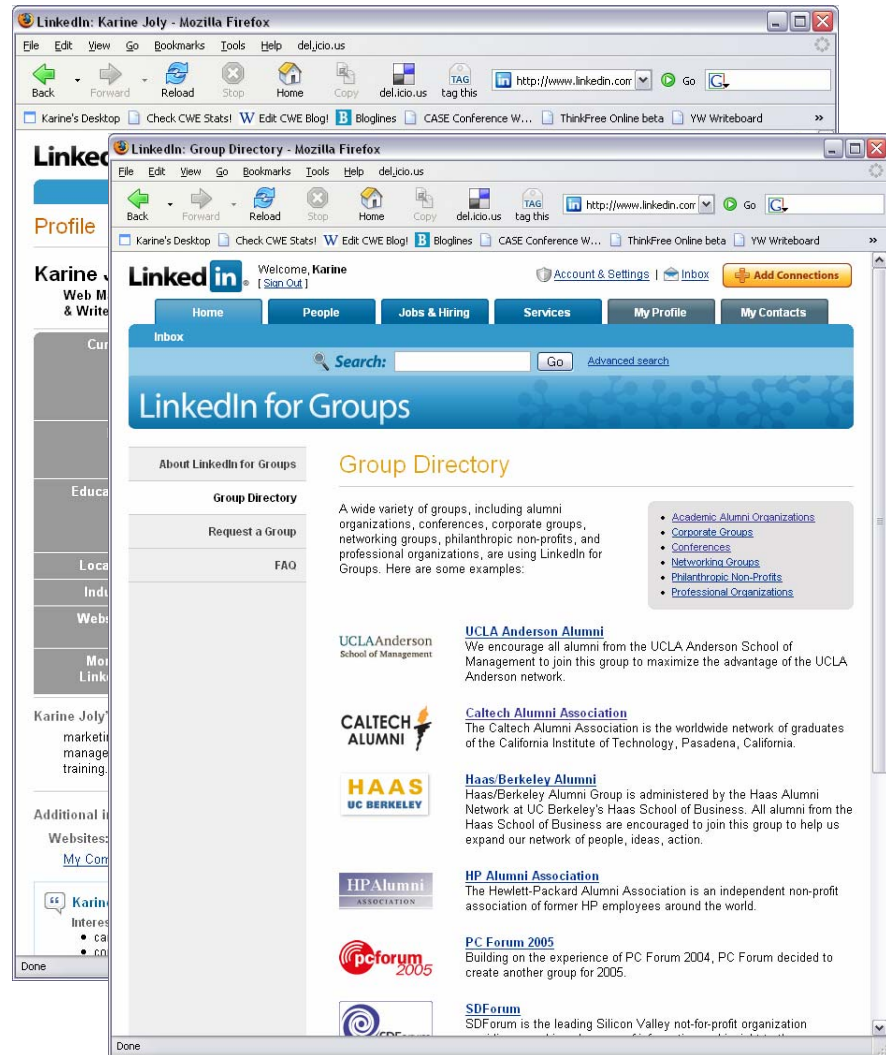
- + 7.5 million users, + 2,200 colleges, 22,000 high schools (Facebook)
- Average use: 20 minutes on the site daily (ComScore)
- Seventh-most trafficked site in the United States
- UFL advertises its graduate programs on FB

The screenshot shows a Facebook group page for 'Educational Psychology' at the University of Florida. The page is divided into several sections:

- Navigation:** 'home search browse invite help logout' and 'UF' logo.
- Search:** A search bar with the text 'Q Search'.
- Left Sidebar:** A menu with options: 'My Profile edit', 'My Friends', 'My Photos', 'My Notes', 'My Groups', 'My Events', 'My Messages', 'My Account', 'My Privacy', 'UF Flyer', 'RecSports Extravaganza' (Aug. 31st: 5pm-8pm @ UVS Field), and '*Free Food *Giveaways *Games *Jobs'.
- Group Info:** Name: Educational Psychology; Type: n/a; Description: 'The mission of the Educational Psychology Graduate Program is to prepare highly skilled professional to serve in academe and other settings and to enhance the theoretical and technical training of graduate students.'; Program details: 'The program offers the M.Ed., the M.A.E. and the Ph.D. degree in educational psychology. Also offered are specializations in the Cognitive Psychology in Reading, Learning and Cognition and Human Development.'
- Contact Info:** Email: pashton@coe.ufl.edu; Website: http://www.coe.ufl/web/?pid=331; Office: 1403 Norman Hall.
- Recent News:** 'Join this group to receive information and announcements from the Educational Psychology Graduate Program!'
- Photos:** 'No one has uploaded any photos.'
- Discussion Board:** 'Displaying 1 discussion topic. See All'. Topic: 'SUBLEASE AT THE ESTATES' (1 post by 1 person, Updated on May 13, 2006 at 8:28 AM).
- Members:** 'This group has 119 members at UF. See All'. Profiles shown: Brittany DeLoatch, Jessica Nease, Lorena Chaney, Matt Bivens, Eric Beecher, Akeelah Ammons.
- The Wall:** 'No one has said anything...yet.'
- Right Sidebar:** 'UNIVERSITY OF FLORIDA The Foundation for The Gator Nation', 'View Discussion Board', 'Join this Group', 'Report Group', 'Related Groups' (Psych Majors at UF, Praise Urban Meyer and Eat Cake, Go Gators!!, Beachlovers, Zoollander School For Kids Who Can't Read Good), and 'Admins' (Patricia Ashton (creator)).

LinkedIn

- 7 million experienced professionals from around the world, representing 130 industries.
- Caltech Alum Association



YouTube

- 100 million videos viewed/day
- Private channel for registered users with edu email address
- Brookers, NJIT, UF



We've seen the future... Really?

- Admission-sponsored student video blogs on YouTube with video Q/A's
- Real time college/university rankings on Facebook by registered students rating their institutions on different criteria
- University/college alum directories, online giving forms seamlessly integrated with Facebook

“You 2.0” in 10 steps

- ☑ Use a RSS reader
- ☑ Set Technorati watches, Google news alerts
- ☑ Read/listen and comment on blogs/podcasts
- ☑ Create your Facebook account
- ☑ Get your press releases on a blogging platform with moderated comments on (RSS feed, tag this!)
- ☑ Create or update your institution Wikipedia article
- ☑ Set up a MySpace account with your institution name
- ☑ Set up a delicious account for your team (intelligence)
- ☑ Set up a YouTube with your institution name (search, upload)
- ☑ Subscribe to collegewebeditor.com (RSS or Email)

Questions?

Joe Hice – jhice@ufl.edu

Karine Joly – karine@collegewebeditor.com

Presentation Slides:

www.collegewebeditor.com/web2