

New to...Web 2.0

What's Right For Your Organization

Why the Internet?

- Raise money
- Mobilize volunteers
- Create concerned citizens
- Boost awareness
- Empower constituents
- Find new contacts
- Provide resources and information

Why Web 2.0?

- Users spend, on average, 30 sec. on home page and 2 min. on whole site (Nielsen)
- Facebook, MySpace, YouTube, etc. are all visited a lot more often than your Web site
- 51% of high-level donors (36% of all donors) are interested in keeping up with nonprofits through social networking (The Donor Pulse survey, 2008)

Defining Web 2.0

- Web 1.0: Consuming
- Web 2.0: Creating
- Users:
 - Create content
 - Collaborate on content
 - Comment on other people's content
 - Repost and share other people's content
 - Build relationships in virtual environments

Before you jump...

- Ask:
 - What will this do for us that nothing else can?
 - What information will we provide?
 - Who is our audience? What motivates them?
 - Are they interested in this?
 - Are we willing to experiment?
 - What's the time investment? Financial?
 - What are our options?

Know your options

- Web site
- E-newsletter
- Blog, podcast
- Mobile Web sites, text messaging
- Social networking: Facebook, MySpace, LinkedIn, Second Life, Twitter
- Social bookmarking: digg, del.icio.us, Reddit
- Content creation/sharing: YouTube, Picasa
- Plus a few thousand more

Let's explore...

Facebook vs. MySpace vs. LinkedIn

	Facebook	MySpace	LinkedIn
Age	18-24; 45% 35+	Teens; half 35+	30s-40s
Income	\$50-100k	n/r	\$125k+
Visitors per year	31.2 million Up 110%	68.3 million Up 14%	4.2 million Up 531%
Visits per month	351 million Up 72%	1 billion Down 4%	13 million Up 864%
Daily attention	1.3% of all traffic Up 73%	8.4% of all traffic Down 35%	.02% of all traffic Up 1102%
Average stay	15 minutes Up 15%	23.5 minutes Down 9%	7.5 minutes Up 8%
Pages per visit	54 pages Up 42%	33 pages Down 55%	13 pages Down 17%

Let's explore...

- Blogs (half of readers over 40) [link](#) and [link](#)
- YouTube [link](#)
- SecondLife [link](#)
- Twitter [link](#)
- Digg and del.icio.us [link](#) and [link](#)
- Widgets [link](#)
- Google Alerts and other Google tools [link](#) and [link](#)

Pitfalls to avoid

- Being afraid to let go of your brand
- Calling something a blog, podcast, etc. when it's not
- Using lingo, corporate-speak or sounding like PR wrote for you
- Falling in love with gimmicks and forget content

Where do we go from here?

- Start monitoring
- Start brainstorming: what stories do you have to tell?
- Decide on your goals, audience, etc.
- Pick one thing and go for it
- Track your metrics

Q & A