



2010 SOUTHWEST CLUSTER CONFERENCE

MARCH 2-4, 2010

DALLAS, TEXAS

Connect
and
share

Web 2.0 and Social Media

What is it?

Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and folksonomies.

Social media refers to the tools, platforms, and media resources hosted online and used for sharing information and collaborating with others. (The word *social* is key.) Social media tools can be considered part of Web 2.0.

More info:

http://en.wikipedia.org/wiki/Web_2.0

Why use it?

1. *Customization of Web 2.0 brings information to the user* - Much of the Web 2.0 environment is customizing one's internet experience to bring information to the user.
2. *Viral nature of Web 2.0 through social networking* - Individuals create networks around issues important to them and are now empowered by these tools to communicate quickly and effectively to thousands of people through one click.
3. *Individual expression* - Profiles have become an outlet for individuals to express their personal identity to their friends, their community, and to the world.
4. *Feedback capabilities* - Designated sections for ratings and comments allow any user to share his/her opinions to an international audience on a particular product (e.g. Amazon), service (e.g. eBay), experience, or issue (e.g. blogs, YouTube, podcasts).
5. *Target audience, users, and developers* - Generation Y and Millennials represent the primary user constituency for Web 2.0 technologies, basically 1975 through current high school

peers. practice. knowledge. tools.



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students. Through Web 2.0, these generations are sustaining broader networks of people with less individual attention and interaction.

6. *Variety of media forms and outlets promote mobilization* - Combined with the many mediums such as blogs, videos, and pictures, these outlets facilitate 24-7 streams of communication and accessibility which has translated into increased mobilization and action.



Why the community service and volunteer field should use it:

How to boost your community service or volunteer program by using a wiki:

1. *General gain* - Using Web 2.0 platforms will help to streamline our work by lowering time and gaining more expertise and insight from our grantees. Web 2.0 can strengthen communication with and connection between members, nonprofits, alumni, and staff, and showcase progress, therefore building credibility amongst stakeholders. The viral nature of Web 2.0 will enhance our branding, public recognition, and marketing strategies while making our information more

accessible and easier to find on the internet. Web 2.0 could be integrated as a smart business/management practice.

2. *Program abilities* - Web 2.0 can expand capacity of our programs by facilitating volunteer recruitment, propagating organization reputation and work, spreading cause/issue awareness, promoting stakeholder innovation, increasing grant competition outreach, strengthening policy and program alignment, and establishing standardized measurement and evaluation systems for conveying positive impact and for escalating concerns.
3. *Member community* - Encouraging and strategically implementing social network platforms amongst Corps Members will make individuals feel connected to a larger community and centralize member development tools and resources. Intentional social networks would reduce the isolation felt between members of different AmeriCorps programs and could reduce member attrition rates. In addition, members, for instance VISTAs, could bring these technologies to their work and organizations, capitalizing on Web 2.0 capabilities and amplify the impact in their communities.
4. *Alum network* - Implementing Web 2.0 technologies at CNCS will enable alums to be more effective in their outreach and build a career and social network around their common experience in national service.
5. *Employee communications* - Increased integration of Web 2.0 at CNCS would foster a communication between programs, standardize data, and foster a more transparent corporate culture. These technologies could help to “connect the dots” internally and externally and facilitate management excellence.




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6. *The Movement* - Users are developing new ways to interact and communicate on Web 2.0 platforms at really remarkable rates. Businesses, colleges, federal agencies, nonprofits, and others are now playing “catch-up” in their technology strategies. We have the opportunity to become a leader in this movement as these different sectors try to determine ways to use Web 2.0 capabilities. Right now: Peace Corps is trying to implement a network to connect members and their experiences, and OMB is using a wiki-platform to meet virtually and share budget information.

Examples

 Community service and volunteering examples:

Visit the Corporation’s RSS feeds and Social Networking information and subscription page here:

<http://www.nationalservice.gov/about/newsroom/rss.asp>

For more info on how nonprofits, schools and community programs can use social media and Web 2.0 tools visit the Service Learning Clearinghouse here:

http://www.servicelearning.org/instant_info/marketing_101/