

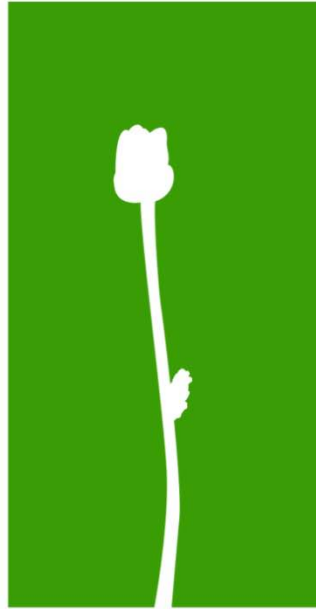


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C L U S T E R C O N F E R E N C E
p e e r s . p r a c t i c e s . k n o w l e d g e . t o o l s



A Corporation for National and Community Service Training and Technical Assistance Provider



www.serviceandinclusion.org

Toll-free hotline: 888-491-0326 (voice/TTY)

What is Web 2.0 and Social Media?

Web 2.0 is a **way of thinking** about how knowledge is created, shared, managed, and leveraged **using technology**.

Web 2.0 is **NOT** a particular look, feel, or design – nor is it limited to just the Internet.

Social media are **web** and **mobile** tools used for **sharing** and **discussing** information.

Web 1.0 vs. Web 2.0



Web 1.0 **was** about **reading**

Web 1.0 **was** about **owning**

Web 1.0 **was** about **companies**

Web 1.0 **was** about **home pages**

Web 1.0 **was** about **portals**

Web 1.0 **was** about **taxonomy**

Web 1.0 **was** about **Netscape**

Web 1.0 **was** about **wires**

Web 1.0 **was** about **dialup**

Web 2.0 **is** about **writing**

Web 2.0 **is** about **sharing**

Web 2.0 **is** about **communities**

Web 2.0 **is** about **blogs**

Web 2.0 **is** about **RSS** and **syndication**

Web 2.0 **is** about **“tags”** and **folksonomy**

Web 2.0 **is** about **Google**

Web 2.0 **is** about **wireless**

Web 2.0 **is** about **broadband**



Adapted from www.joedrumgoole.com

Social media is a **conversation** between people...

Supporters

Participants

Audiences

Donors

Thought Leaders

And guess what???

The conversation is NOT **controlled**...

Not **organized**...

Not **on message**...

Social Media Use

There are over **133 million** bloggers creating **900,000** blog posts every 24-hours.

If Facebook were a country, it would be the **third** most populated place in the world - with more than **350** million active users.

Wikipedia currently has more than **13 million** articles in more than **260** different languages.

Social Media Use

Since April 2009, Twitter has been receiving around **20 million** unique visitors to the site each month.

Formed in 2004, Flickr now hosts more than **3.6 billion** images.

Close to **20 hours** of video are uploaded to YouTube every minute.

The average U.S. Internet user spent an estimated **68 hours** online (both at home and at work).





Web 2.0 & Accessibility

The Good...

- Many of these products are built on modern techniques with developers who understand accessibility and standards.
- Much of the communication done within these tools is distributed (Email, TEXTs, RSS), meaning people can use their own tools to receive information.

The Bad...

- Some of the newest web technologies, such as web pages that behave as applications (think Facebook games) can take time to make accessible.

The Ugly...

- Shocker, some companies don't care about accessibility unless it affects (effects?) their bottom line.

Why Now?

Better access to technology for the average user – higher speed internet connections, faster computers, better cell phones, etc

Millennials are known as “**digital natives**,” having lived with the internet **all of their lives**.

Young people are beginning to **expect** and **demand** others use online media to **recruit, communicate, engage,** and **manage knowledge**.

Those who use technology **will outlast** those who don't.

Why does it matter?

Web 2.0 and social media technologies are about **connecting people** information and each other so they can better **create** and **collaborate**.

This user-driven form of community development is becoming an **essential driver** of **civic engagement**.

We need to be **in touch** with how our constituents **interact** and **communicate** both with us and each other.

Web 2.0 and social media technologies will help **strengthen** and **enhance** traditional **communication, recruitment and training strategies**.

What am I missing out on?

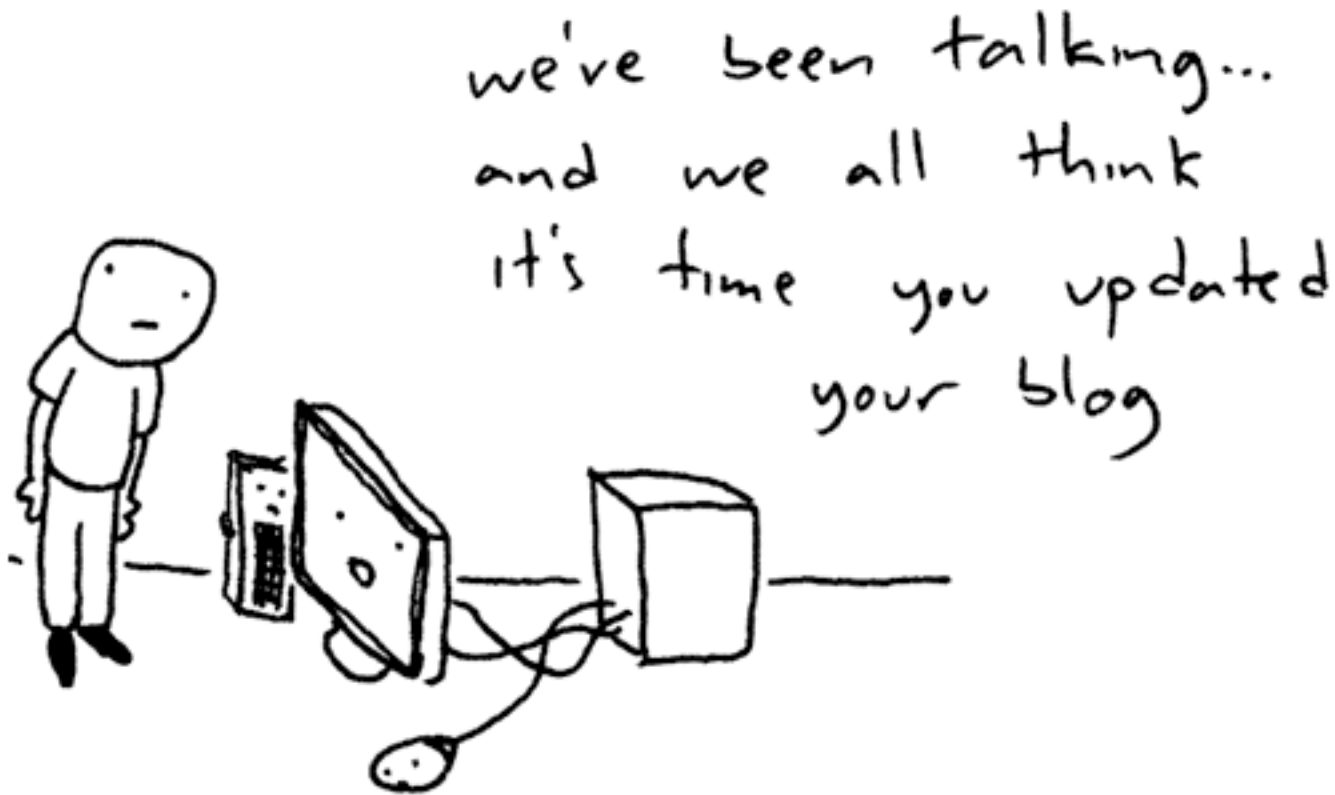
Viral nature of Web 2.0 and
social media technologies

Improved **customer service**

Increased **storytelling**

Better **communication** and **collaboration**

Blog



Blog

Stay connected

Easily share updates

Quickly post recent information

Promote upcoming events

Disseminate best practices and share resources

Blogs & Accessibility

The Good...

- Many of the major players in blogging use the most modern development techniques that have accessibility at the core of them.
- WordPress, Moveable Type, and others have HTML valid templates that you can use to ensure the foundation is accessible.

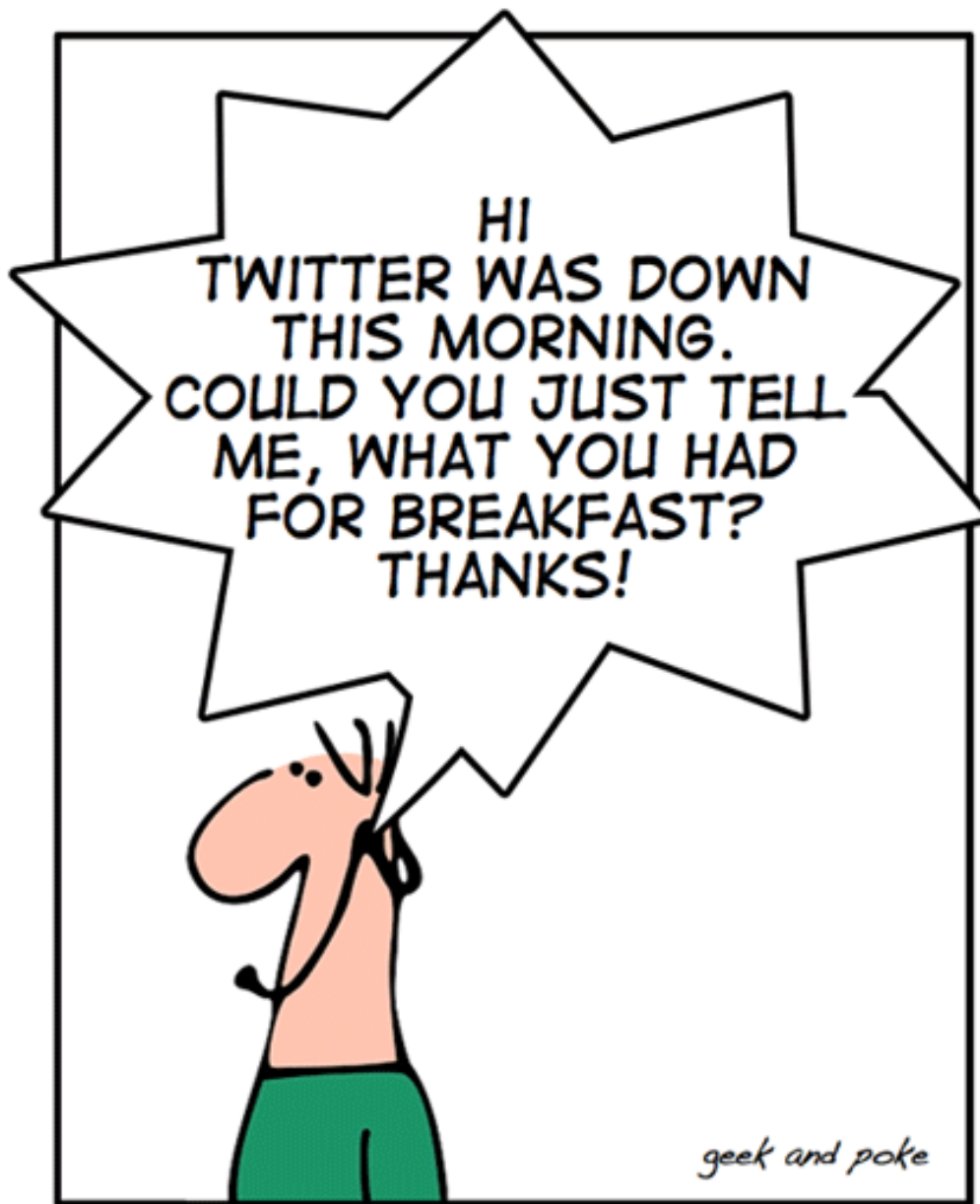
The Bad...

- Some blogging systems have sophisticated widgets and user interfaces that can be difficult to navigate with some AT.

TIPS:

- Choose a template that is valid HTML/CSS
- Turn on the RSS feature, so that people can subscribe to your site in their RSS reader, rather than navigating your site.

twitter



THE REAL FOLLOWERS

Twitter

- Use as a listening tool
- Gather and share information in your field
- Distribute news and information
- Communicate with your community

Twitter & Accessibility

- **The Good...**
- You can use twitter any way you want to. On their website, on your phone, on a custom app. It's as accessible as the hardware/software you are using.
- **The Bad...**
- There are some accessibility issues on twitter.com
- FAIL WHALE!
- **TIPS:**
- Check out <http://www.accessibletwitter.com/>
- Be wary of twitter widgets on your website

Video On Demand



YouTube & Accessibility

The Good...

- In November of 2009, YouTube (Google) added the ability to easily caption your videos

The Bad...

- You still have to have a transcription of any video you post. Google can't do everything for you.
- The commenting section looks to have some access issues; as well as being the internet's current home for the worst debates online.

TIPS:

- <http://googleblog.blogspot.com/2009/11/automatic-captions-in-youtube.html>

Video On Demand

Show people what your program is about

Video Volunteer Descriptions

Demonstrate skills on video for easy referral

Video updates with news and information

Video record workshops and sessions

Photo and Slide Sharing



Photo and Slide Sharing

Event support and continuation

Group discussion of shared presentations

Embedding of presentations in sites and blogs

Maintain stock of training photos

Encourage member/chapter photo sharing

Flickr & Accessibility

The Good...

- Flickr allows you to add text alternatives and titles when uploading photos.
- The White House uses Flickr. The White House is supposed to adhere to section 508 standards. Ergo....

The Bad...

- Ajax uses a lot of advanced scripting (AJAX), so I'm not sure how easily it is for AT devices to interact.

TIPS:

- Use the "Title" and "Description" fields to provide robust text alternatives.
- When in doubt use the mobile version of a site. <http://m.flickr.com/>

Social Networking



Social Networking

Nonprofit identity for communication with 'fans'

Team and community support

Aggregation of social media applications

Information about events

Facebook & Accessibility

The Good...

- Facebook is aware of accessibility issues and allegedly has a dedicated department.
- Facebook has some documentation on how AT can interact with the site.
- Facebook, like Twitter, can be highly distributed. This means you don't have to use the site to use Facebook. (And I don't)

The Bad...

- Lots of widgets, games and constant redesigns make Facebook a bit Wild West-like.

TIPS:

- Visit <http://www.facebook.com/help/?page=440>
- Contact Facebook here:
http://www.facebook.com/help/contact.php?show_form=accessibility
- When in doubt, use there HTML-based mobile site: <http://m.facebook.com/>

Virtual Worlds



Virtual Worlds

Virtual conferences and seminars

Resource “island” for education

Team meetings and collaboration spaces

Simulations

SecondLife & Accessibility

The Good...

- SecondLife is making a legitimate attempt to work the disability community and tech partners to make there interface (and support system) open and accessible.
- Multiple inputs and methods of interaction are already in place

The Bad...

- Because SecondLife is so sophisticated and immersive, the barriers can be slow to overcome.

TIPS:

- If you are planning on using SL, do some test runs with you audience
- <http://wiki.secondlife.com/wiki/Accessibility>
- <http://www.virtualhelpinghands.org/> and <http://www.virtualguidedog.com/>

Resources

CNCS's Resource Center

www.NationalService.gov/Resources

TechSoup www.techsoup.org

Beth's Blog: How Nonprofits Can Use Social
Media beth.typepad.com

NTEN: Nonprofit Technology Network
www.NTEN.org

Using Social Media to Include People with Disabilities

- Share member stories
- Display inclusive pictures and language
- Incorporate multiple social media tools to encourage participation in a community

Social Media Encourages People with Disabilities to Participate in National Service

- Recruit to a wider audience of people interested in service
- Broadcast exciting things that are happening in a program to others
- Reach out to everyone, including people with disabilities

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