Social Networking and Web 2.0

Web 2.0 is a perceived second generation of web development and design, that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web.

Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, and blogs.

Example: Google Docs — Cloud Computing

Social Networking

Online social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because the internet is filled with millions of individuals who are looking to meet other internet users to develop friendships and business relationships.

Social networking websites function as an online community of internet users. Depending on the website in question, many of these online community members share a common interest such as hobbies, religion, or politics. Once you are granted access to a social networking website you can begin to connect with others.

Examples: Facebook, MySpace, LinkedIn
Where are we on the web?

http://www.communityhealthcorps.org

What are you doing?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

Why do so many people seem to like Twitter?

Simplicity has played an important role in Twitter’s success. Answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the web.
One site pitches 140 potential uses in health care for Twitter and micro-sharing:

- Epidemiological Surveys
- Virtual Support Groups
- Emergency Response
- Outbreak/Containment Management
- Maintenance of Personal Health Models
- Website/Server Management
- Announcing Outpatient Care/Services
- Tracking Policy/Regulatory Changes

AVOID:
- Using Twitter as an RSS Feed (see later).
- Only sharing the same info that people could find with a Google search.
- Using Twitter to bombard people with marketing and advertising.
- Being dull – get conversational, be compelling, plug in to celebrities.
- Using only within "comfort zone" and reach beyond typical audience.
LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

The LinkedIn mission is "to connect the world's professionals to accelerate their success."

Your professional network of trusted contacts gives you an advantage, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return.
Facebook’s mission is to give people the power to share and make the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.
AmeriCorps Alums are a national network of civic leaders who are actively engaged in shaping their communities. Bound together by a commitment to service, AmeriCorps Alums are a transformative power to create a better world for all. The mission of AmeriCorps Alums is to connect, support and mobilize AmeriCorps Alums in order to strengthen our communities and our nation.

AmeriCorps Alums represents the 550,000 alumni of AmeriCorps National Service, who together constitute a powerful force for change in this country. AmeriCorps Alums helps alumni continue to “get things done” by connecting alumni, advancing their commitment to service, supporting and advocating for AmeriCorps programs and building the capacity of alumni to be agents of change in their communities.
RSS (the most common translation is now "Really Simple Syndication") is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically.

RSS feeds benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based. A standardized XML file format allows the information to be published once and viewed by many different programs. The user subscribes to a feed by entering the feed's uniform resource locator (URL) into the reader, or by clicking an RSS icon in a browser that initiates the subscription process. The RSS reader checks the user's subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.
12 Tips for Non-Profits on Getting Started with Social Media

- Pick the right social networks.
- Find an ‘expert’ to help you.
- Extend your reach.
- Prepare to lose control.
- Know who is already pretending to be you.
- Make a good first impression.
- Post your edgiest, most viral content.
- Find out which of your supporters are already on social networks.
- Communicate with your social network friends on a regular basis.
- Devote staff time to making your networking effort a success.
- Activate your social network supporters.
- Think of social networking as an investment in the future.

QUESTIONS?

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