

Blogs, Facebook, and Web 2.0

Social Media and Social
Networking for the EPC

What you will learn today...

- The difference between Web 1.0 and 2.0
- Blogs
- Podcasts
- RSS
- Forums
- Social networking

What is social media?

Old Web vs. Social Media



- Social media (Web 2.0) is about interactivity that builds relationships.
- If you do not give people the opportunity to participate in the process, they will go elsewhere.

Blogs – The Rise of Social Media



Positive news about the great things happening in Detroit Home Centers of Change Why write "Detroit: The Next Big Thing"?

Detroit – Farm capital of the world

LEAVE A COMMENT

2009 NOVEMBER 10

by Dana

tags: Detroit, urban farming

Could Detroit pull a reverse Joni Mitchell – unpave its parking lots to put up a metro-agrarian paradise? – <http://ideas.blogs.nytimes.com/2009/11/09/plowing-detroit-into-farmland/>

from – Greening / Urban Farming

One Of Us Films announces production of Hunting Blind

LEAVE A COMMENT

2009 NOVEMBER 10

by Dana

tags: One Of Us Films

Hunting Blind will be shooting in Michigan State Parks, November 10-12. Written by Sara Snyder, Carrie LeZotte will direct with Lon Stratton as Director of Photography. The story is about two brothers who go hunting and encounter a trespasser. The

PAGES

- Centers of Change
- Why write "Detroit: Th

CATEGORIES

- Aerotropolis
- Arts / Culture / Museums
- Business start-ups
- Film / Entertainment
- Greening / Urban farming
- Homeland security

Edit Post

One Of Us Films announces production of Hur

Permalink: <http://dtnbt.com/2009/11/10/one-of-us-film...-hunting-blind/> Edit

View Post Get Shortlink

Upload/Insert

Visual HTML

Rich text editor toolbar with icons for Bold (B), Italic (I), ABC, Bulleted List, Numbered List, Quote, Table, Link, Unlink, Undo, Redo, and other editing functions.

Hunting Blind will be shooting in Michigan State Parks, November 10-12. Written by Sara Snyder, Carrie LeZotte will direct with Lon Stratton as Director of Photography. The story is about two brothers who go hunting and encounter a trespasser. The short film budgeted around \$100,000, will employ forty people throughout all phases of the production.

Those interested in crew positions, email crew@oneofusfilms.org with the title of the specific crew position desired as the subject heading.

Path:

Word count: 108

Last edited by Dana on 2009 November 10 at 10:36

Really Simple Syndication (RSS)



- Visitors to your blog select a feed icon.
- Unlike a Web page, people are notified by e-mail or their RSS reader when you update your blog, Web site, or other page.
- RSS keeps you from being “out of sight, out of mind”.

Podcasts

- Any Web page that has an iPod file to download, listen to, or view is a podcast.
- Podcasts make your content portable. People can listen when they want, where they want.
- If your podcast is posted on a blog instead of a Web site, people can comment on your podcast content.



Webcasts

- A webcast is a podcast in any format other than the iPod format. MP3, MPEG, QuickTime, etc. are all webcasts.
- Recently, the term has come to mean “live streaming”.
- Video puts a face and a personality on your web content. Video can enhance your relationship-building.

Tag clouds

africa amsterdam animals architecture art august australia baby band barcelona beach
berlin bird birthday black blackandwhite blue boston bw california cameraphone camping
canada canon car cat chicago china christmas church city clouds color concert
cute dance day de dog england europe family festival film florida flower flowers
food football france friends fun garden geotagged germany girl girls graffiti green
halloween hawaii hiking holiday home house india ireland island italia italy japan july june
kids la lake landscape light live london macro may me mexico mountain mountains museum
music nature new newyork newyorkcity night nikon nyc ocean paris park
party people photo photography photos portrait red river rock rome san sanfrancisco
scotland sea seattle show sky snow spain spring street summer sun sunset
taiwan texas thailand tokyo toronto tour travel tree trees trip uk urban usa
vacation vancouver washington water wedding white winter yellow york zoo

The Updated Internet

Everything old is new again


Forum / Bulletin or Message Board



Geocachers of Northeastern Illinois - Index - Mozilla Firefox




File Edit View History Bookmarks Tools Help

http://www.gonil.org/SMF/index.php?action=forum

People Searches & Public Records

Organizing		
	Organizing Thoughts Have an idea about the organization effort? Here's your spot.	522 Posts 30 Topics Last post by Mr.Charlie in Re: Cache "Rescue" secti... on February 20, 2008, 07:44:18 PM

Web Site		
	Suggestions Something you want to see on the site? This is the place to ask/suggest.	1061 Posts 72 Topics Last post by mgbmusic in Re: New Home Page on March 16, 2008, 07:44:08 AM
	Bugs Eeeek!!! A bug, a bug!!! Tell us about it here.	339 Posts 49 Topics Last post by GeekBoy.from.Illinois in Re: New area caches on March 19, 2008, 12:17:28 PM

Counties		
	Illinois DNR For discussion of geocaching on Illinois Department of Natural Resources lands.	105 Posts 5 Topics Last post by cachew nut in Re: Midewin National Tal... on March 03, 2008, 08:54:28 PM
	Cook	96 Posts 10 Topics Last post by cachew nut in Re: New trail watch prog... on March 25, 2008, 09:31:46 PM
	DuPage	207 Posts 23 Topics Last post by 2 CBR in Re: The DuPage Conservat... on March 22, 2008, 09:06:38 PM

Chat or IM (instant messaging)

- Chat / IM let's you communicate immediately with multiple people.
- You may chat in a closed room (invite only) or an open room (anyone can join).
- IM is the highest form of non-voice social interaction.
- Chat sessions can be recorded into a log.

Social networking

Establishing your online persona

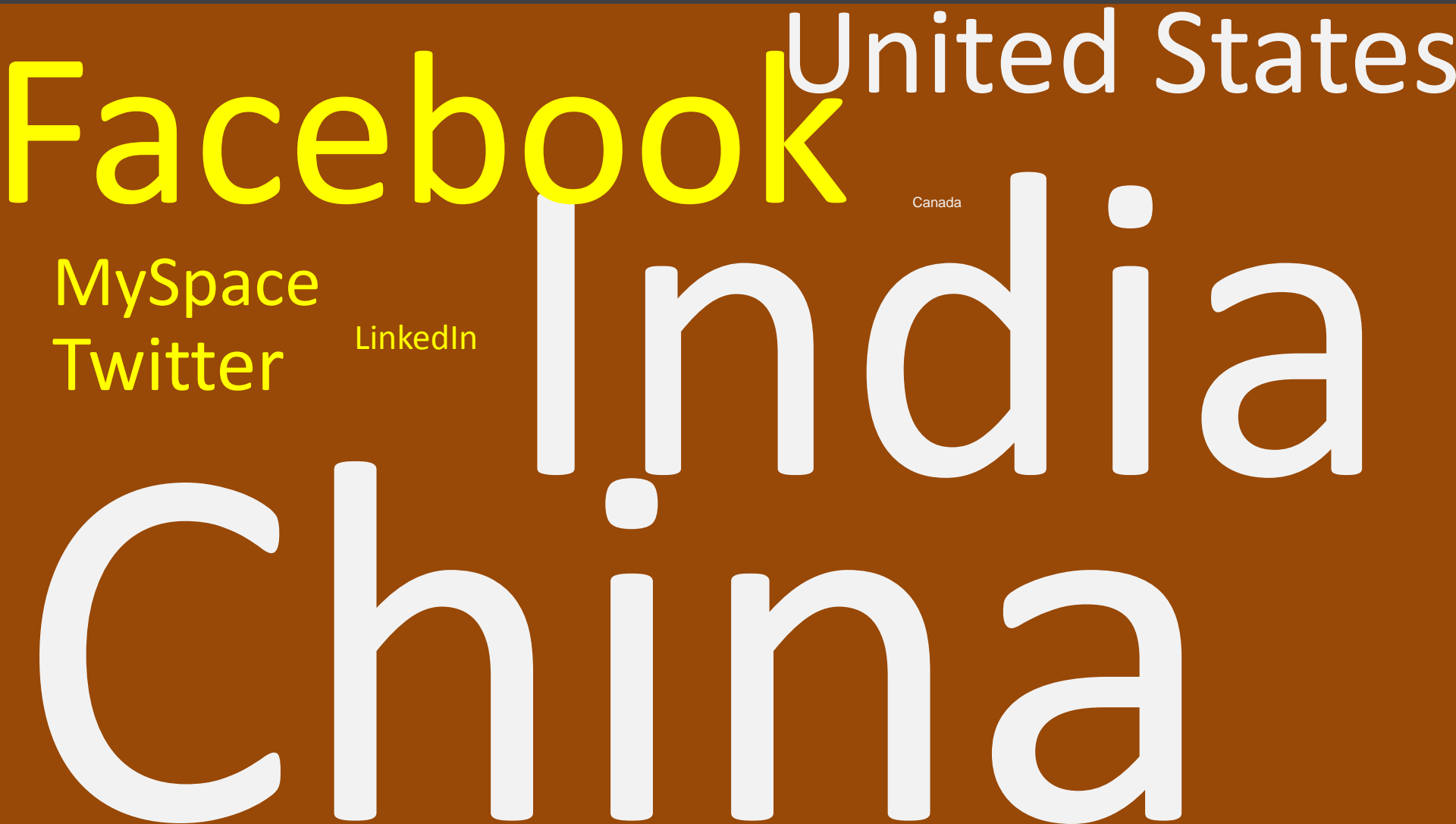
What is social networking?

- Like social media, it allows for the exchange of ideas and information.
- Social networking goes one step farther by creating online personalities – profiles.
 - You can give people permission to view information about you, not just your ideas.
 - You create “permanent” connections between profiles.

Popular social networks

- Facebook - Social
- Twitter - Microblogging
- LinkedIn - Business
- MySpace – Social
- Foursquare - Social, business, geographic
- Yelp – Business, geographic
- Second Life – Social and business

Social Networks



Social Networks

- It took radio 38 years to reach 50 million listeners.
- It took TV took 13 years.
- The Internet took 4 years.
- Facebook took 9 months to reach 100 million users.

The Future of the Internet

It arrived yesterday,
so we had better catch up.

The Internet is mobile

Appointments

To Do lists

Addresses

Photos

Videos

Music

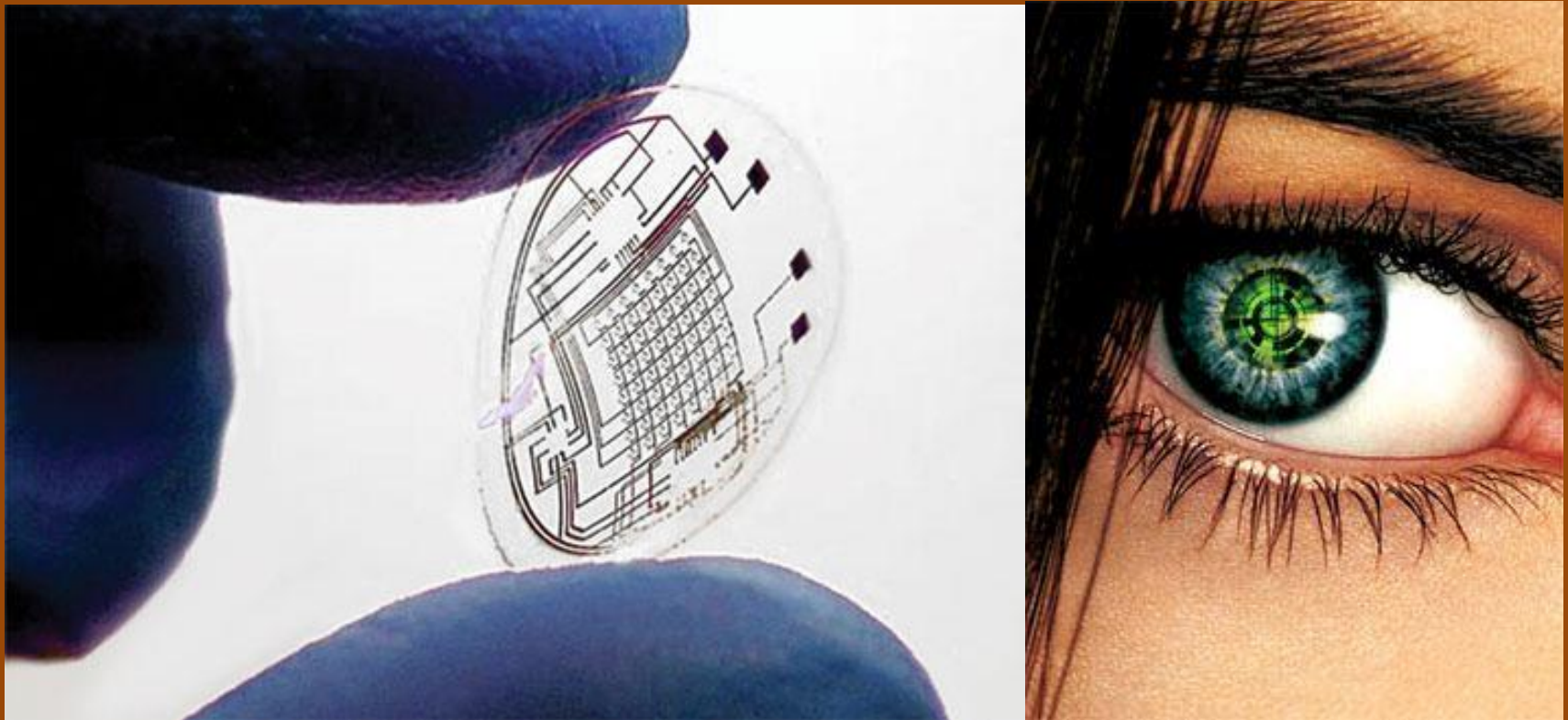


Finances

Documents

Presentations

Ultra-portable Internet



Where do you go from here?

- Define your goals.
 - Who do you want to communicate with?
 - How strong do you desire the relationship to be?
- Find out what your organization wants.
- Immerse yourself in Web 2.0.
- Assess your resources.
 - What resources will you need?
 - What resources do you have available?
 - How do you fill the gap?
- Develop your time line and budget.

Wrap-up

Help Us Connect to You

- Facebook – E-mail us the link to your page so we can Favorite you.
- Twitter – If someone tweets about your church, send us their handle so we can follow them.
- Youtube – If you have videos, let us know so we can add you to your channel.

How You Can Connect to Us

- EPC Community –
<http://EPC.SocialGo.com>
- Facebook –
www.Facebook.com/EPChurch
- Twitter – www.Twitter.com/EPChurch
- Vimeo – www.vimeo/channels/epc
- YouTube – www.Youtube/EPChurch80

Homework for First-timers

- Send me a copy of your bulletins and newsletters.
- Send me a link to your web site.
- If anyone blogs for your church, send me the link for that too.

Homework for First-timers

- Use the church locator at www.EPC.org to find your church.
- Find the church nearest to you.
- Invite the communications person/people to join us for our call-in and on EPC Community. Make sure to tell them about the survey on www.EPC.org.

Homework for Second-timers

- Find an EPC church in a state near your church.
- Invite someone from that church to join us.

For our next call in...

- Newsletters
 - Content is still king. So, what do you include?
 - Let's look at some design basics.
 - To go digital or not to go digital, that is the question.