How to Survive PR 2.0…

…and Thrive in the Brand New World of (Web) Communications

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www.collegewebeditor.com

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Something has changed…

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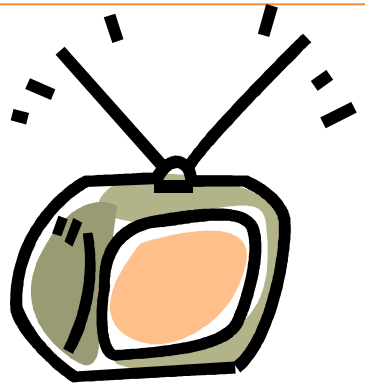
This is how it used to be…



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Something has changed…

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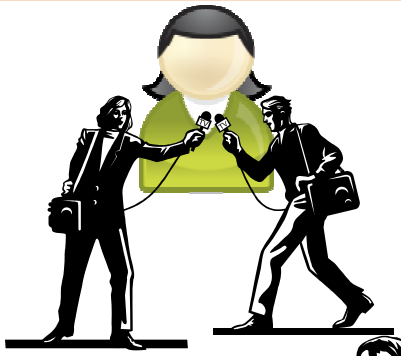
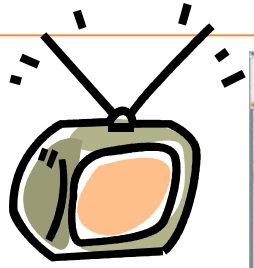
This is how it has become…





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Just look at what happened after the Virginia Tech Tragedy…

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After the Tragedy

- First, students, parents, friends, reporters rushed to www.vt.edu for information
- And, then they went straight to:
  - Wikipedia
  - Student blogs (found by searching technorati)
  - Facebook (many facebook groups created that day)
  - YouTube

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Web 2.0 has changed PR and communications

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And, my goal is to help you adapt to this change and thrive in this new world of communications

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First things, First: What's Web 2.0?

- Wikipedia definition: *"second-generation of Internet-based services that let people collaborate and share information online."*
- Read-Only Web vs. Read/Write Web
- A paradigm shift in communications

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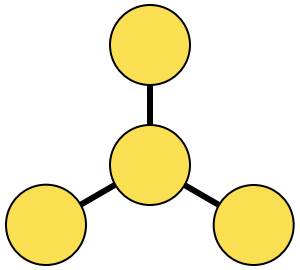
It’s not about technology

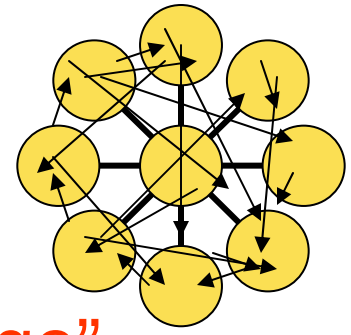
- 1964: *Understanding Media: The Extensions of Man* – McLuhan

“the medium is the message”

Traditional Media:



New Media:



- 2007: Web 2.0
  User-generated media

“the conversation is the message”

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How did this happen?

- User-friendly, open source, no/low cost technology
- Search engines' love relationship with fresh content
- RSS/Email – accessible viral distribution channels to build an audience

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What it means for your institution

- **The End of the Controlled Message**

- A few (or many) members of your target audiences influencing their peers, traditional influencers (media) and… the world

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So, What can you do?

- Learn as much you can about this new “media” landscape
- Monitor new media channels
- Get into the conversation
- If/when something happens, you’ll be able to react adequately

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New media landscape

- Blogs
- Podcasts
- Facebook
- MySpace
- Linkedin
- Wikipedia
- Delicious
- RSS
- YouTube
- Flickr
- SecondLife

User Generated Content, Web browser, Comments/Open Conversation, Sharing, Tagging

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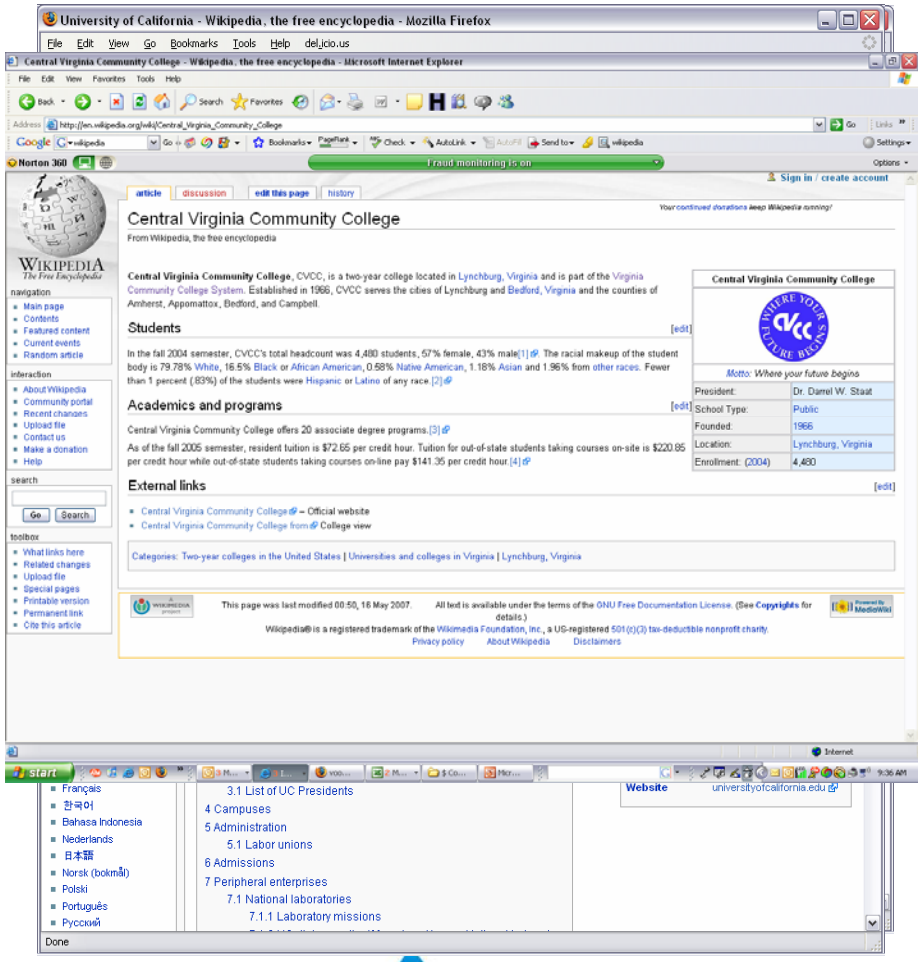
Wiki(pedia)

- 7.3 million articles
  1.8 million in English
- Top 20 most visited websites
- WikiUniversity Project
- WikiProject Virginia
- VCCS, Central Virginia CC



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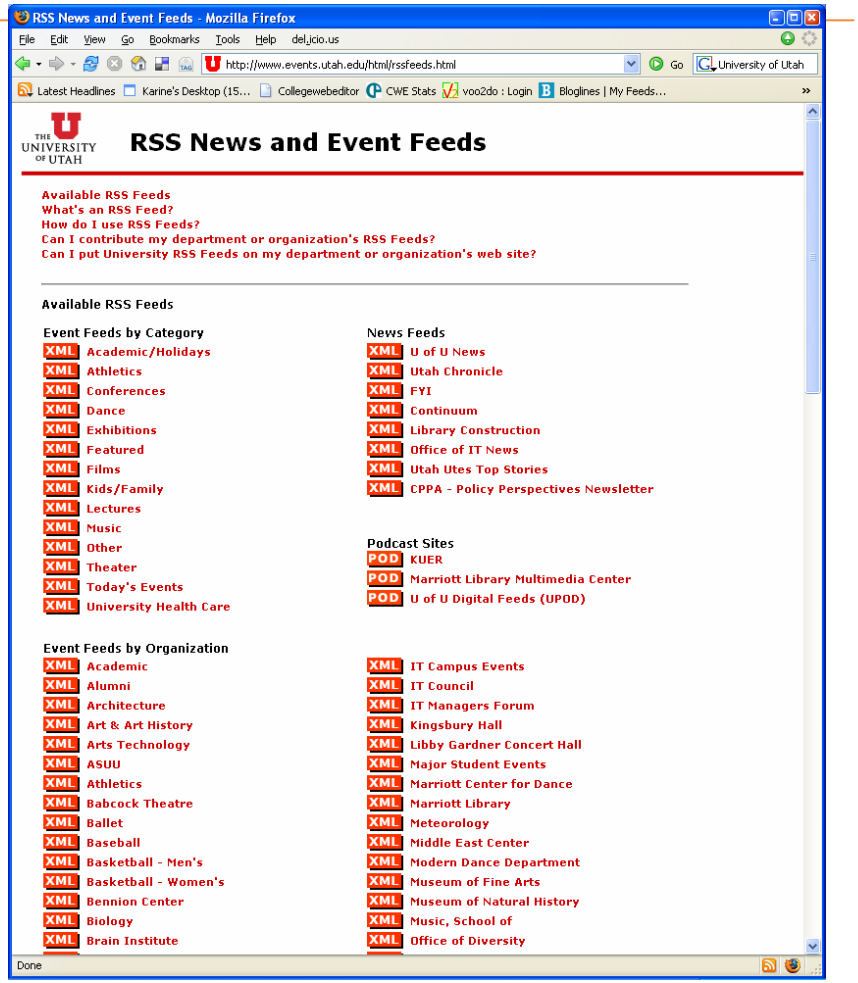
RSS

- Really Simple Syndication
- Google, Yahoo, IE7, Firefox, etc.
- University of Utah



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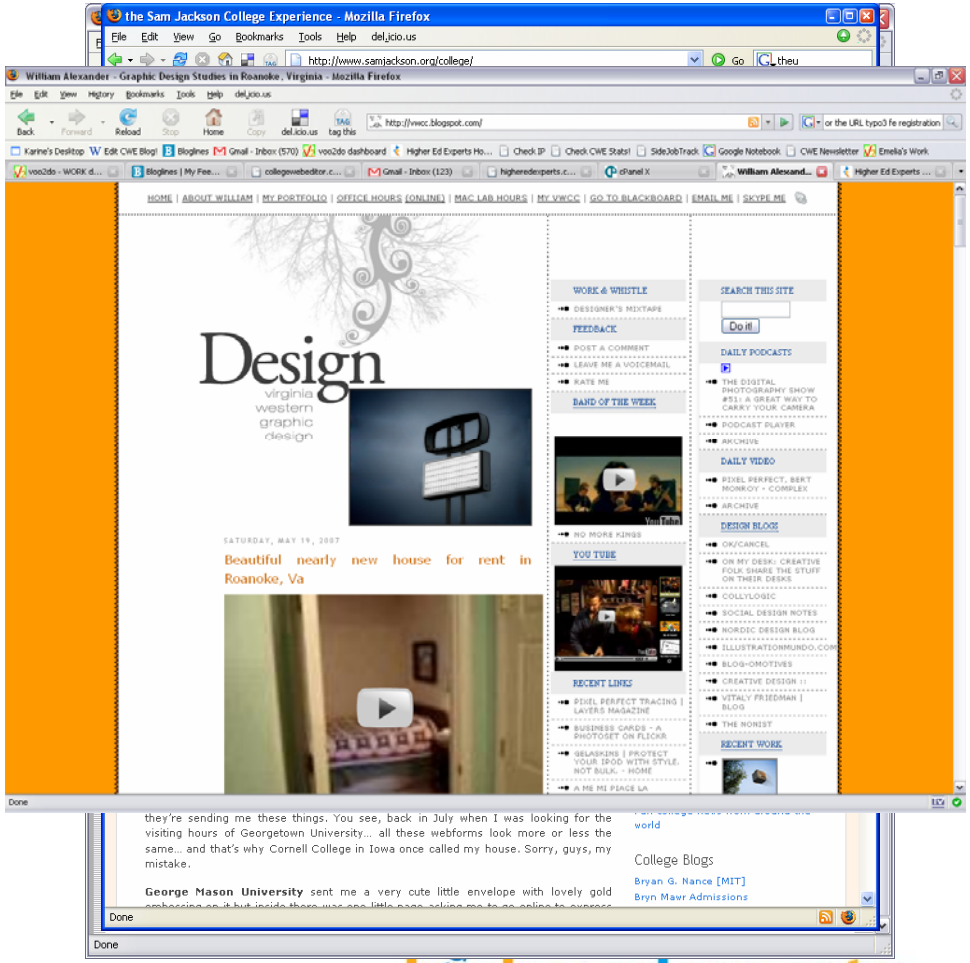
Blogs

- 71 million blogs
  1.5 million posts/day
- Read blogs?
  38% teens, 39% adults,51% journalists
- Ball State University
  Samjackson.org
  Virginia Western Graphic Design Instructor
  William Alexander



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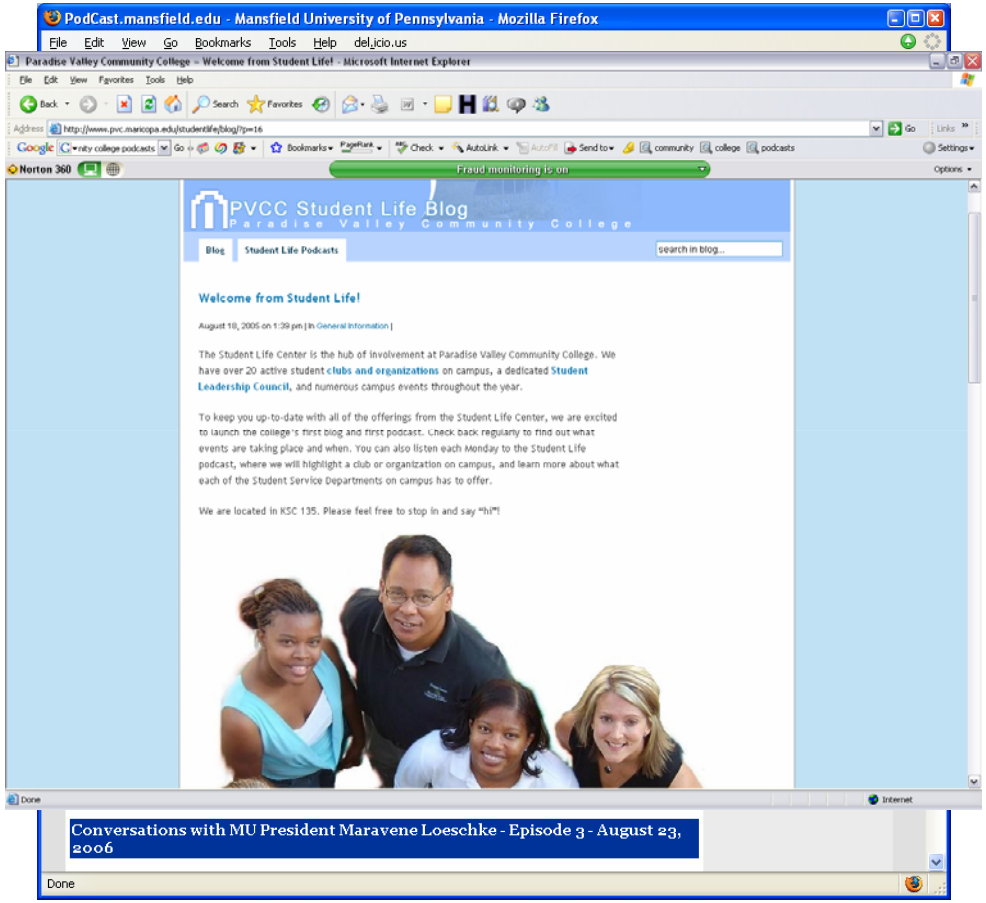
Podcasts

- Ever downloaded a podcast?
  62.8 million in 2010 (Bridge Ratings).
- 12% of the Internet users
- Mansfield University, Paradise Valley CC (AZ) Student Life Podcasts



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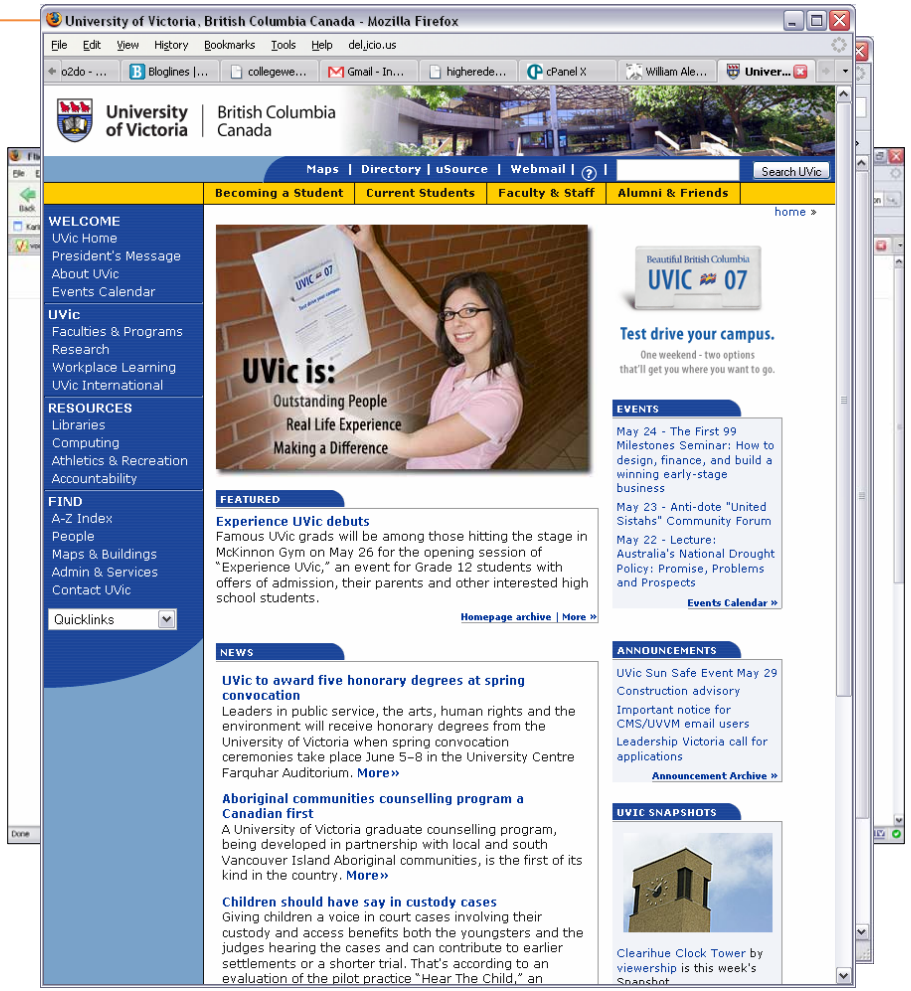
Flickr

- More than 4.5 million registered users
- 17 million unique visitors/month
- 230 million photos
- Search, Amherst College, University of Victoria



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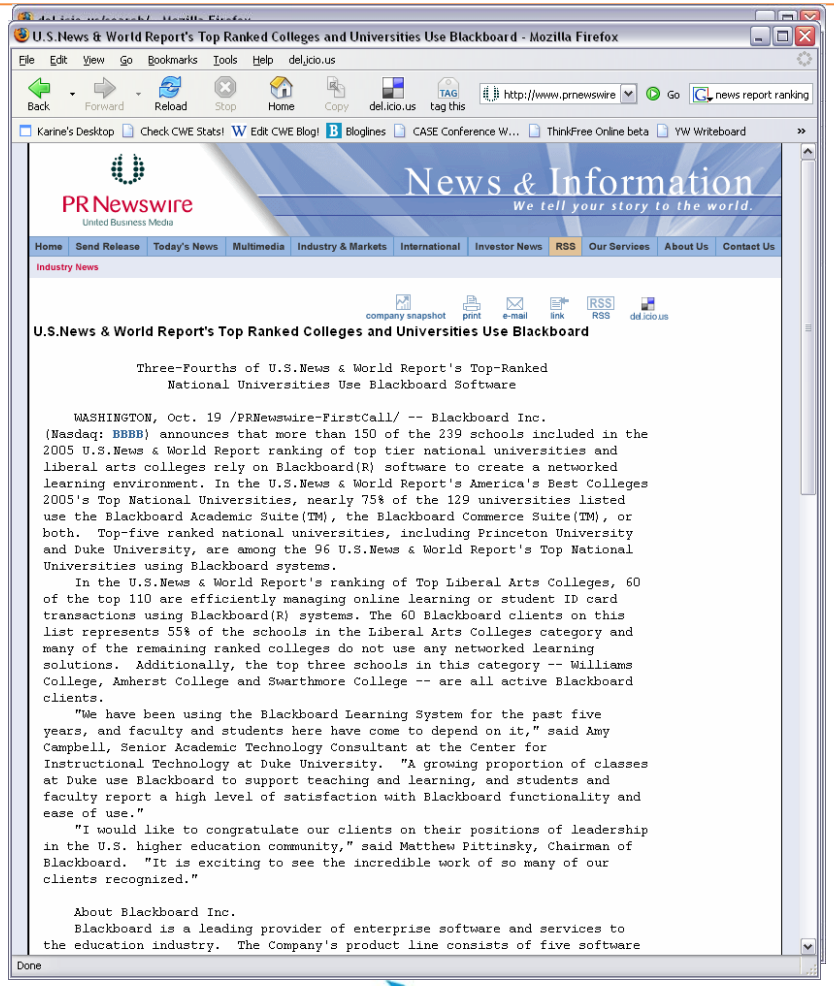
Delicious

- Allow people to bookmark wherever/whenever, and share
- PRNewswire Journalists/Bloggers



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MySpace

- + 100 million profiles (August 2006)
- Colleges & Universities, Ithaca Park School of Communication, Coast Line CC

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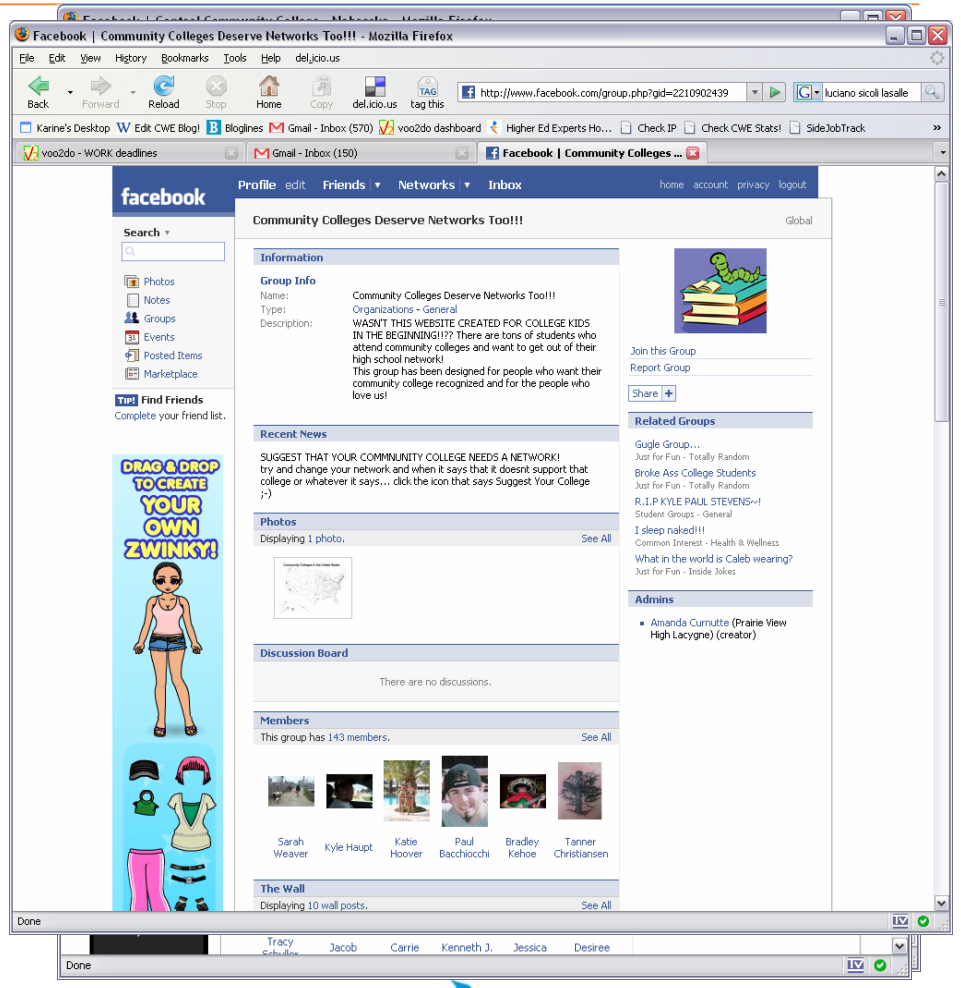
Facebook

- + 23 million users,
  + 2,200 colleges, 22,000 high schools (Facebook)
- Average use: 20 minutes on the site daily (ComScore)
- Seventh-most trafficked site in the United States
- Karine, HEE, UF, Central CC Nebraska, Network for CC



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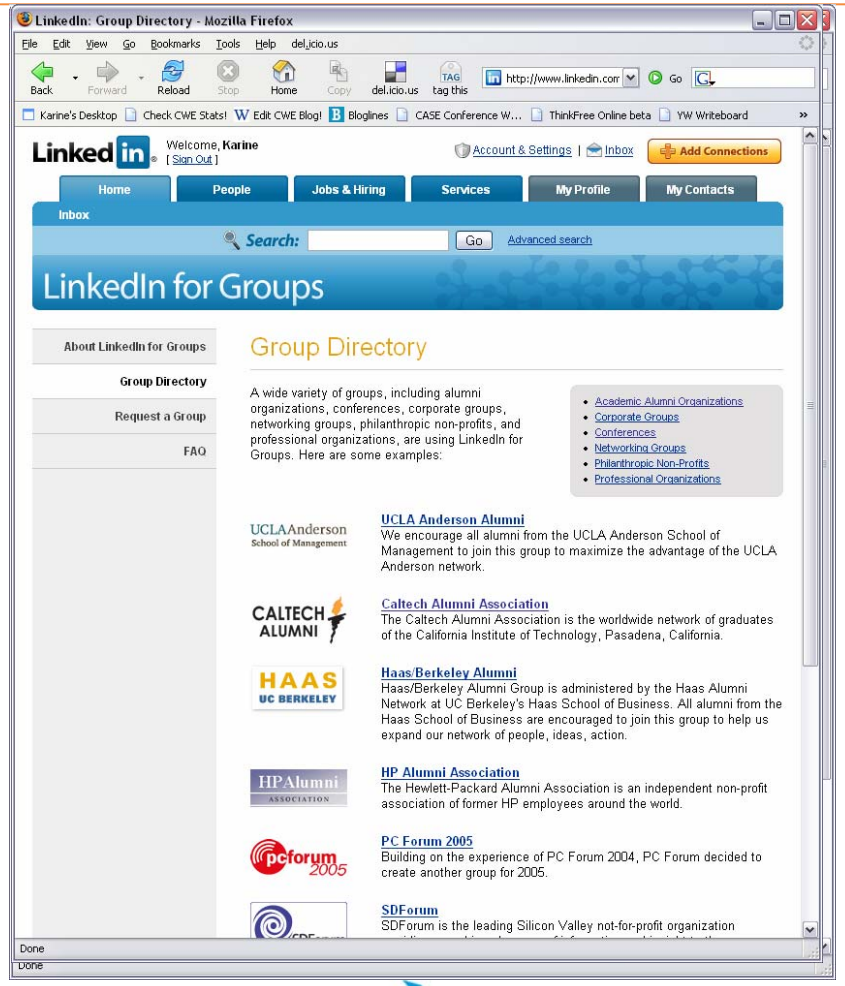
LinkedIn

- 10 million experienced professionals from around the world, representing 150 industries.
- Caltech Alum Association



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YouTube

- 100 million videos viewed/day
- Private channel for registered users with edu email address
- NJIT, Northern Virginia CC Drama Program

- Higheredtv.com

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SecondLife

- 3-D online virtual world
- 6,5 million residents
- Half million (in last 7 days – May 16, 2007)
- Karine Apogee, Vassar College, Pellissippi State CC, etc.

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So, how can you monitor all these?

- Get an RSS reader (Bloglines, IGoogle, IE7)
- Technorati watchlists/Google news alerts
- Identify & subscribe to main blogs (Technorati authority, post frequency, comments, etc.)

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Get into the conversation

- Read and comment on blogs
- Share useful information about your institution on your MySpace profile or Facebook group – let them come to you
- Set up your own blog for your press release, news, expert articles, etc.

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If something happens…

- React fast
- Reply to correct the facts; don't antagonize
- Publish your facts on your blog or post comments

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Let’s have a break!

See you in 15 minutes…

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Upgrade to Web 2.0 in 45 minutes

- Susan's survey results
- My goal is to get you started with Podcasts, Wikis, Blogs, MySpace, Facebook, YouTube and Blog Monitoring/RSS

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Podcasting & Podcasts

- How to find/subscribe/listen to podcasts: iTunes: www.apple.com/itunes/download/
- How to create, produce and distribute podcasts: www.poducateme.com

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Wikis

- Google Docs might be enough
- Test the waters with a free hosted wiki: www.wikispaces.com
- Ask your IT folks to install an open source package on your campus server.

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Blogs

- Create a blog in 1 minute:
  www.blogger.com (Google account)
  www.wordpress.com (better option)
- Beware of comment spam

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MySpace

- Create your account in 2 minutes: www.myspace.com
- Would you be my friend?

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Facebook

- Create your account in 2 minutes: www.facebook.com
- Join a group: Higher Ed Experts
- Create a group: VCCS Conference

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YouTube

- Create your account in 1 minute
- Save videos as favorites
- Link to videos
- Embed videos on your web page/blogs
- Upload videos, save them straight from your webcam

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Blog Monitoring/RSS

- Get an RSS reader:
  Bloglines, iGoogle, IE7 or Firefox
- Technorati search/watchlists
- Google Alerts

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Questions?

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