



## How to Survive PR 2.0...

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

Karine Joly

[www.collegewebeditor.com](http://www.collegewebeditor.com)

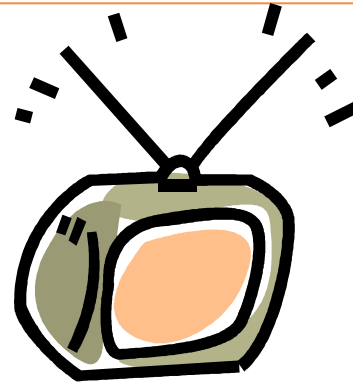


---

# Something has changed...



# This is how it used to be...



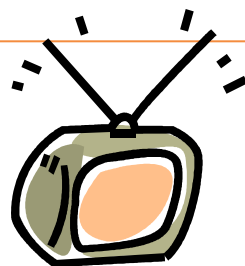
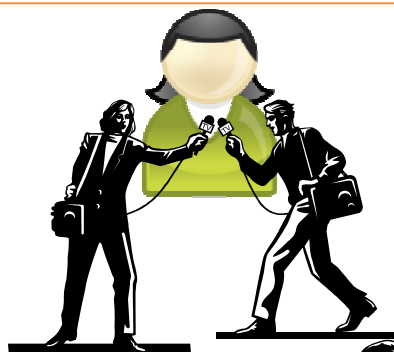


---

# Something has changed...



# This is how it has become...





---

# Just look at what happened after the Virginia Tech Tragedy...



# After the Tragedy

---

- 👤 First, students, parents, friends, reporters rushed to [www.vt.edu](http://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



---

# Web 2.0 has changed PR and communications





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



# 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**

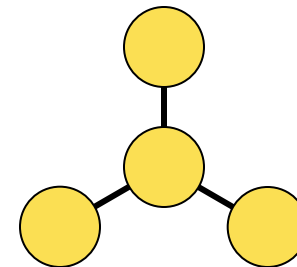


# It's not about technology

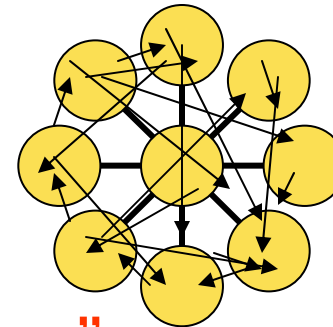
- 1964: *Understanding Media: The Extensions of Man* – McLuhan

“the medium is the message”

Traditional Media:



New Media:



- 2007: Web 2.0  
User-generated media

“the conversation is the message”



# 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



# 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



# 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



# New media landscape

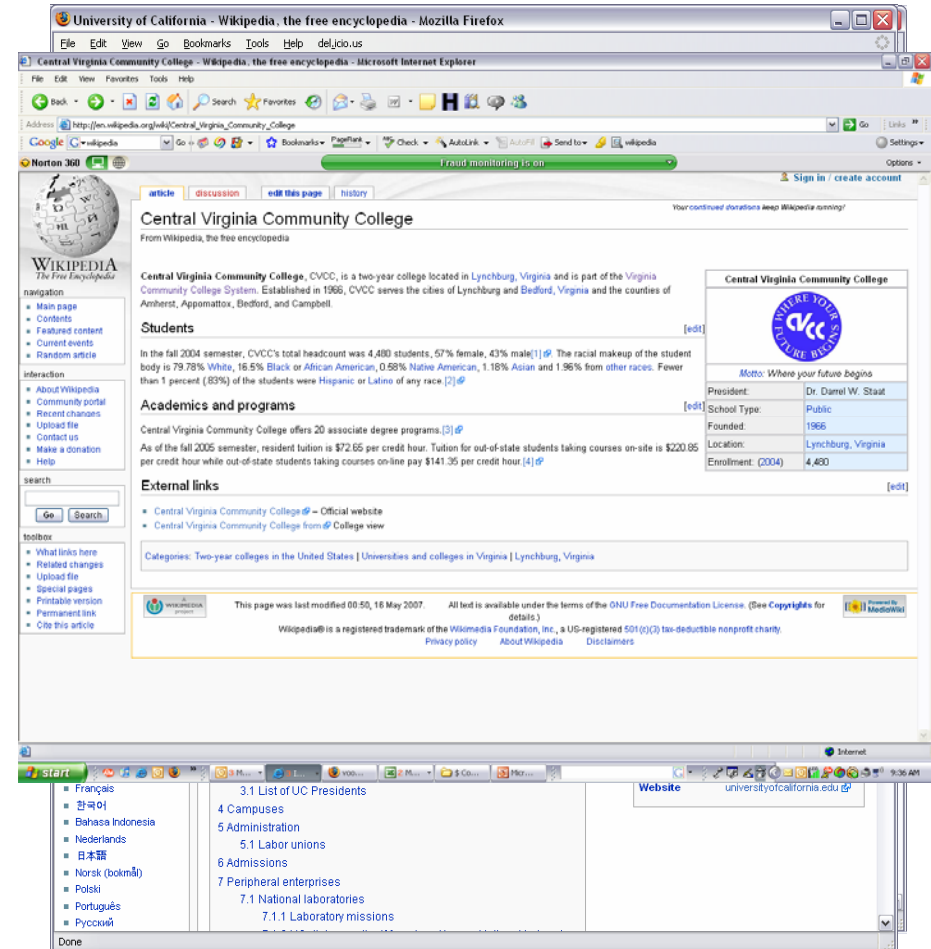
---

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

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

# Wiki(pedia)

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



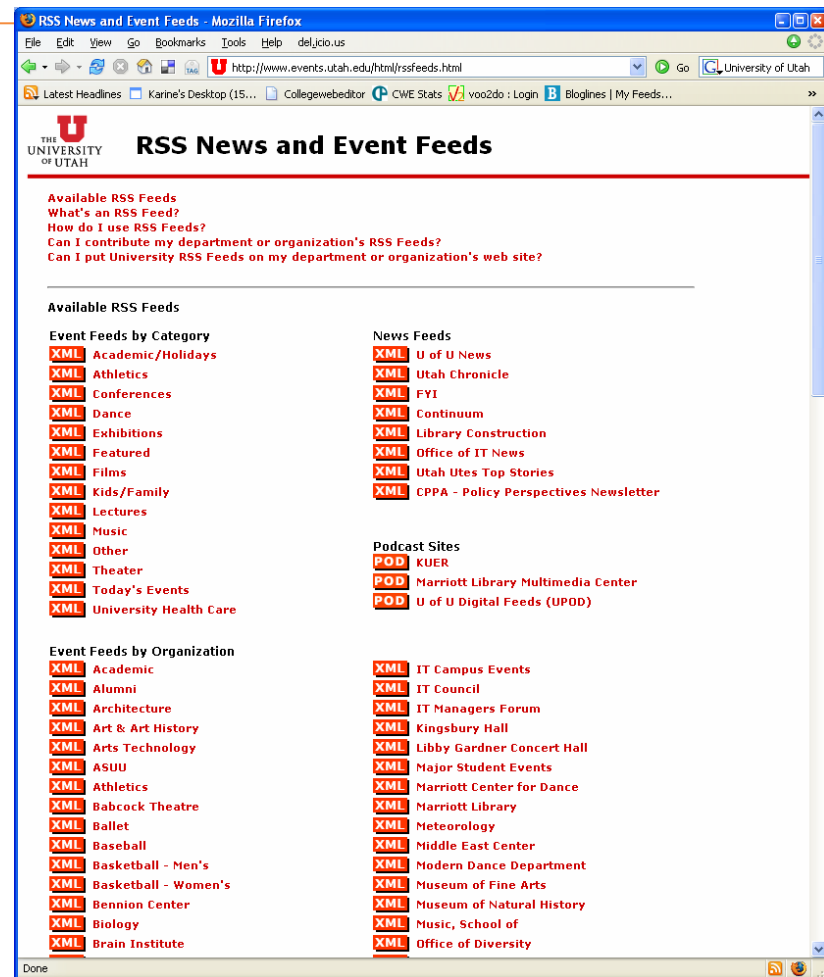
The screenshot shows a Wikipedia article for Central Virginia Community College (CVCC) in a Mozilla Firefox browser window. The article text includes: "Central Virginia Community College, CVCC, is a two-year college located in Lynchburg, Virginia and is part of the Virginia Community College System. Established in 1966, CVCC serves the cities of Lynchburg and Bedford, Virginia and the counties of Amherst, Appomattox, Bedford, and Campbell." It also lists statistics for the fall 2004 semester: 4,480 students, 57% female, 43% male, with a racial makeup of 79.78% White, 16.5% Black or African American, 0.58% Native American, 1.18% Asian, and 1.96% from other races. The article mentions 20 associate degree programs, a tuition of \$72.65 per credit hour for on-line students, and an enrollment of 4,480 in 2004. A table on the right lists the President as Dr. Darrel W. Staat, School Type as Public, Founded in 1966, and Location as Lynchburg, Virginia. The bottom of the browser window shows a list of 3.1 List of UC Presidents, 4 Campuses, 5 Administration, 5.1 Labor unions, 6 Admissions, 7 Peripheral enterprises, 7.1 National laboratories, and 7.1.1 Laboratory missions.





# RSS

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

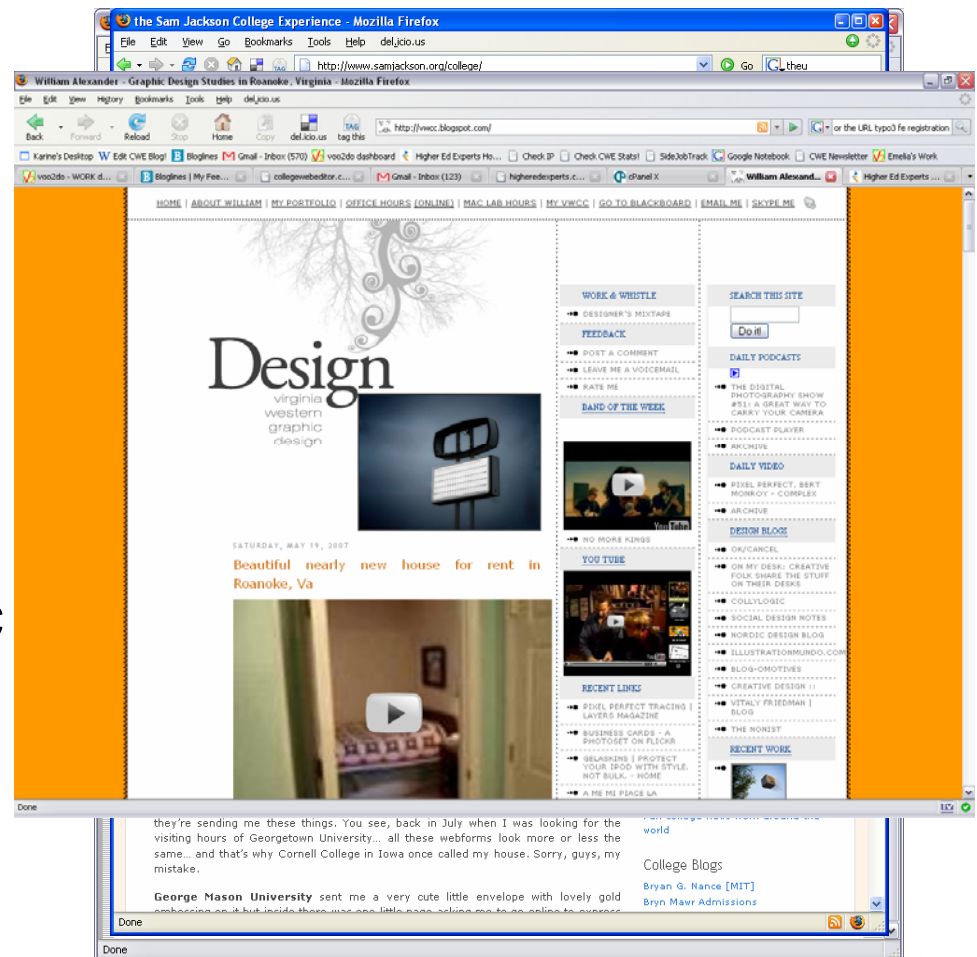


The screenshot shows a web browser window titled "RSS News and Event Feeds - Mozilla Firefox". The address bar shows the URL "http://www.events.utah.edu/html/rssfeeds.html". The page content includes the University of Utah logo and the title "RSS News and Event Feeds". Below the title, there are links for "Available RSS Feeds", "What's an RSS Feed?", "How do I use RSS Feeds?", "Can I contribute my department or organization's RSS Feeds?", and "Can I put University RSS Feeds on my department or organization's web site?". The main content is organized into three columns: "Event Feeds by Category", "Event Feeds by Organization", and "Podcast Sites". Each item in these columns is preceded by an "XML" or "POD" icon.

Event Feeds by Category	Event Feeds by Organization	Podcast Sites
<a href="#">XML Academic/Holidays</a>	<a href="#">XML Academic</a>	<a href="#">XML U of U News</a>
<a href="#">XML Athletics</a>	<a href="#">XML Alumni</a>	<a href="#">XML Utah Chronicle</a>
<a href="#">XML Conferences</a>	<a href="#">XML Architecture</a>	<a href="#">XML FYI</a>
<a href="#">XML Dance</a>	<a href="#">XML Art &amp; Art History</a>	<a href="#">XML Continuum</a>
<a href="#">XML Exhibitions</a>	<a href="#">XML Arts Technology</a>	<a href="#">XML Library Construction</a>
<a href="#">XML Featured</a>	<a href="#">XML ASUU</a>	<a href="#">XML Office of IT News</a>
<a href="#">XML Films</a>	<a href="#">XML Athletics</a>	<a href="#">XML Utah Utes Top Stories</a>
<a href="#">XML Kids/Family</a>	<a href="#">XML Babcock Theatre</a>	<a href="#">XML CPPA - Policy Perspectives Newsletter</a>
<a href="#">XML Lectures</a>	<a href="#">XML Ballet</a>	
<a href="#">XML Music</a>	<a href="#">XML Baseball</a>	<b>Podcast Sites</b>
<a href="#">XML Other</a>	<a href="#">XML Basketball - Men's</a>	<a href="#">POD KUER</a>
<a href="#">XML Theater</a>	<a href="#">XML Basketball - Women's</a>	<a href="#">POD Marriott Library Multimedia Center</a>
<a href="#">XML Today's Events</a>	<a href="#">XML Bennion Center</a>	<a href="#">POD U of U Digital Feeds (UPOD)</a>
<a href="#">XML University Health Care</a>	<a href="#">XML Biology</a>	
	<a href="#">XML Brain Institute</a>	<a href="#">XML IT Campus Events</a>
		<a href="#">XML IT Council</a>
		<a href="#">XML IT Managers Forum</a>
		<a href="#">XML Kingsbury Hall</a>
		<a href="#">XML Libby Gardner Concert Hall</a>
		<a href="#">XML Major Student Events</a>
		<a href="#">XML Marriott Center for Dance</a>
		<a href="#">XML Marriott Library</a>
		<a href="#">XML Meteorology</a>
		<a href="#">XML Middle East Center</a>
		<a href="#">XML Modern Dance Department</a>
		<a href="#">XML Museum of Fine Arts</a>
		<a href="#">XML Museum of Natural History</a>
		<a href="#">XML Music, School of</a>
		<a href="#">XML Office of Diversity</a>

# Blogs

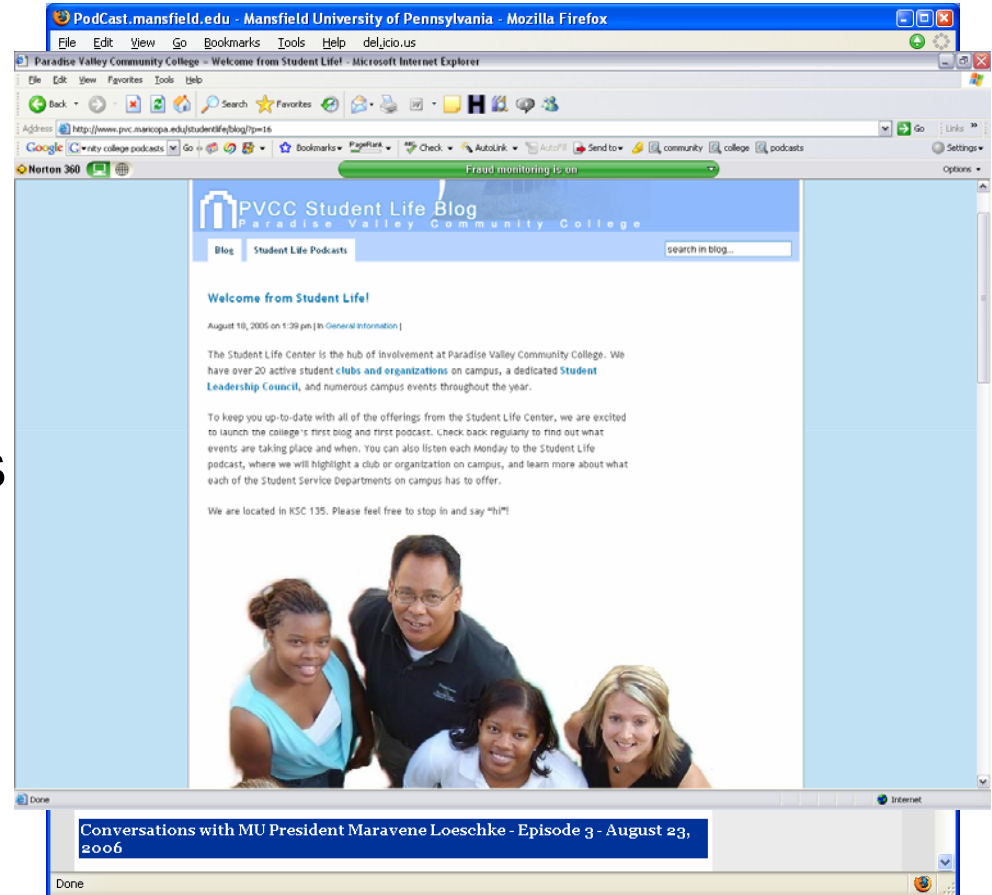
- 71 million blogs  
1.5 million posts/day
- Read blogs?  
38% teens, 39% adults, 51% journalists
- Ball State University  
Samjackson.org  
Virginia Western Graphic Design Instructor  
William Alexander





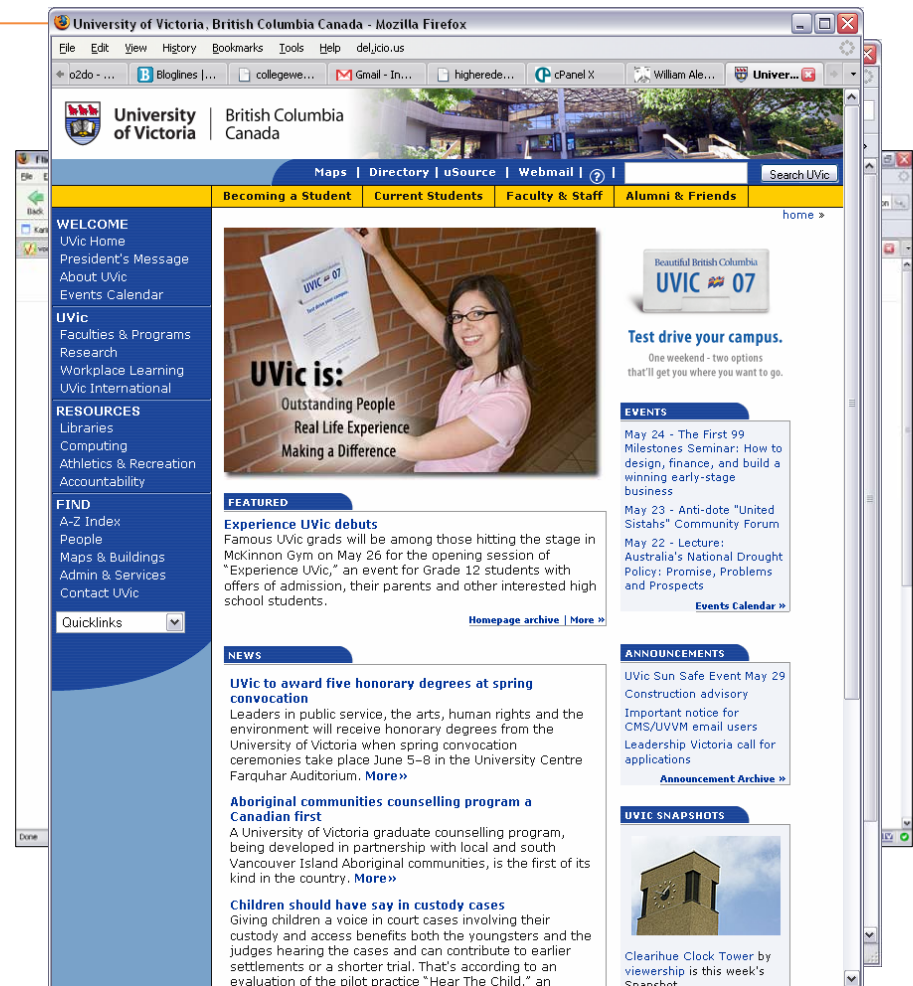
# Podcasts

- ❏ 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



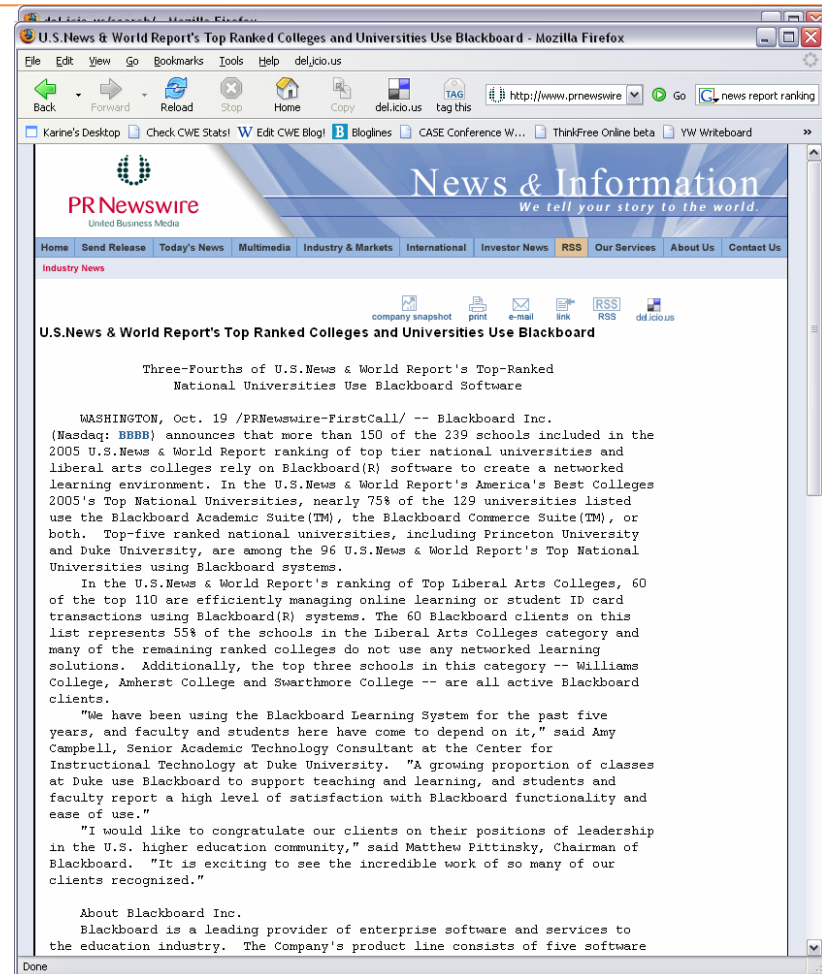


- More than 4.5 million registered users
- 17 million unique visitors/month
- 230 million photos
- Search, Amherst College, University of Victoria





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





+ 100 million profiles  
(August 2006)

Colleges &  
Universities, Ithaca  
Park School of  
Communication,  
Coast Line CC

www.myspace.com/coastlinecommunitycollege - Mozilla Firefox

Find Your Graduating Class

I graduated in: 1994, 1984, 1974, 1964, 1954

powered by Google

Coastline Community College

"Start here...go anywhere!"

Male  
25 years old  
FOUNTAIN VALLEY,  
California  
United States

Last Login:  
19/05/2007

View My Pics | Videos

Connecting Coastline Community College

send message forward  
add to friends + favorites  
instant message block me  
add to group rank me

MySpace URL:  
<http://www.myspace.com/coastlinecommunitycollege>

Coastline Community College's Interests

Heroes Click here to go to Coastline's web page

Coastline Community College's Details

Status: Single  
Here for: Networking, Friends  
Hometown: Fountain Valley, CA  
Zodiac Sign: Capricorn

Coastline Community College is in your extended network

Coastline Community College's Latest Blog Entry [Subscribe to this Blog]

[View All Blog Entries]


Coastline Community College's Bttrbs

About me:  
ANNOUNCEMENTS  
-Register now for "second 8-week" courses that begin the week of April 2!  
-SPRING BREAK is March 26 to April 1 (college closed this week).

Hi everyone!

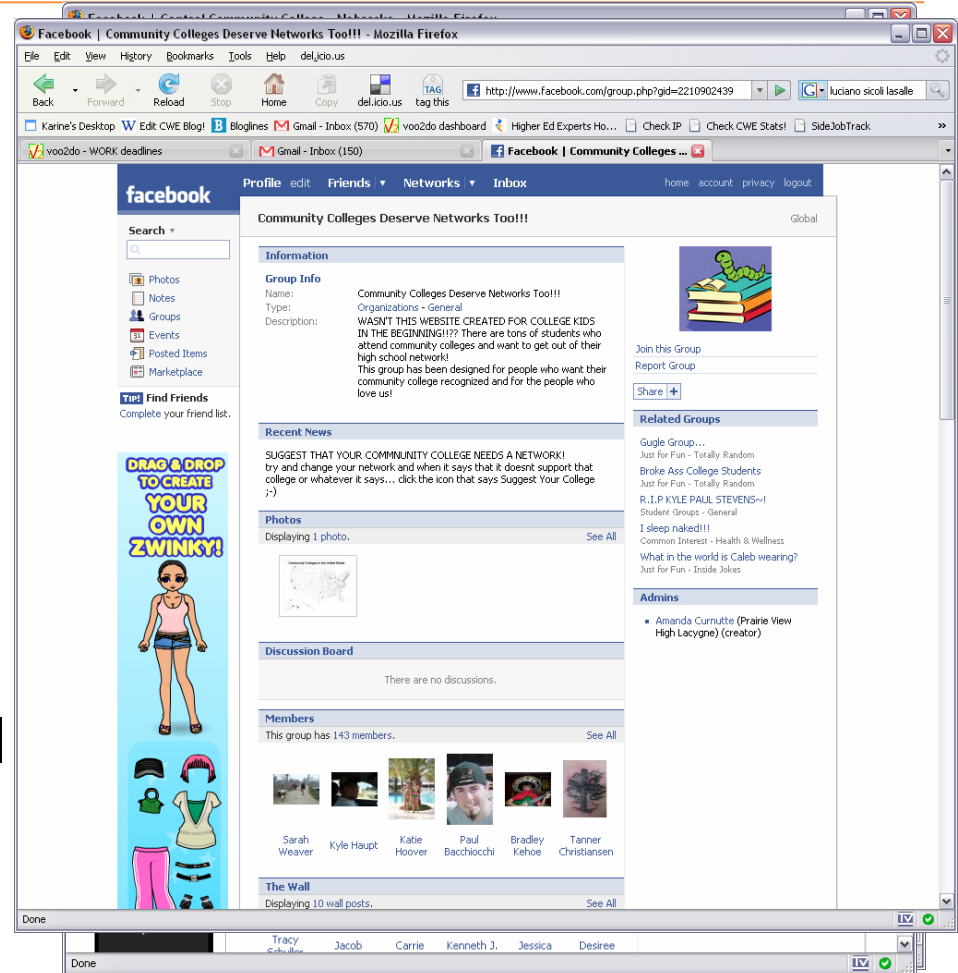
This page is a place for Coastline Community College students (past and present), and students at our sister colleges Orange Coast College and Golden West College, to connect, network, chat...whatever!

For those of you who know little about Coastline, here's the deal:  
*Unlike most colleges, Coastline does not have a traditional campus. Instead, instruction is offered at approximately 50 sites throughout the Coast Community College District. These teaching sites include senior centers, high schools, office buildings, churches and many other facilities. In addition to these neighborhood campuses, the College has main learning centers based in Costa Mesa, Garden Grove and Westminster, with an administration building (offering enrollment services, counseling, a bookstore, and more) in Fountain Valley. At Coastline, students can choose to take courses to fulfill their general education transfer requirements, or explore exciting vocational programs like Biotechnology and Informatics. In addition, Coastline also offers a renowned English as a Second Language (ESL) program, a motivating emeritus program, and a unique Acquired Brain Injury (ABI) program.*  
Coastline Community College has an international reputation as one of the nation's most innovative institutions. Founded in 1976, Coastline is committed to student success through accessible and flexible education within and beyond the traditional classroom. A majority of students take at least one class via the College's state-of-the-art Distance Learning program, which allows flexible learning via the internet, CD-ROM, Emmy award winning telecourses, and even classes on hand-held PDA. The College also forms progressive and unique relationships with business and industry. For example, Coastline has combined efforts with the Workforce Investment Board to operate the Orange County Area...



# Facebook

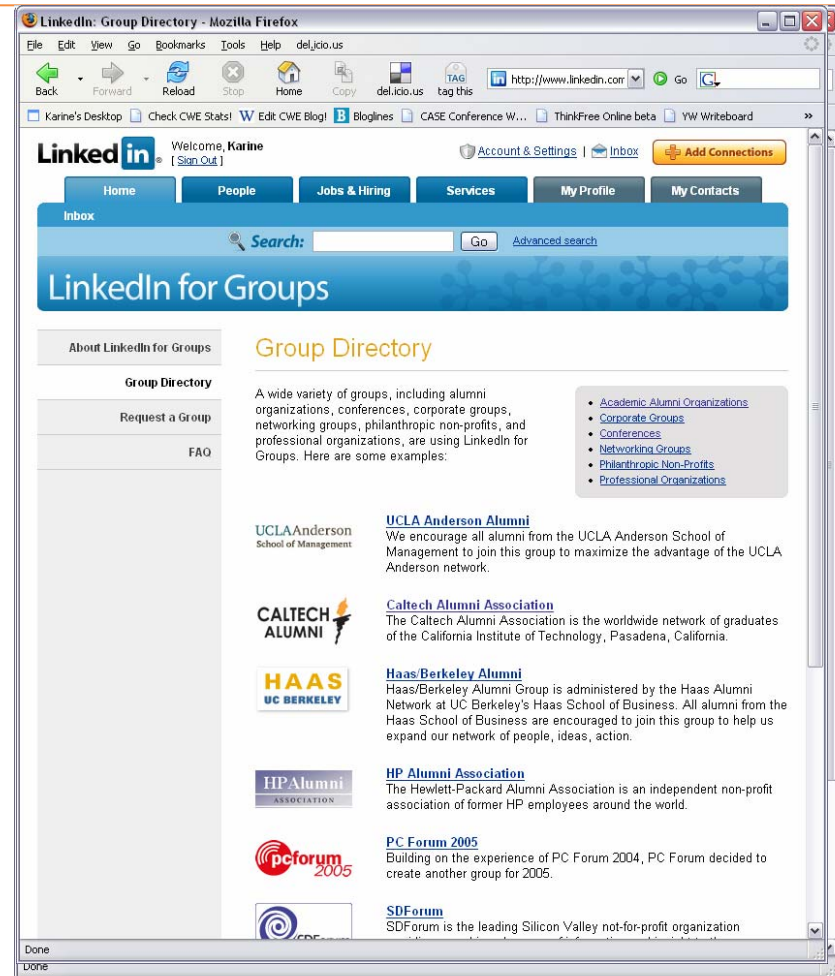
- + 23 million users,  
+ 2,200 colleges, 22,000  
high schools (Facebook)
- Average use: 20 minutes  
on the site daily (  
ComScore)
- Seventh-most trafficked  
site in the United States
- Karine, HEE, UF, Central  
CC Nebraska, Network  
for CC









10 million experienced professionals from around the world, representing 150 industries.

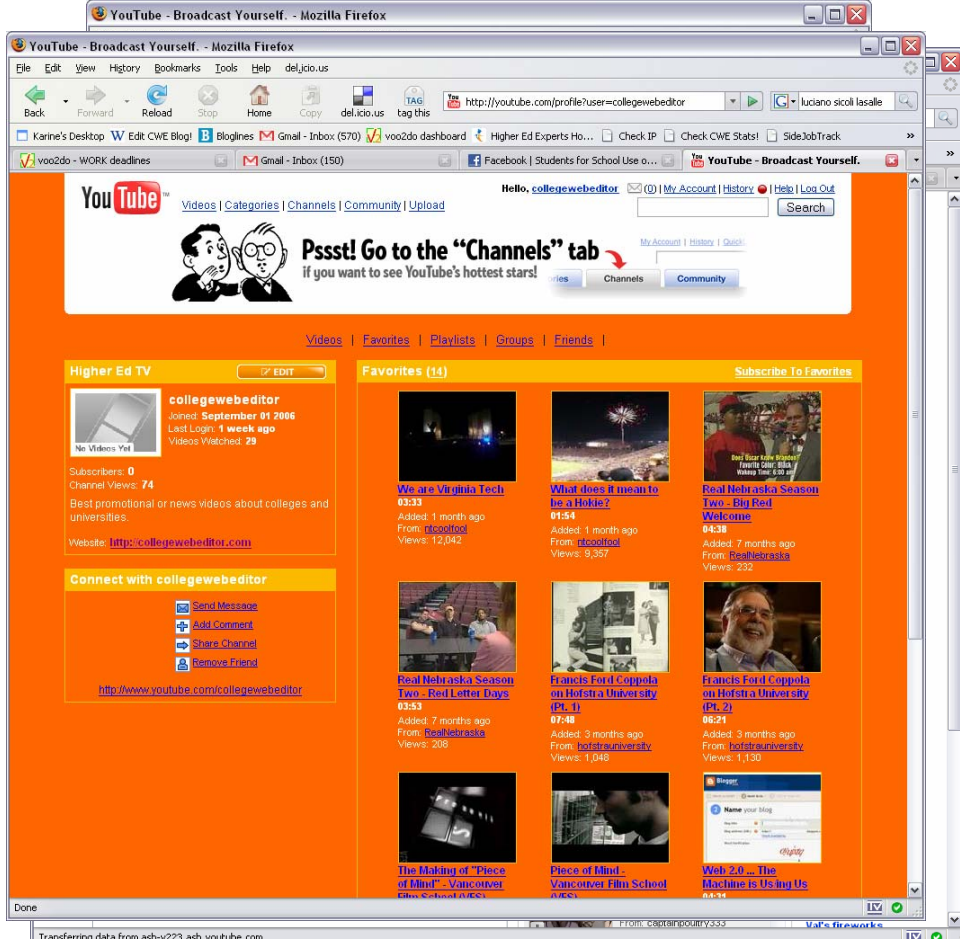
Caltech Alum Association





# YouTube

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



The screenshot displays a YouTube channel page for 'collegewebeditor'. The channel profile includes the name, a creation date of September 01, 2006, and a subscriber count of 0. A 'Connect with collegewebeditor' section offers options to send messages, add comments, share the channel, or remove the friend. The 'Favorites' tab is active, showing a grid of video thumbnails with titles such as 'We at Virginia Tech', 'What does it mean to be a Hokie?', 'Real Nebraska Season Two - Big Red Welcome', 'Francis Ford Coppola on Hofstra University (Pt. 1)', 'Francis Ford Coppola on Hofstra University (Pt. 2)', 'The Making of "Piece of Mind" - Vancouver', 'Piece of Mind - Vancouver Film School', and 'Web 2.0 ... The Machine is Us and Us'. The browser window title is 'YouTube - Broadcast Yourself - Mozilla Firefox'.



# 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.









## 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.)



# 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.



# If something happens...

---

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



---

Let's have a break!  
See you in 15  
minutes...





# 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



# Podcasting & Podcasts

---


- 👤 How to find/subscribe/listen to podcasts:  
iTunes: [www.apple.com/itunes/download/](http://www.apple.com/itunes/download/)
- 👤 How to create, produce and distribute  
podcasts: [www.poducate.me.com](http://www.poducate.me.com)



# Wikis

---

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




# Blogs

---

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







- 👤 Create your account in 2 minutes:  
[www.myspace.com](http://www.myspace.com)
- 👤 Would you be my friend?



# Facebook

---

-  Create your account in 2 minutes:  
[www.facebook.com](http://www.facebook.com)
-  Join a group: Higher Ed Experts
-  Create a group: VCCS Conference



# 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



# Blog Monitoring/RSS

---

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





# Questions?

---

## Karine Joly

College Web Editor / Higher Ed Experts

[karine@higheredexperts.com](mailto:karine@higheredexperts.com)

[karine@collegewebeditor.com](mailto:karine@collegewebeditor.com)