CIPR

CIPR Education and Skills Sector Group

Respond

Participate

Encourage

Collaborate

Motivate

New Media Toolkit

Transform

Experience

Communicate

Discover

Innovate

Expand

Joanna Blackburn
New Media Officer
Manchester Metropolitan University
j.blackburn@mmu.ac.uk

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Introduction

The way by which people access and consume information has dramatically changed within five years. The internet is now a mainstream medium of communication, with 37,800,000 users in the United Kingdom alone[1]. The advent of broadband, 3G and digital television have likewise revolutionised the way messages are both communicated and consumed.

The internet and the web are no longer phenomena – they are part of our daily lives.

In the education sector alone, there has been an increase in the use of e-learning tools working alongside traditional means of teaching. Online access to books and study resources has also been a service provided both in HE and FE institutions.

Recent years has seen an explosion of web sites that engage the user to drive content. Whereas web sites were traditionally static and communication of messages was 'pushed' from site owner to site user, the trend has now shifted to innovative user-generated content.

The boom in social networking sites such as 'My Space' and 'Bebo' and web applications like wikis and podcasts are all part of Web 2.0, a marketing phrase coined by O'Reilly Media in 2004, referring to second-generation internet-based services[2].

The premise of Web 2.0 is user-participation, allowing people to collaborate and share information online. It encourages users to contribute to the content of the site, and take ownership of the messages being conveyed. In other words, it is using the website as a platform and involves web users in facilitating the communication process. The result is a web offering that is responsive, user-centric and participative. In addition, such web applications can be used by those who have relatively low technical knowledge.

This toolkit will look at the different new media tools and aims to give you an overview on how you can use web applications to effectively communicate to your audiences.

[1] Internet World Stats, March 2006.
[2] http://en.wikipedia.org/wiki/Web_2.0

Facts and Figures

Why should you invest in and apply new media applications? Isn't new media simply hype? Or can new media actually support to enhance your brand and reputation? Take a look at the statistics:

- There will be 1.21 billion internet users globally by the end of 2006, rising to 1.35 billion by 2007[3]
- The average amount of internet/online usage in the UK is around 23 hours per week[4]
- On average, internet users spend a quarter of their weekly media time on the internet[5]
- With 7.8% market share, the internet is now part of the UK advertising mainstream. A total of £1.4 billion (an increase of 65.6% from 2004) was spent on online advertising[6]
- 60% of UK web users only visit a handful of sites despite the plethora of website online[7]
- 71% of prospective students use university websites to find out information about different universities. This is the second most popular method behind prospectuses (77%)[8]
- 80% of UK school leavers use university websites to help make decisions about their future[9]

[3] eTForecasts, Sept 2004
[4] YouGov.
[5] BMRB Internet Monitor, January 2006
[6] Internet Advertising Bureau, 2005
[7] IMRG, March 2006
[8] Hobsons School Leaver Recruitment Review 2005
[9] Hobsons 2005

Blogs

A blog is short for web log. Blogs are online journals or diaries that are regularly updated by their authors using software or sites that allow people with little or no technical background to update and maintain entries.

The difference between a blog and its paper-based version is that the former is for public consumption. People are able to see and search for blog entries and subsequently submit comments.

Blogs sites allow you to publish and share text, video and multi-media files. The service is usually free.

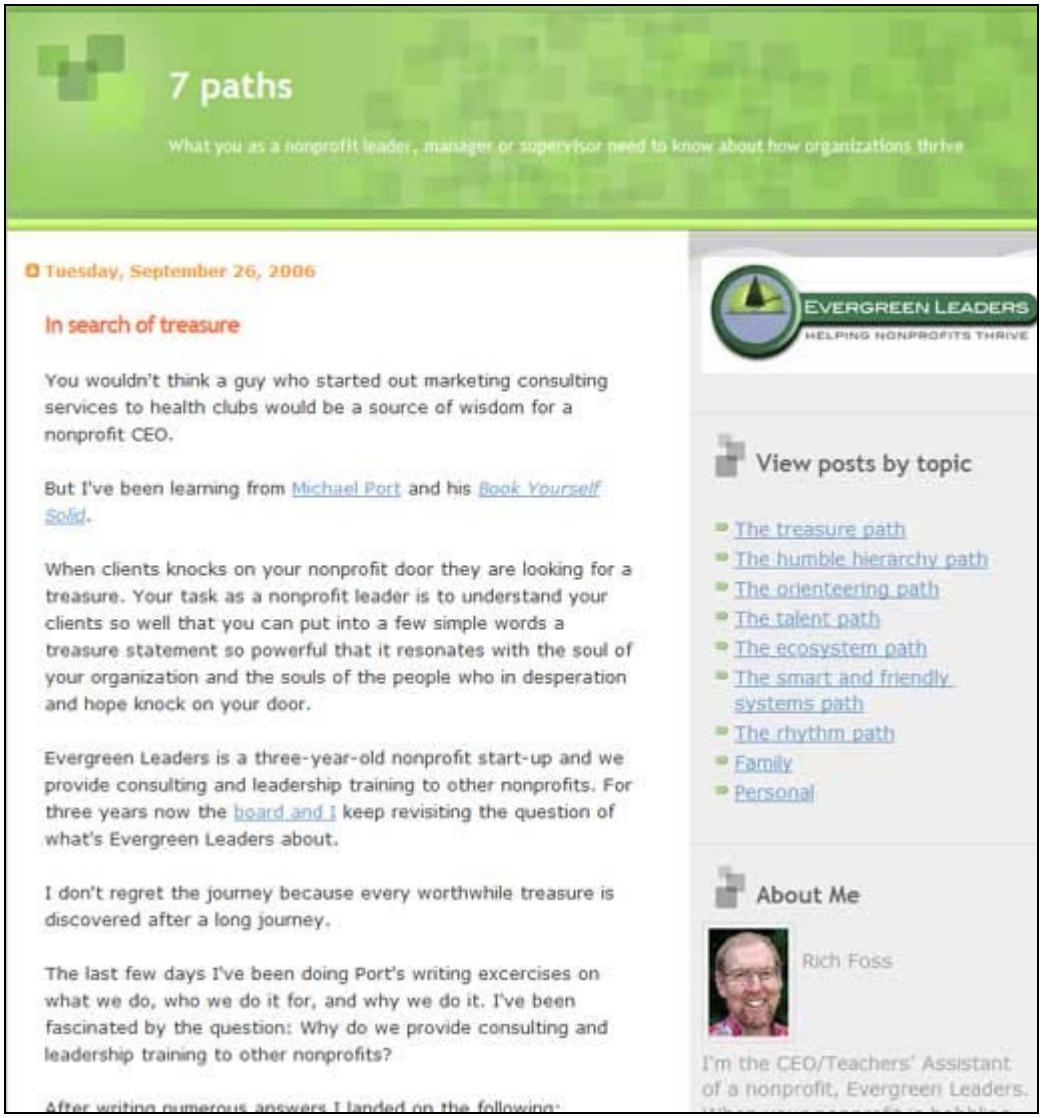
Blog Sites

www.blogger.com

Blogger is one of the more popular blogging services in the market today.

While most blogs are about personal experiences and observations, blogs are also used by companies, non-profit organisations and even politicians to convey messages to a variety of audiences.

An example of a blog



7 paths

What you as a nonprofit leader, manager or supervisor need to know about how organizations thrive

Tuesday, September 26, 2006

In search of treasure

You wouldn't think a guy who started out marketing consulting services to health clubs would be a source of wisdom for a nonprofit CEO.

But I've been learning from Michael Port and his *Book Yourself Solid*.

When clients knocks on your nonprofit door they are looking for a treasure. Your task as a nonprofit leader is to understand your clients so well that you can put into a few simple words a treasure statement so powerful that it resonates with the soul of your organization and the souls of the people who in desperation and hope knock on your door.

Evergreen Leaders is a three-year-old nonprofit start-up and we provide consulting and leadership training to other nonprofits. For three years now the board and I keep revisiting the question of what's Evergreen Leaders about.

I don't regret the journey because every worthwhile treasure is discovered after a long journey.

The last few days I've been doing Port's writing excercises on what we do, who we do it for, and why we do it. I've been fascinated by the question: Why do we provide consulting and leadership training to other nonprofits?

After writing numerous answers I landed on the following:

EVERGREEN LEADERS
HELPING NONPROFITS THRIVE

View posts by topic

- The treasure path
- The humble hierarchy path
- The orienteering path
- The talent path
- The ecosystem path
- The smart and friendly systems path
- The rhythm path
- Family
- Personal

About Me

Rich Foss

I'm the CEO/Teachers' Assistant of a nonprofit, Evergreen Leaders.

Premium and fee-paying blog sites like Type Pad allow companies to communicate to their stakeholders using integrated corporate databases and other CRM systems.

Blogs are useful for:

- ☑ generating interest and awareness of your product or service
- ☑ engaging with users and customers
- ☑ facilitating teaching and learning
- ☑ improving internal and external communications
- ☑ increasing 'search' visibility of your organisation on the web
- ☑ providing your audience with an interactive experience

Mash-Ups

The term mash-up refers to a new breed of Web-based applications created by hackers and programmers to mix at least two different services from disparate, and even competing, web sites.

A mash-up, for example, could overlay traffic data from one source on the Internet over maps from Yahoo, Microsoft, Google or any content provider. The term mash-up comes from the hip-hop music practice of mixing two or more songs.

A good example of a mash-up is BBC News and Google Maps. By combining Google maps and the latest news from the BBC, visitors can get an overview of the news in their local area.

Map of the UK from Google Maps

Local news from BBC

Mash-ups are useful for:

- ☑ providing up-to-the-minute information
- ☑ linking your organisation to those with similar interests
- ☑ collaborating with peers
- ☑ increasing functionality of websites
- ☑ enabling your stakeholders to interact with your organisation

Podcasts

Podcasting is a way of distributing multimedia files, such as audio or video programmes, over the internet so that people can download them to their PC, mobile phone, iPod or MP3 player, and play them back whenever they want.

By ‘subscribing’ to a podcast, you automatically receive the latest episode as soon as it's available.

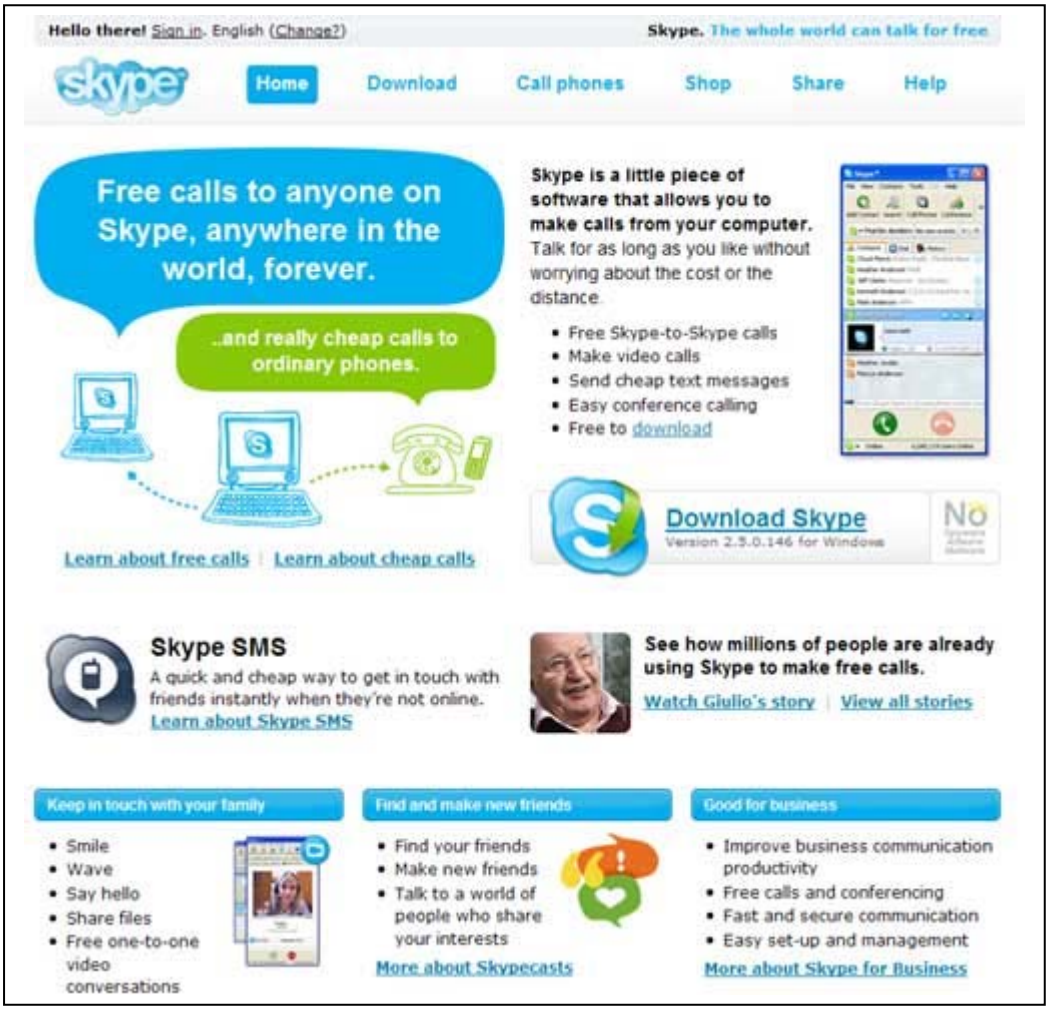
Podcasts are useful for:

- ☑ facilitating teaching and enhancing the learning experience
- ☑ communicating to your audience at any time, even on mobile and portable devices
- ☑ increasing visibility of your online presence
- ☑ providing value-added service to your customers
- ☑ adding professionalism and credibility to your product or service
- ☑ reaching a wider audience-base
- ☑ promoting your organisation’s key messages

Skype (and Skyping)

Skype is a software program that allows you to make phone calls over the internet for free. This facility also allows video and conference calling, phoning landlines and mobiles, and text messaging.

The software can be downloaded for free and will work with any operating system.



Skyping is useful for:

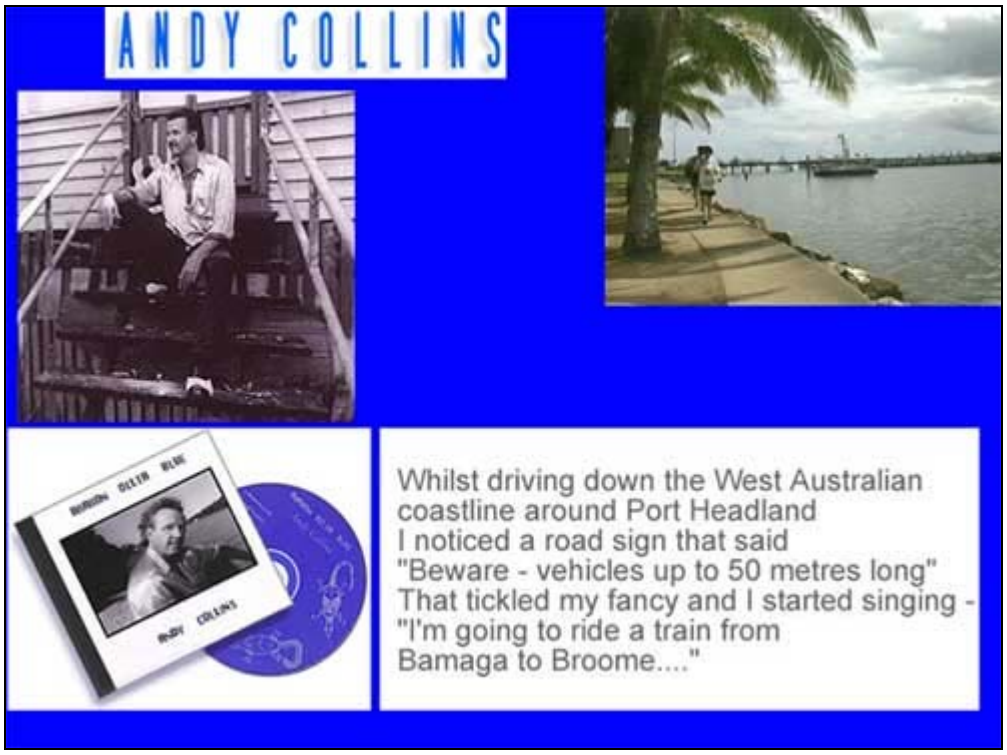
- ☑ improving internal and external communications
- ☑ promoting activities such as live events at reduced cost
- ☑ reaching a wider audience-base

Synchronized Multimedia Integration Language (SMIL)

SMIL (pronounced ‘smile’) is a mark-up language developed by the Word Wide Web Consortium (W3C). It can be used to synchronise captions and audio descriptions with online video.

SMIL is supported by the greatest number of media players, including RealOne and recent versions of QuickTime.

SMIL can be used for closed captioning and subtitling, interactive presentations, and mixing audio and video files together.



This example shows artist Andy Collins talking about his work using a mixture of audio, captioning and video elements in one platform. This is achievable through using SMIL.

SMILing is useful for:

- ☑ facilitating teaching and enhancing the learning experience
- ☑ communicating key messages using multi-media at reduced cost
- ☑ integrating accessibility tools within your communications programmes

Social Networking

Building associations and links between people on the web is commonly referred to as social networking. There are a wide range of web-based services that can be classified as "social networking" platforms.

Each site may offer a variety of services (including photo sharing, blogs and resources) and are usually free to join.

An example of a Social Networking site

http://spaces.live.com

Social networking is useful for:

- ☑ providing value-added features to your stakeholders
- ☑ bringing your message to your audience for relatively low cost
- ☑ enabling direct communication to your target audience
- ☑ getting third-party endorsment from your customers

Wiki

Wikis allow users to add, edit and delete content for a web page. It can be compared to a Word document or Excel spreadsheet with multiple authors.

The most popular Wiki is Wikipedia (en.wikipedia.org), a free online encyclopaedia. Because members of the site are able to amend the content, entries are updated on a regular basis.

Wikis are useful for:

- ☑ collaborating with peer groups
- ☑ enhancing the learning experience
- ☑ promoting your organisation, its products and services
- ☑ getting third-party endorsement from your customers
- ☑ sharing knowledge

Useful Links and Resources

Although by no means an exhaustive list, the following links and resources may be able to help you with generating ideas on how to use new media web applications in your organisation.

Web Technologies

AJAX

Short for *Asynchronous JavaScript and XML* AJAX is a technique used in web applications.

An example of AJAX in action can be viewed on www.netvibes.com.

Visit en.wikipedia.org/wiki/Ajax_%28programming%29 for more information.

Friend of a Friend (FOAF)

The Friend of a Friend project aims to link people on the web through common interests.

Further details can be obtained by visiting the FOAF project website: www.foaf-project.org

Blogs

Big Blog City (www.blog-city.com/bc)
Blog Drive (www.blogdrive.com)
blog.co.uk (www.blog.co.uk)
Blogger (www.blogger.com)
Square Space (www.squarespace.com)
Technorati (www.technorati.com) – a blog search engine
The Big Blog Company (bigblogcompany.net)
Typepad (www.sixapart.com/typepad/uk)

Social Networking

100 Million Spiders (www.100millionspiders.com)
Bebo (www.bebo.com)
Face Party (www.faceparty.com)
Friends Reunited (www.friendsreunited.com)
Friendster (www.friendster.com)
Live Spaces (spaces.live.com)
My Space (www.myspace.com)
Piczo (www.piczo.com)
Ringo (www.ringo.com)
Space2Meet (www.space2meet.com)
Tribe (uk.tribe.net)

Social Bookmarking/Folksonomies

Flickr (www.flickr.com)
Bit Torrent (www.bittorrent.com)
Digg (www.digg.com)
You Tube (www.youtube.com)

Instant Messaging/Skype/Chat

Gabbly (www.gabbly.com)
Skype (www.skype.com)
MSN Messenger (get.live.com/messenger/overview)
Yahoo Messenger (messenger.yahoo.com)
AOL Messenger (www.aim.com)
Google Talk (www.google.com/talk)

Mash Ups

Frappr (www.frappr.com)