

2010 MOVAA
ANNUAL
CONFERENCE



Thursday, September 2nd, 2:00-5:15 pm

ONLINE WRITING:
CRAFTING WEB AND E-NEWS CONTENT
TO ENGAGE YOUR SUPPORTERS

Welcome

- Kelly Hornbuckle: Director of Marketing & Communications, Georgia Restaurant Association (Non-Profit Trade Association)
- www.GArestaurants.org



Non-Profit Involvement

- [Atlanta Community Food Bank: Atlanta's Table, Hunger Walk](#)
- [Atlanta Public Schools Career Technical Education](#)
- [Communities in Schools: Dine Out For Kids](#)
- [March of Dimes: Dining Out](#)
- [Share Our Strength: Great American Dine Out, Taste of the Nation, Operation Frontline Advisory Board](#)
- [Cystic Fibrosis Foundation of Georgia: Chocolate!](#)
- [Green Foodservice Alliance](#)

Goals

- Learn the Difference Between Writing for Web and Writing for Print
- Use Search Engine Optimization Tactics in Your Web-Based Communications to Drive Traffic to Your Website
- Engage and Communicate More Effectively With Your Online Audience
- Do More with Less Using Web 2.0 Tools to Market, Manage and Measure Your Brand

Agenda

- 3 Hour Workshop
 - First Two Goals
 - 15 Minute Break
 - Second Two Goals
 - Reception



Goal

- Learn the Difference Between Writing for Web and Writing for Print

Print vs Online



Advantages of Digital Content

- Trackable
- Viral
- Accessible
- Affordable
- Greener
 - The CO₂ emissions from 41 pounds of advertising mail received annually by the average United States consumer is about 47.6 kilograms (105 pounds) according to one study.^[29] The loss of natural habitat potential from the 41 pounds of advertising mail is estimated to be 36.6 square meters (396 square feet).



Manipulating Digital Text With Shortcuts

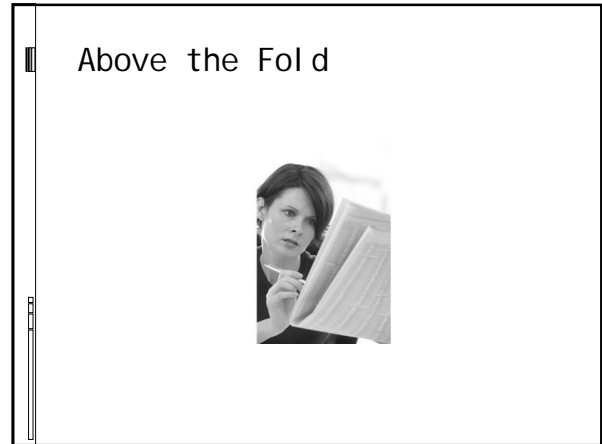
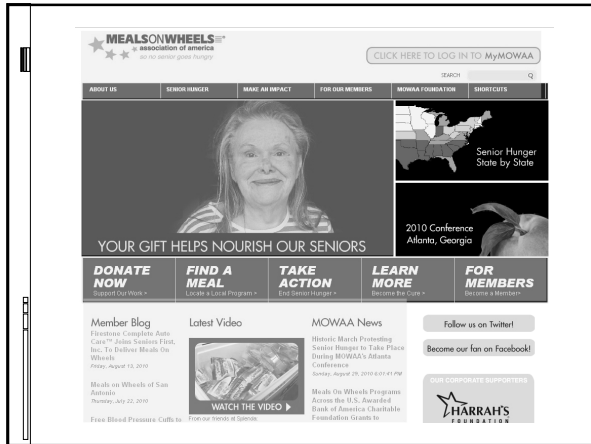
- **Ctrl+A** = Select All
- **Ctrl+C** = Copy
- **Ctrl+V** = Paste
- **Ctrl+Z** = Undo Last Action
- **Ctrl+Y** = Redo Last Action
- **Shift+Alt** ↑ or ↓ = Move Highlighted Text Up or Down
- **Ctrl+B** | **Ctrl+I** | **Ctrl+U** = **Bold**, *Italicize*, Underline Highlighted Text
- **Shift+F3** = Change Case of Text
- **Ctrl+Shift+< or >** = Shrink or Enlarge Font Size

Can You Read This?

- It doesn't matter in what order the letters in a word are, the only important thing is that the first and last letters be at the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole.

Writing For Web

- 79% scan, only 16% actually read
- Users spend 4.4 seconds for every extra 100 words on a page
- Web users are active, not passive
- Eye-tracking studies show users view Web pages through an F shaped pattern
 - Jakob Nielsen, Ph.D., www.useit.com/webwriting



Google Website Optimizer

- Automatically test different site content in order to maximize visitor conversion rates.
 - Choose the pages and content to test
 - Test these changes with your visitors
 - Learn what changes drive the most conversions

Tips for Readability

- Get to the Point (First Three Words Are Key)
- Start with the Conclusion, Then Support
- Group in Concise Paragraphs
- Use Bold & Bullets
- Use Active (intentional) White Space

Why White Space?

Tips for Readability

- Set a Hierarchy – CSS can help
 - Header
 - Subheader
 - Body
 - Links

Web-Safe Fonts

Safe	Usually Safe	Windows & Mac Only
<ul style="list-style-type: none"> • Arial / Helvetica • Times New Roman / Times • Courier New / Courier 	<ul style="list-style-type: none"> • Palatino • Garamond • Bookman • Avant Garde 	<ul style="list-style-type: none"> • Verdana • Georgia • Comic Sans MS • Trebuchet MS • Arial Black • Impact

Text-to-Background Contrast

- The World Wide Web Consortium (W3C) is an international community that develops standards to ensure the long-term growth of the Web. www.w3.org They provide the following guidance on contrast.
- Two colors provide good color visibility if the brightness difference and the color difference between the two colors are greater than a set range.
 - Color brightness is determined by the following formula: $((\text{Red value} \times 299) + (\text{Green value} \times 587) + (\text{Blue value} \times 114)) / 1000$
Note: This algorithm is taken from a formula for converting RGB values to YIQ values. This brightness value gives a perceived brightness for a color.
 - Color difference is determined by the following formula: $(\text{maximum}(\text{Red value } 1, \text{Red value } 2) + \text{maximum}(\text{Green value } 1, \text{Green value } 2) - \text{minimum}(\text{Green value } 1, \text{Green value } 2)) + (\text{maximum}(\text{Blue value } 1, \text{Blue value } 2) - \text{minimum}(\text{Blue value } 1, \text{Blue value } 2))$
- The range for color brightness difference is 125. The range for color difference is 500.

Examples of Contrast

- Easy to Read:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse viverra, neque sit amet consectetur vestibulum, enim ipsum tristique est. id luctus risus neque ac dui. Donec pellentesque sodales ipsum. Aliquam erat volutpat.

- Difficult to Read:



- In print, light reflects off the page. Online, light shines from the page.

Web Colors

- HTML colors are defined using a hexadecimal notation (HEX) for the combination of Red, Green, and Blue color values (RGB).
- 216 "Web Safe Colors" were suggested as Web standard
- Now, the combination of Red, Green, and Blue values from 0 to 255, gives more than 16 million different colors (256 x 256 x 256).
- 150 color names are supported by all major browsers

#000000	#000033	#000066	#000099	#0000CC	#0000FF
#000099	#0000FF	#003300	#003366	#003399	#0033CC
#0000FF	#003300	#003366	#003399	#0033CC	#0033FF
#003300	#003366	#003399	#0033CC	#0033FF	#006600
#003366	#003399	#0033CC	#0033FF	#006600	#006666
#003399	#0033CC	#0033FF	#006600	#006666	#006699
#0033CC	#0033FF	#006600	#006666	#006699	#0066CC
#0033FF	#006600	#006666	#006699	#0066CC	#0066FF
#006600	#006666	#006699	#0066CC	#0066FF	#009900
#006666	#006699	#0066CC	#0066FF	#009900	#009966
#006699	#0066CC	#0066FF	#009900	#009966	#009999
#0066CC	#0066FF	#009900	#009966	#009999	#0099CC
#0066FF	#009900	#009966	#009999	#0099CC	#0099FF
#009900	#009966	#009999	#0099CC	#0099FF	#00CC00
#009966	#009999	#0099CC	#0099FF	#00CC00	#00CC66
#009999	#0099CC	#0099FF	#00CC00	#00CC66	#00CC99
#0099CC	#0099FF	#00CC00	#00CC66	#00CC99	#00CCFF
#0099FF	#00CC00	#00CC66	#00CC99	#00CCFF	#00FF00
#00CC00	#00CC66	#00CC99	#00CCFF	#00FF00	#00FF66
#00CC66	#00CC99	#00CCFF	#00FF00	#00FF66	#00FF99
#00CC99	#00CCFF	#00FF00	#00FF66	#00FF99	#00FFCC
#00CCFF	#00FF00	#00FF66	#00FF99	#00FFCC	#00FFFF
#330000	#330033	#330066	#330099	#3300CC	#3300FF
#330033	#330066	#330099	#3300CC	#3300FF	#333300
#330066	#330099	#3300CC	#3300FF	#333300	#333333
#330099	#3300CC	#3300FF	#333300	#333333	#333366
#3300CC	#3300FF	#333300	#333333	#333366	#333399
#3300FF	#333300	#333333	#333366	#333399	#3333CC
#333300	#333333	#333366	#333399	#3333CC	#3333FF
#333333	#333366	#333399	#3333CC	#3333FF	#336600
#333366	#333399	#3333CC	#3333FF	#336600	#336633
#333399	#3333CC	#3333FF	#336600	#336633	#336666
#3333CC	#3333FF	#336600	#336633	#336666	#336699
#3333FF	#336600	#336633	#336666	#336699	#3366CC
#336600	#336633	#336666	#336699	#3366CC	#3366FF
#336633	#336666	#336699	#3366CC	#3366FF	#339900
#336666	#336699	#3366CC	#3366FF	#339900	#339933
#336699	#3366CC	#3366FF	#339900	#339933	#339966
#3366CC	#3366FF	#339900	#339933	#339966	#339999
#3366FF	#339900	#339933	#339966	#339999	#3399CC
#339900	#339933	#339966	#339999	#3399CC	#3399FF
#339933	#339966	#339999	#3399CC	#3399FF	#33CC00
#339966	#339999	#3399CC	#3399FF	#33CC00	#33CC33
#339999	#3399CC	#3399FF	#33CC00	#33CC33	#33CC66
#3399CC	#3399FF	#33CC00	#33CC33	#33CC66	#33CC99
#3399FF	#33CC00	#33CC33	#33CC66	#33CC99	#33CCFF
#33CC00	#33CC33	#33CC66	#33CC99	#33CCFF	#33FF00
#33CC33	#33CC66	#33CC99	#33CCFF	#33FF00	#33FF33
#33CC66	#33CC99	#33CCFF	#33FF00	#33FF33	#33FF66
#33CC99	#33CCFF	#33FF00	#33FF33	#33FF66	#33FF99
#33CCFF	#33FF00	#33FF33	#33FF66	#33FF99	#33FFCC
#33FF00	#33FF33	#33FF66	#33FF99	#33FFCC	#33FFFF
#660000	#660033	#660066	#660099	#6600CC	#6600FF
#660033	#660066	#660099	#6600CC	#6600FF	#663300
#660066	#660099	#6600CC	#6600FF	#663300	#663333
#660099	#6600CC	#6600FF	#663300	#663333	#663366
#6600CC	#6600FF	#663300	#663333	#663366	#663399
#6600FF	#663300	#663333	#663366	#663399	#6633CC
#663300	#663333	#663366	#663399	#6633CC	#6633FF
#663333	#663366	#663399	#6633CC	#6633FF	#666600
#663366	#663399	#6633CC	#6633FF	#666600	#666633
#663399	#6633CC	#6633FF	#666600	#666633	#666666
#6633CC	#6633FF	#666600	#666633	#666666	#666699
#6633FF	#666600	#666633	#666666	#666699	#6666CC
#666600	#666633	#666666	#666699	#6666CC	#6666FF
#666633	#666666	#666699	#6666CC	#6666FF	#669900
#666666	#666699	#6666CC	#6666FF	#669900	#669933
#666699	#6666CC	#6666FF	#669900	#669933	#669966
#6666CC	#6666FF	#669900	#669933	#669966	#669999
#6666FF	#669900	#669933	#669966	#669999	#6699CC
#669900	#669933	#669966	#669999	#6699CC	#6699FF
#669933	#669966	#669999	#6699CC	#6699FF	#66CC00
#669966	#669999	#6699CC	#6699FF	#66CC00	#66CC33
#669999	#6699CC	#6699FF	#66CC00	#66CC33	#66CC66
#6699CC	#6699FF	#66CC00	#66CC33	#66CC66	#66CC99
#6699FF	#66CC00	#66CC33	#66CC66	#66CC99	#66CCFF
#66CC00	#66CC33	#66CC66	#66CC99	#66CCFF	#66FF00
#66CC33	#66CC66	#66CC99	#66CCFF	#66FF00	#66FF33
#66CC66	#66CC99	#66CCFF	#66FF00	#66FF33	#66FF66
#66CC99	#66CCFF	#66FF00	#66FF33	#66FF66	#66FF99
#66CCFF	#66FF00	#66FF33	#66FF66	#66FF99	#66FFCC
#66FF00	#66FF33	#66FF66	#66FF99	#66FFCC	#66FFFF

Basic HTML

- `<html>` * Starts the HTML Document
- `<head>` * Contains Scripts, Style Sheets, Meta Tags
- `<title>Title goes here</title>` * Defines a title in the browser toolbar, provides a title for the page when it is added to favorites and displays a title for the page in search-engine results
- `</head>` * Ends the Head Element
- `<body>` * Starts the Body
- Visible text goes here...
- `</body>` * Ends the Body
- `</html>` * Ends the HTML Document

Key HTML Tags

- ` Bold `
- `<i> Italic </i>`
- `<u> Underline </u>`
- `<p style="font-family:arial;color:red;font-size:30px;">A paragraph formatted with font.</p>`
- `This Creates a Hyperlink to mowaa.org`
- `This Creates a Link to My Email`

Test Website

Hello, World!

Goal Summary

- Learn the Difference Between Writing for Web and Writing for Print
- What we Learned:
 - Text Manipulation
 - Readability
 - Content Strategies
 - Formatting Tactics

Goal

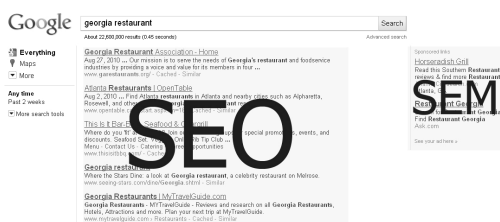
- Use Search Engine Optimization Tactics in your Web-Based Communications to Drive Traffic to Your Website

What is SEO & Why Does it Matter?

- Search engine optimization (SEO) is the process of improving the visibility of a web site or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
- Think of Search Engines as Your Home Page for People Who Don't Know Your url

SEO vs. SEM

- Search Engine Optimization is to Search Engine Marketing as Free PR is to Paid Advertising



SEO Overview

- Drive Traffic to Your Website with:
 - Keywords
 - Cross-Linking
 - Metadata
 - Navigation



Some Ways to Increase Organic Search Rankings

- **Keywords:** Use relevant, frequently searched words in content
- **Cross-Linking:** Between pages on the same site and relevant content from similar sites, avoiding links to and from irreputable sites
- **Metadata:** Add relevant keywords from content to Title and Description
- **Navigation:** Use search engine-friendly urls, text navigation, simple hierarchy and site maps

Writing For SEO

- **Two Sets of Eyes Read Your Content:**
 - People
 - Robots – Index Web Pages for Search Engines




Best Practices

- **Keep Your Users in Mind**
- **Identify Keywords**
 - Words that REAL PEOPLE searching for you would use.
 - Words your target audience would use.
 - Words that make sense to your current audience.
- **When Using Keywords in Copy – Be Concise, Not Contrived**

Cross-Linking Using Anchor Text

- **Hyperlinking content (preferably keywords) to relevant urls**
 - Anchor text helps enhance search engine rankings.
 - `Anchor text helps` enhance search engine rankings.

“nofollow”

- Tells search engines that certain links on your site shouldn't be followed
- Why? Spam Comments, Bad Examples
- Can be applied to pages, or specific links

Ex. 1: `<head><meta name="robots" content="nofollow"></head>`

Ex. 2: `This is Spam`

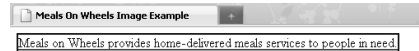
Image Optimization

- Use Common File Types (.jpg .gif etc.)
- Surround the image with relevant content
- Save Image Files as Short, Relevant Names Separated by – or _
 - Meals_on_Wheels.jpg
- Use the alt tag for description
 - ` `

Image Optimization Example

```
<html>
<head>
<title>Meals On Wheels Image Example</title>
</head>
<body><a href="http://www.mowaa.org/">

</a></body>
</html>
```



Metadata

- The `<meta>` tag provides info about the HTML document that will not be displayed.
- Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other information.
- The `<meta>` tag always goes inside the head element.
- The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.
 - http://www.w3schools.com/html/html_meta.asp

Title

- Page Title Should be Quick & Easy
 - Less than 7 Words – Like a Billboard!
 - Describes the Page (Different for Each Page)
 - Defines a title in the browser toolbar
 - Provides a title for the page when it is added to favorites
 - Displays a title for the page in search-engine results
- Example: `<head><title>Georgia Restaurant Association – Home</title></head>`



Description

- Your “Elevator Pitch”
 - Displayed as “Snippet” in Search Listing
- Ex.

```
<META NAME="description" CONTENT="Our mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in four key cornerstones| Political Advocacy Professional Development Business Development Community Involvement">
```

[Georgia Restaurant Association - Home](#)
Aug 27, 2010 ... Our mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in four ...
www.garestaurants.org/ - Cached - Similar

Metadata Keywords

- Separate by commas, no spaces

Ex.

```
<meta name="keywords" content="Georgia Restaurant Association,Restaurant Associations,Hospitality Associations,PCI-DSS,Healthcare Reform,Food Safety,Food Safety Training,Alcohol Training,Menu Labeling,Nutrition Labeling,ServSafe,Serv Safe,Serve Safe,Political Advocacy,PAC,Political Action Committee,IPD,Institute for Professional Development,Catering Boot Camp,On the Menu,Restaurant Start-Up Help,Buyers Guide,FOG,GRACE Awards,Taste of Asia,Georgia Food Code,Foodservice,Food Service,GRA Forum,Industry,Georgia,County,City,Regional,Spokesperson" />
```

Restaurant Association Compared to Redacted Association

Google Search

About 2,020,000 results (0.30 seconds) Advanced search

Everything
More
Show search tools

Georgia Restaurant Association - Home ☆
Aug 27, 2010 ... Our mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in four ...
www.garestaurants.org/ - Cached - Similar

Georgia Restaurant Association - Workshops ☆
Our mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in four key ...
www.garestaurants.org/Workshops - Cached

Georgia Restaurant Association Info | Facebook ☆
Welcome to a Facebook Page about Georgia Restaurant Association. Join Facebook to start connecting with Georgia Restaurant Association.
www.facebook.com/.../Georgia-Restaurant-Association/2109208774577... - Cached - Similar

All results
Social
More search tools

Association ☆
Current events, education, meeting information, membership details and member awards.
www.█.org/ - Cached - Similar

Restaurant Association

```
<html>
<head>
<title>Georgia Restaurant Association - Home</title>
<META NAME="description" CONTENT="Our mission is to serve the needs of Georgia's restaurant and foodservice industries by providing a voice and value for its members in four key cornerstones | Political Advocacy Professional Development Business Development Community Involvement">
<meta name="keywords" content="Georgia Restaurant Association,Restaurant Associations,Hospitality Associations,PCI-DSS,Healthcare Reform,Food Safety Food Safety Training,Alcohol Training,Menu Labeling,Nutrition Labeling,ServSafe,Serv Safe,Serve Safe,Political Advocacy,PAC,Political Action Committee,IPD,Institute for Professional Development,Catering Boot Camp,On the Menu,Restaurant Start-Up Help,Buyers Guide,FOG,GRACE Awards,Taste of Asia,Georgia Food Code,Foodservice,Food Service,GRA Forum,Industry,Georgia,County,City,Regional,Spokespersons" />
<META NAME="PUBLISHER" CONTENT="garestaurants.org">
<META NAME="LANGUAGE" CONTENT="English">
<META NAME="COPYRIGHT" CONTENT="© Copyright 2004-2010 Georgia Restaurant Association- All Rights Reserved">
<META NAME="GOOGLEBOT" CONTENT="INDEX, FOLLOW">
<META NAME="ROBOTS" CONTENT="index">
<META NAME="ROBOTS" CONTENT="follow">
<meta name="classification" content="Non Profit Organizations">
<META NAME="REVISIT-AFTER" CONTENT="10 days">
<meta name="google-site-verification" content="JD9Vx3TpfN51jKnb-Q9vJ5pSn9imF1DimDFN4xSIPXc" />
</head>
```

Redacted Association

```
<html >
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" /> <title Redacted Association</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><link rel="shortcut icon" href="/sites/default/files/nata_marina_favicon.ico" type="image/x-icon" /><meta name="keywords" content="" /><meta name="description" content="" />
</head>
```

All results
Social
More search tools

Association ☆
Current events, education, meeting information, membership details and member awards.
www.█.org/ - Cached - Similar

Google WebMaster Tools

- upload an XML Sitemap file
- analyze and generate robots.txt files
- remove URLs already crawled by Googlebot
- specify the preferred domain
- identify issues with title and description meta tags
- understand the top searches used to reach a site
- get a glimpse at how Googlebot sees pages
- remove unwanted sitelinks that Google may use in results
- receive notification of quality guideline violations and file for a site reconsideration

Navigation

- Use Search Engine-Friendly URLs:
<http://www.non-profit.org/take-action.html>
- Use Mostly Text Navigation
- Have a Logical Hierarchy
- Build a Sitemap
 - Include it on Your Site
 - Submit it through Google Webmaster Tools:
www.google.com/webmasters/tools/

Activity: Metadata

- Write the following for the Donations page of your organization:
 - Title
 - Description
 - Keywords
 - Search Engine-Friendly URL

Goal Summary

- Use Search Engine Optimization Tactics in your Web-Based Communications to Drive Traffic to Your Website
- What We Learned:
 - SEO vs SEM
 - Writing for Users & SEO
 - SEO Tactics
 - Testing Optimization

BREAK

- What We've Learned:
 - The Difference Between Writing for Web and Writing for Print
 - How to Use Search Engine Optimization Tactics in your Web-Based Communications to Drive Traffic to Your Website

Goal

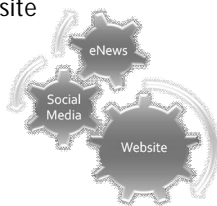
- Engage and Communicate More Effectively With Your Online Audience

Website vs Web Presence

- Your Website is Your Home Base
- Web Presence is More than Just Your Website
 - Social Media Sites – Push & Pull
 - Blogs
 - eMail Marketing
 - Search Engine Prominence
 - Info About Your Organization on Other Websites
- Your Web Presence Should be Designed to Drive Traffic to Your Website
 - Be Sure Your Website is Fully Functional
 - Work with the End in Mind: What's Your Goal? More Donations? More Volunteers?

Enhance Engagement By Cross-Promoting

- Sign-Up for eNewsletter on Facebook
- Share Buttons in eNewsletter
- Follow Buttons on Website
- Twitter Feeds on Blogs
- Videos on Website
- Active Content Increases Search Engine Ranking



Monitoring Your Web Presence

- Google Alerts: Set Search Terms, and Google will Email You Results
 - News, Blogs, Updates, Video, Discussions, Everything
 - As-it-Happens, Daily or Weekly
- Social Media Mentions
 - HootSuite – Track Custom Search Terms for Free on up to Five Social Media Networks

Tracking Your Audience

- Google Analytics:
 - Track Visits, Impressions, Click-Throughs
 - Mobile Tracking: For Web-Enabled Phones, Mobile Websites and Mobile Apps
 - Benchmarking
 - Ad ROI and Ecommerce Reporting
- Social Media:
 - Fans, Friends, Likes, Followers, Lists, etc.
- Email Marketing:
 - Opt-ins, Open Rates, Click-Throughs, Hard & Soft Bounce Rates, Abuse Complaints, Unsubscribes

Components of Email

- Subject Line
 - Tell, Don't Sell
 - Be Concise & Relevant
- "From" Name
 - Name of Your Organization, or Individual
- "From" & "Reply-to" Address
 - Should be short, valid email addresses
- Body
 - Best Practices of Web Writing Apply

Avoid Spam Filters

- Have prominent "Unsubscribe" Button
- Avoid:
 - ALL CAPS
 - Excessive Punctuation: !! ??
 - Words like "free" "test" "double your" "click" "guarantee" "limited-time offer" "urgent matter"
 - Images accompanied by little or no text
 - Colored Fonts
 - Attachments
 - Background Filters

When's the Best Time?

- Generally, 2-3 pm Eastern
- Generally, Thursdays
- Caveats:
 - Know Your Audience
 - Stay Tuned in to Changes in Your Open Rates

Response Rates

- E-Mail Marketing Rates for Non-Profits
 - Open Rate: 27.66%
 - Click Rate: 4.06%
 - According to MailChimp.com
- Direct Mail: 2-10%
 - According to the National Mail Order Association

Goal Summary

- Engage and Communicate More Effectively With Your Online Audience
- What We Learned:
 - Optimizing Web Presence
 - Tracking Participation
 - Communicating with Email Marketing

Goal

- Do More with Less Using Web 2.0 Tools to Market, Manage and Measure Your Brand

What is Web 2.0?

- 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, blogs, and folksonomies.

Web 2.0 is...
Greater Than the Sum of its Parts

Periodic Table of the Internet

Yl																		Wk
Go	Fx																	Cn
Li	Sk																	Nt
Ak	Tt	Tc	Gg	Pa	Lh	Eb	Ms	Az	Ut	Fr	Md	Mk	Jo	Ya	Gr	An	Bc	
Lc	Fw	Cm	Dd	Xk	43	Cl	Ae	Sn	Dv	Ar	Su	Fo	Be	Tm	Ln	Td	Wd	
Ex	Gj																	Ec
Ik																		Ld
Fk	Wh	Uc	Bk	Bd	Tx													Wg
I Search Engines	IV Aggregators	VII Get Staff	XIII Blogs	XVII Videos	Site URL													
II Internet Tools	V Webomics	VIII Operating Systems	XIV Social Networking	XVIII News	Syndicated													
III Site Ranking	VI Productivity	IX-XII Miscellaneous	XV-XVI Podcasts	Rank														

* <http://www.wellingtongrey.net/>

Web 2.0 is...
More than just a catch phrase



It's a State of Mind!

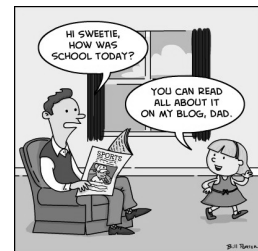
Web 2.0 is...
A Way of Life



* <http://www.flickr.com/photos/respres/> / CC BY 2.0

Web 2.0 is...
the New World Order

- 94% of 18 year olds actively use the internet ⁽¹⁾
- June 2008: average number of text messages per user = 188 ⁽²⁾
- 93% of Americans believe an organization should have a presence on social media sites ⁽³⁾
- 85% believe organizations should use these services to interact ⁽³⁾



(1) www.aceint.net/
(2) www.cnn.com/
(3) 2008 Cons:Business in Social Media

Why is Web 2.0 so powerful?

- Harnesses "Word of Mouth"
- Is Participation Driven
- Instantly Updatable in Real Time
- "Broadcasts" seeds of info across multiple platforms
- Maximizes "Opt-In" Communication
- Quick & Easy Info Sharing
- Interactivity Makes Ideal for Engaging

Old School = Networking New School = Social Networking

Visualize social networking as real networking:

- Find a good place to network
- Scope out your surroundings
- Say your hellos
- Listen to the tone of the conversation
- Add to the conversation
- Monitor the reactions
- Keep it Natural:
Don't want to be too overdressed for the party!



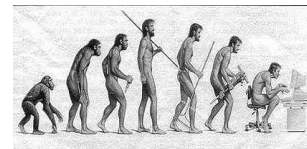
In Other Words

- Market – Your Message
- Manage – Your Brand
- Measure – Your Efforts

- ... repeat!

- Always Use the 3 M's of Web 2.0

Best Practices: It's an Evolution



- Legal Issues of Social Networking: [Pro Bono Partnership of Atlanta](#)
- Free Daily Social Media Briefing: [SmartBrief.com/Social Media](#) - @SBoSM

Best Practices

- Be Candid, Open, Accessible, Relatable
- Provide a Human Face and Voice for Your Organization
- Web 2.0 is a Conversation
- Lives Forever on the Internet
- "If you can't say something nice, don't say nothing at all"

Best Practices

- Don't Outsource
 - Removes the Benefit!
- Don't Over Think
 - If you can email, you can use web 2.0!
- Don't Over Do



<http://www.flickr.com/photos/cooldog4/> CC BY 2.0

Best Practices

- Personal VS. Professional Use – Know Your Users and Your Privacy Settings



Social Networking: Getting in on the Conversation

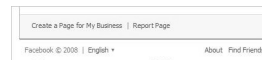
The BIG Social Media Online Communities:

- MySpace: Over 186 Million Users
- Facebook: Over 175 Million Users – 35-50 year-old increased 256%
- LinkedIn: Over 35 Million Professionals
- Twitter: 3rd Most Used Social Media Outlet

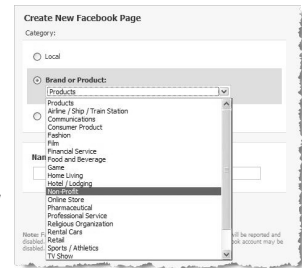
Social Networking Cheat Sheet: Are You My Friend or Follower?

- MySpace = Friends
- Facebook = Friends
- LinkedIn = Connections
- Twitter = Followers
- This illustrates fundamental differences in the platforms

Create a Non-Profit Page



- From your personal account, select "Create a Page for My Business"
- Choose the "Non-Profit" Option
- Be Sure to Carefully Select Your Admin



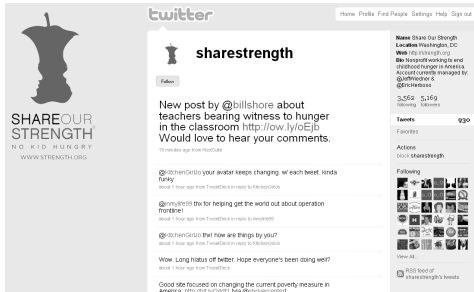
Twitter

- Like broadcasting your text messages
- Can be done from mobile phone
- 140 characters or less = microblogging
- Real time updates
- Media darling
- Powerful way to give & get information
- Opt-In: Followers instead of Friends
- www.twitter.com

Key Twitter Terms

- Tweet: 140 character message which shows up on your twitter page and in the twitter feed of your followers
- Re-Tweet (RT): when you copy something someone else says and give them credit – ex: RT @cmuth "social networking is awesome"
- Hashtag (#): a way to mark key phrases for easy search – ex. #sxsw
- @ reply: a way to reply to a fellow twitterer publicly – ex. @cmuth social networking IS awesome
- Direct Message (DM): private 140 character communication

Twitter Feed:



Twitter



<http://www.flickr.com/photos/boemagenu/> / CC BY 2.0

- Even if you aren't ready to start tweeting...
- Secure Your Twitter Name NOW!



<http://www.flickr.com/photos/boemagenu/> / CC BY 2.0

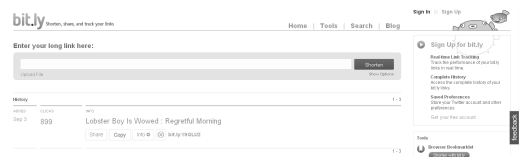
Selecting Your Twitter Name

- Secure your real name and organization name
- Keep it short
- Case doesn't matter
- Avoid underscores
- You can easily change Full Name, Username is more difficult
- Ex: @GArestaurants / Kelly Hornbuckle




Link Shorteners & Tracking:

- Copy your long link
- Paste it in the box
- Shorten
- Copy short link and use
- Track

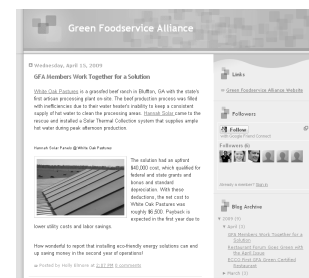


Podcasts:

- Audio and/or video files which are available over the web through syndication (RSS Feed)
- RSS = Really Simple Syndication 
- Another tool for getting your message out
- Be sure to have a plan, but don't overthink

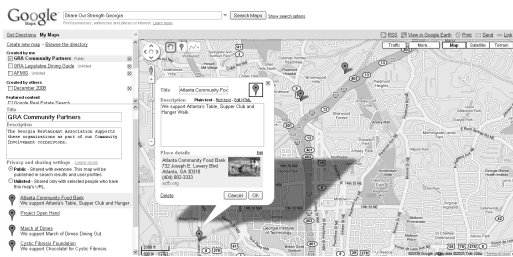
Blogs:

- Blog = Web Log
- Like a Website – but easier!
- Microblog – Twitter
- Tumblelog – Tumblr



"A tumblelog is a quick and dirty stream of consciousness..."
[- Jason Korte, Wikipedia](http://www.flickr.com/photos/boemagenu/)

Online Maps:



Google Places

- **With your free Google Places account you can...**
- **Be found**
Verify your information to make sure people can find you on Google
- **Stand out**
Engage customers with photos, coupons, public responses and more
- **Get insights**
Use info about your listing to make smarter business decisions

Sample Google Places Listing

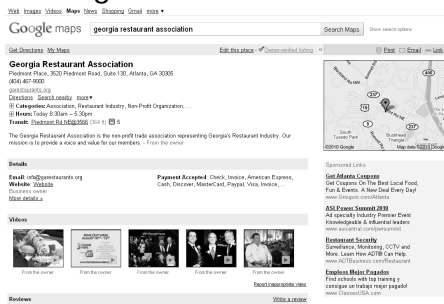
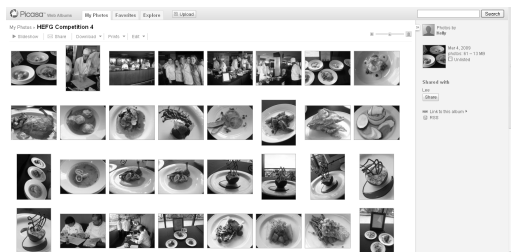


Photo Sharing:

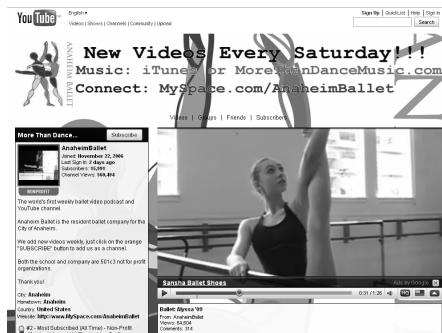


- Picasa, Flickr, Facebook
- Share Picture without Emailing Huge Files

Video Sharing:

- www.YouTube.com/nonprofit
- Create a YouTube account
- Create a Channel
- Upload Videos

YouTube Channel :



Badges & Widgets & Buttons...



Goal Summary

- Do More with Less Using Web 2.0 Tools to Market, Manage and Measure Your Brand

What we Learned

- Web 2.0 Tools... and How to Leverage Them
 - Facebook, Myspace, Twitter, YouTube, LinkedIn, Google Maps, Wikis, Blogs, Link Shorteners, Flickr, Widgets... And Many More!
- How to Do MORE with LESS with Web 2.0 Tools
- How to Market, Manage & Measure Your Brand with Web 2.0

Goals Summary

- Learn the Difference Between Writing for Web and Writing for Print
- Use Search Engine Optimization Tactics in your Web-Based Communications to Drive Traffic to Your Website
- Engage and Communicate More Effectively With Your Online Audience
- Do More with Less Using Web 2.0 Tools to Market, Manage and Measure Your Brand

Final Thoughts

- The majority (if not all) of these tools are FREE
- They require time investment, but provide measurable return
- Let technology do the work for you
- At the end of the day, it's all about advancing the mission
- Have Fun!



Thank You!

2010 MOWAA ANNUAL CONFERENCE

MEALSONWHEELS
association of america
so no senior goes hungry

Thursday, September 2nd, 2:00-5:15 pm

ONLINE WRITING:
CRAFTING WEB AND E-NEWS CONTENT
TO ENGAGE YOUR SUPPORTERS