

# Enter New Media\*

## Web 2.0 Technologies

Web 2.0 technologies refer to the latest generation of Internet-based tools, such as social networking sites, blogs, channels, feeds, readers, browsers and others, which are designed to enhance the ease, speed, and reach of “connecting” via the internet.

Web 2.0 technologies, used as tools to support/undertake a campaign, are most effective where:

- ⇒ There is a clear and consistent message;
- ⇒ There’s a legitimate public clamor for, and a groundswell of support and co-ownership of the cause;
- ⇒ Stakeholders have exhausted all legal and metalegal means possible as well as non-violent strategies and tactics to pursue the advocacy.

The goal of an online campaign is to popularize an issue; establish an online presence; provide a concrete expression of support; and to reach out to young people.

An online campaign generally uses the following strategies:

- ⇒ **Create an online advocacy hub**, which is a conventional website and blog.
- ⇒ **Connect with supporters** via email list, using social networking sites, RSS feed, Twitter and text messaging;
- ⇒ **Influence online discourse/discussion** in your space.

## Using New Media for Campaigns

The following “tips and tactics” have been shown to work in online campaigns, such as that which lobbied to extend the Philippine agrarian reform program (CARPER):

- ⇒ Make sure that the website/weblog is purposive, easy to find, relevant and current.
- ⇒ Use blogs as a (a) news source, or (b) a quick response tool. Blogs work best for organizations that have a strong policy unit (and hence, produce a good stream of content) or a wide following.

- ⇒ Blog your cause at <http://blogger.com>, <http://tumblr.com>, <http://wordpress.com>, and <http://multiply.com>, <http://myspace.com> or create your own domain name and get a hosting plan.
- ⇒ Organize a Blog Action Day or blogging memes related to your cause such as badges, buttons, widgets and other content snippets that supporters can place on their own sites. A meme is a catchphrase or concept that spreads quickly from person to person via the Internet.
- ⇒ Build an e-mail list, and maintain and update it.
  - Use “BCC” (Blind Carbon Copy) to keep recipients’ addresses confidential;
  - A personally written e-mail message is more effective than mass mails.
- ⇒ Use social networking sites to reach a new audience. Social networking sites are websites on which people and organizations set up profile pages with basic information about themselves and then linked to other people’s pages. Facebook is the most popular and widely used social networking site.
- ⇒ Use social media, or tools used to disseminate content that is created by random internet users rather than by a central person or group. Examples are Youtube, Podcasting, and Short Messaging System: Plurk, Twitter and Text Messages.

**Facebook** is a social networking website launched in February 2004 and operated and privately owned by Facebook, Inc. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves.

Facebook has many applications that may be useful to advocates. For example, its Causes application helps people mobilize their networks to expand their selected cause, such as a foot march or a particular organization. Causes have enormous potential to help in fundraising, awareness raising and recruiting supporters.

One excellent reason to use Facebook is that it has become one of the more recognized information channels on the web today. Most information sharing websites have integrated functions to readily transmit pre-published info from Facebook, and vice-versa.

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The screenshot shows the Facebook profile of WALHI. The cover image has the text "THERE'S NO PLANET B" and "Pulihkan Indonesia". The main post is titled "Pernyataan Sikap WALHI" and discusses the arrest of 17 activists and farmers in Sulawesi. Below the post, there are several comments from users, including Abdul Jalil, Ali Taslem, and Niny Darini. The page also displays a list of people who like the page, including Alfian Miswar, Aslam Archie, Wulan de Cassiopeian, Yusuf Akbar Amin, Adiz Mozam, and Oktora Veriawan.

**Plurk** is a free social networking and micro-blogging service that allows users to send updates (otherwise known as **plurks**) through short messages or links, which can be up to 140 text characters in length. Updates are then shown on the user's home page using a timeline which lists all the updates received in chronological order, and delivered to other users who have signed up to receive them. Users can respond to other users' updates from their timeline through the Plurk.com website, by instant messaging, or by text messaging.

**Twitter** is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

The effectiveness of the use of social media may be gauged by:

- ⇒ The number of friends, fans or followers;
- ⇒ Using trackable URLs when posting information;
- ⇒ The amount of discussions generated within;
- ⇒ The amount of photo and video views/comments;
- ⇒ The amount of comments on the profile page;
- ⇒ The number of tweets and retweets;
- ⇒ The number of downloads;
- ⇒ The number of questions asked and answered on a site;
- ⇒ The size of your network;
- ⇒ The number of "fans" your page has. ■