

City of Nanaimo

2.0

What is Web 2.0?

- Web 2.0 is not a technical change to the internet. It is a new philosophy around how we **USE** the web.
- Web 2.0 sites allow their users to personalize /edit content, upload their own content and interact with other users.
- Social Media is any form of online media that supports 2.0 philosophy, from facebook to email.

facebook

- Facebook launched in February 2004, and was initially only available to university and college students.
- In 2006, it became available to anyone over the age of 13.
- Currently the site has over **400 million** active users worldwide.
- Average user has **130 friends**
- **50%** of users log in at least once a day

facebook

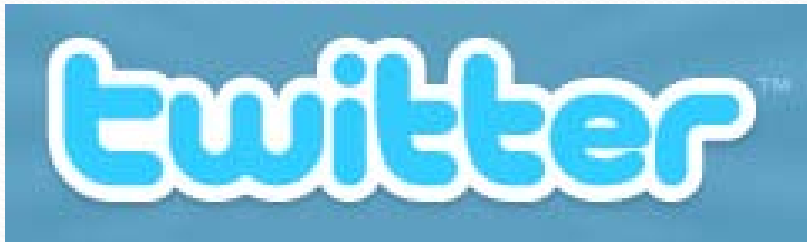
- Facebook allows users to create their own “profile pages” and connect with friends and family over the internet.
- Users can upload photos, post their current status, and play games.
- Groups and fan pages also exist for users to join, offering communities of people who are interested in the same things.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook

- The City of Nanaimo currently has over 2,129 people who “like” us on Facebook.
- Of that, 40% are male, 60% female.
- 69% of our fans are between the ages of 13 and 34.
- Last week alone we had 20 interactions with the public and 738 visitors to the page.

<http://www.facebook.com/#!/cityofnanaimo?ref=ts>



- Twitter is a social media site based on the concept of “micro-blogging” – quick updates on where you are and what you are doing or thinking.
- Users “tweet” their updates and links to their followers (ie: subscribers) in 140 characters or less.
- Currently over 100 million users worldwide.
- Mobile “apps” or “clients” often eclipse direct use of Twitter.com, meaning most users are on-the-move.



Let's have a look

www.twitter.com/cityofnanaimo



- City of Nanaimo's YouTube page:

<http://www.youtube.com/CityOfNanaimo>

- Plans for the City's YouTube page include:

- iReg Tutorials
- Facility "tours"
- Program/event videos

2.0 and Your Organization

- What works for you?
 - Options include: Email tags, Blogs, E newsletters, Q & A feature on website, social media platforms i.e. Facebook, twitter
- Keep in mind:
 - Be found
 - Be current
 - Be responsive
- Couple of Chicks- Online Marketing Revealed
www.acoupleofchicks.com



The End...

Thank you!