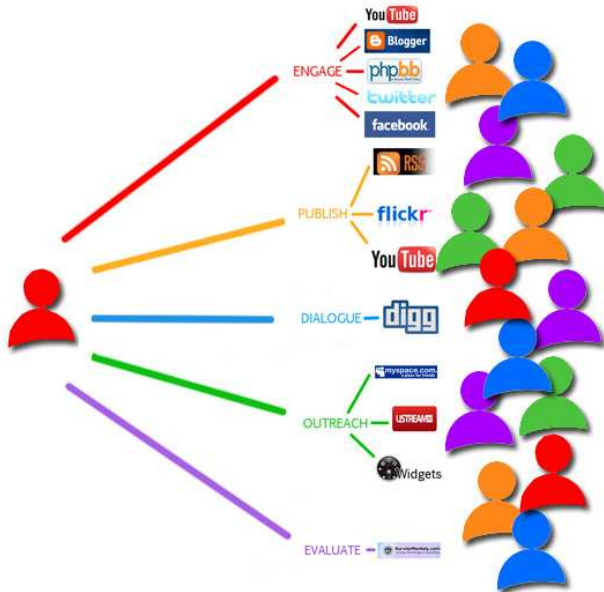


NOW MEDIA CHEAT SHEET- a quick reference guide for workshop participants

Why Now Media?

We can no longer call it New because it is happening NOW!

What is Now Media?



Now Media is often used to describe technologies that are digital having characteristics of being interactive, networkable and impartial. Examples may include the internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs. Now media is definitely not a brochure... (Adapted from Wikipedia)

Social Media is a subset of Now Media. It describes how people can discover, read and share news, information and content eg Facebook or Twitter. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal and business reasons. (Adapted from NCC Guide to Social Media)

Useful Video to illustrate why Local Government should participate in Now Media <http://www.youtube.com/watch?v=sIFYPQjYhv8>

The Statistics

<http://www.personalizemedia.com/garys-social-media-count/>

- **13 Hours** The amount of video uploaded to YouTube every minute
- **412.3 years** The length of time it would take to view every YouTube video
- **100,000,000** No. of YouTube videos viewed per day
- **13,000,000** No. of articles on Wikipedia
- **3,600,000,000** No. of photos archived on Flickr.com as of June 2009. That's roughly 1 photo per every 2 people on the planet.
- **1382%** The monthly growth rate of Twitter users Jan - Feb 2009.
- **3,000,000** The average number of Tweets per day on Twitter.com
- **5,000,000,000** No. of minutes spent on Facebook each day.
- **1,000,000,000** No. of posts shared each week on Facebook.

The Technology

Web 2.0 – an easy interface so everyone can publish (ie no longer have to learn code). A way for Local Government to be interact directly with the community and also give the community a direct voice to government.

Video publishing sites – YouTube, Vimeo etc are sites where people upload their own content. Putting something up on YouTube (2nd largest English search engine in the world) is not a solution to reaching your audience. It is so large that it is like dumping something on Google. You need to ensure that it is tagged and has links to reach you audience.

Council Egs

Ku-ring-gai, Hornsby and Willoughby Councils Green Style Program

<http://www.youtube.com/user/greenstylenorth>

City of Sydney Council Keep China Town Clean and Green

<http://www.cityofsydney.nsw.gov.au/Environment/ZeroWastePartners/News.asp>

Willoughby City Council Eco-ethical Fashion Show

<http://www.youtube.com/watch?v=A9mHvn8G6zY>

Email groups – Yahoo, Google, MSN email groups

Messaging programs – Skype, MSN – most often peer-to-peer real time communication – text, webcam, phone, screen shots

Wikis – are websites that allow creating and editing of information on one site.

Eg Wikipedia <http://www.wikipedia.org/>

<http://www.commoncraft.com/video-wikis-plain-english>

Social Networking sites – Facebook, Myspace, Bebo, LinkedIn, – web communities, at their best ability to share knowledge, focus is building online communities of people who share interests.

Website with easy how to guide for creating social media

<http://mashable.com/category/how-to-web/>

Eg The Watershed Facebook page

<http://www.facebook.com/#!/pages/Newtown-Australia/The-Watershed/95975766636?ref=ts>

Blogs/Forums –LGSA's sustainablenet www.sustainablenet.org.au

Blogs are mostly text but can be photo blogging, mp3.

Bang the Table <http://bangthetable.com/>

Used by a large no of councils for online community consultation

There are also blog search engines so you can search blog sites eg Bloglines, BlogScope

Microblogging – Twitter 140 characters limit eg Mosman Council Twitter page

Publishing - Ning/Wordpress – publishing site and can be used for basic content management - two examples of how you can publish your own blog.
Australian Association for Environmental Education – NSW set up a Ning page after the National Conference in Coffs Harbor this year.

Incorporating GPS – Google Maps, ACF Who Cares?, Bay vs Bag – locating people in communities <http://savesfbaygallery.org/hotspots09/index.html>

Evaluation tools –Survey Monkey web based surveys www.surveymonkey.com
Google Analytics www.google.com/analytics/
You can track incoming links and then the activities of the users they send, which can be helpful.

Quick Communication Tips

At its best communication has an extraordinary power, not simply to inform, but to challenge, and to inspire. It can achieve lasting and meaningful change.

Know your audience – establish trust

You need to find the right speakers for your audience eg farmers teaching other farmers.

People do want short hand way of finding information however you have to establish yourself as a credible source.

Get your message right

Avoid messages that are patronizing, guilt-laden or disapproving.

Communication styles have to be positive and tailored to different circumstances and cultural contexts.

Good communication does not tell the audience what to think. People know when they are being manipulated.

Eg End of the Line Video – great tone, message of hope at the end
<http://www.youtube.com/watch?v=bedirwk95Oc>

Council Case Studies

Create narratives that resonant with your audience. Engage and inspire; but there's no need to re-create the wheel. Below are some more ways organisations are using Now Media to engage their audiences.

Sustainable Illawarra is a comprehensive sustainability program that helps residents take on the challenge of creating a sustainable future together.

<http://www.sustainableillawarra.com.au/The-SuperChallenge.html>

The program uses inspiring stories from local families, the super on-line challenge and comprehensive sustainability information through their website, and monthly e-newsletter.

Bay vs Bags

<http://www.savesfbay.org/site/c.irKKIYPEIoE/b.5075123/k.BD60/Home.htm>

Save The Bay is fighting to dramatically reduce plastic bag litter in the Bay and ocean by advocating for legislation that stops the distribution of plastic and paper bags in the Bay Area and the entire state of California. Save The Bay is mobilizing tens of thousands of Bay Area residents to stand up to the plastics industry by supporting strong policies that will require the community to switch to reusable bags.

YOUR NOTES: