

Web 2.0 for Non- Profits

New Commons Academy

July 23, 2008

Web 2.0

The Technology

The Phenomenon

4 Main Forms of Web 2.0

Blogs

Forums

Wikis

Social

Networks

Web 2.0

iGoogle

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)
[Home](#)
[Work](#)
[Add a tab](#)
[Select theme](#)
[Add stuff](#)
washingtonpost.com - Today's Highlights

- [Lawmakers Briefed on Waterboarding in 2002](#)
- [Growing Up Rodham](#)
- [Qorah Rallies for Obama in Iowa](#)

Business

- [China Trade Surplus Probably Held Near Record, Fueling Tension](#)
Bloomberg - [all 200 related](#)
- [Whom Will the Subprime Plan Help?](#)
TIME - [all 1593 related](#)
- [Who Can Get Congress To Take Action on AMT?](#)
Wall Street Journal - [all 771 related](#)

Movies
[Showtimes for 92860](#)

- [The Golden Compass](#) 1hr 53min - Rated PG-13
★★★★☆ [20 reviews](#)
- [Enchanted](#) 1hr 47min - Rated PG
★★★★☆ [26 reviews](#)
- [Hitman](#) 1hr 40min - Rated R
★★★★☆ [21 reviews](#)

Top Stories

- [Mission official: Gunman kills 2 at training center](#)
CNN International - [all 476 related](#)
- [Attention Women of Iowa: Qorah!!!](#)
TIME - [all 1305 related](#)
- [The facts behind the CIA tape inquiry](#)
Los Angeles Times - [all 2073 related](#)

Reuters: Top News

- [NASA puts off shuttle launch](#)
- [Taliban leaders seized in assault on Afghan town](#)
- [Israel says must trade Jerusalem areas with Arabs](#)

ESPN.com

- [Tebow makes history with Heisman Trophy win](#)
- [The buildup to Mayweather-Hatton](#)
- [Report: Knicks owner assures Thomas job is safe](#)

Quotes of the Day

If you have any doubts that we live in a society controlled by men, try reading down the index of contributors to a volume of quotations, looking for women's names.
- Elaine Gill

Stock Market

AAPL	194.30	+4.35 (2.29%)
EEM	159.74	-2.21 (-1.36%)
ENB	29.20	+0.16 (0.55%)
GOOG	714.87	-0.39 (-0.05%)
LTEC	6.42	-0.06 (-0.93%)
NYX	89.00	+0.49 (0.55%)
DNT	0.91	+0.01 (1.11%)
WEM	43.05	+0.12 (0.28%)
DIA	13625.58	+5.69 (0.04%)
EWG	36.11	-0.01 (-0.03%)
NASDAQ	2706.16	-2.87 (-0.11%)
NYSE	10023.58	-6.57 (-0.07%)
S&P 500	1504.66	-2.68 (-0.18%)

 Delayed at least 15 minutes unless otherwise indicated. [Disclaimer](#)
Weather
Pawtucket, RI

 34°F
 Cloudy
 Wind: W at 5 mph
 Humidity: 52%

Homestar Runner

- [fanstuff: incredible cow lamp](#)
- [bs_poodonk: QOTD: homestar: Oh! And you think Poodonk did it.](#)
- [sketchbook: take it in stride](#)

```

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd"><html><head><meta http-equiv="content-type"
content="text/html; charset=UTF-8"><meta name="description" content="iGoogle is your personalized Google page. Add news, photos, weather, and stuff
from across the web to your page."><link rel="shortcut icon" href="http://www.google.com/favicon.ico" type="image/x-icon"/><link rel="icon"
href="http://www.google.com/favicon.ico" type="image/x-icon"/><title>iGoogle</title><script>var IG_time_epoch = (new Date()).getTime();var
IGoogleTranslation = {};</script><script src="/ig/extern_js/f/CgJ1bhICdXMRMAR4ACw/6gZqwgZ3puM.js"></script><script>var domain =
document.location.hostname;var google_pos = domain.indexOf('.google.');
```

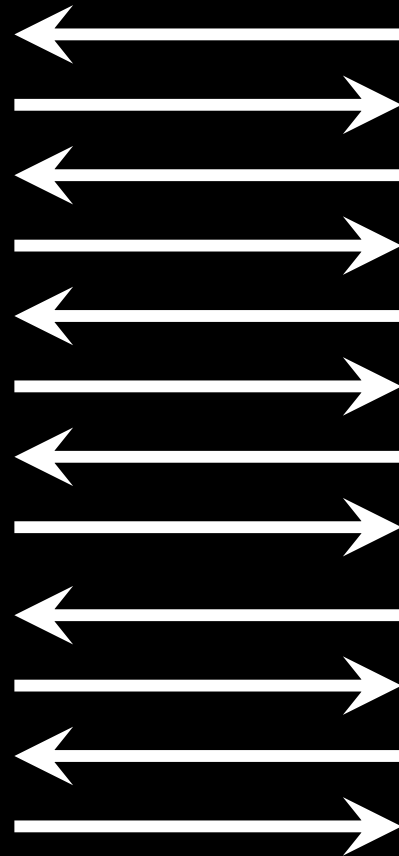
if (google_pos > -1) {domain = domain.substring(google_pos);document.cookie = "TZ=" + (new Date()).getTimezoneOffset() + ";path=/;domain=" + domain;}

_et="BP33OMN4";_source="";_setp_url="/ig/setp";_gmail_json_url="/ig/gmailjson";_magic_tabs_url="/ig/filltab";_prefid="";_uli=true;_pnlo=false;_false;_use_old_feed_styles = false;_cbp=true;_these_url="skins/cityscape.xml";_theme_cached=true;_authpath="";_upc();_var_pi_data = {};_var_ink = {};

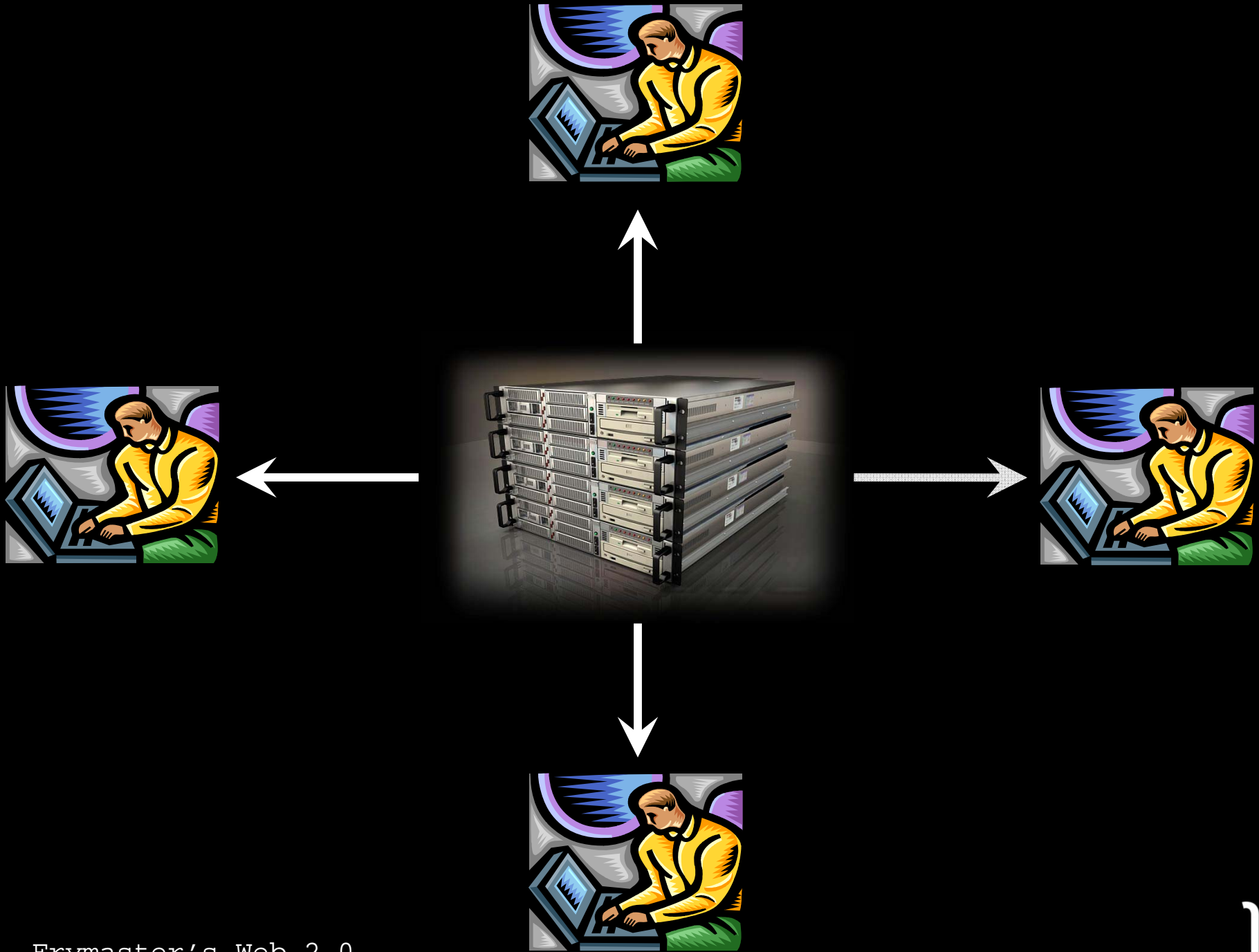
_riav = false;_riav = true;</script><script><!--function save_checkbox_value(hidden_elem_name, checked) {var hidden_elem = document.getElementById(hidden_elem_name);hidden_elem.value = checked ? "1" : "0";}function module_loader_closure(el, rm) {return function() {_IG_RemoveModuleEventHandler(rm.id, 'unzip', arguments.callee);el.src=rm.base_iframe_url;}}function RemoteModule(spec_url, id, render_inline, base_iframe_url, caching_disabled, is_zipped) {this.spec_url = spec_url;this.id = id;this.render_inline = render_inline;this.base_iframe_url = base_iframe_url;this.caching_disabled = caching_disabled;this.old_width = 0;this.wants_scaling = false; this.is_inlined = function() { return this.base_iframe_url == "" };this.is_zipped = is_zipped;var remote_modules = [];_IG_RegisterOnloadHandler(function() {for (var i=0;i<remote_modules.length;i++){var rm=remote_modules[i];var el_gel["remote_iframe_"+rm.id];if(el){if (rm.is_zipped && true) {_IG_AddModuleEventHandler(rm.id, 'unzip', module_loader_closure(el, rm));} else {el.src=rm.base_iframe_url;}}}});function ifpc_resizeiframe(iframe_id, height) {var el = document.getElementById(iframe_id);if (el) {el.style.height = height + "px";}}_IFPC_registerService('resize_iframe', ifpc_resizeiframe);function ig_gmid(iframe_id) {return(iframe_id.split(" ")[2]);}function _setModTitle(title, module_id) {var title_element = gel("m_" + module_id + "_title");if (title_element) {title_element.innerHTML = _hesc(title);}}function ifpc_setTitle(iframe_id, title) {if (typeof(iframe_id) == undefined || iframe_id == "undefined") {return;}_setModTitle(title, ig_gmid(iframe_id));}_IFPC_registerService('set_title', ifpc_setTitle);function _IG_SetTitle(title, specified_module_id) {if (typeof(specified_module_id) == "undefined" || specified_module_id == "undefined") {throw new Error("Inline modules must specify their " + _MODULE_ID_ " when using _IG_SetTitle");} else {_setModTitle(title, specified_module_id);}}function ifpc_setPref(iframe_id, module_security_code, var args) {var module_id = ig_gmid(iframe_id);if (window._riav && _ink[module_id] != module_security_code) {return;}var prefs = new _IG_Prefs(module_id);var keyValues = new Array();for (var n = 2; n < arguments.length; n += 2) {keyValues.push(arguments[n], arguments[n + 1]);}prefs.set.apply(prefs, keyValues);}_IFPC_registerService('set_pref', ifpc_setPref);function ifpc_maximize(iframe_id, to_max) {if (!iframe_id) {return;}_IG_MaximizeGadget(ig_gmid(iframe_id), to_max);}_IFPC_registerService('maximize', ifpc_maximize);function share_gadget_safe(mag, url, width, mod_id, send_label, cancel_label) {_share_gadget(_hesc(mag), _hesc(url), _hesc(mod_id), _hesc(send_label), _hesc(cancel_label));}_IFPC_registerService('share_gadget', share_gadget_safe);var isPubSubEventRouterLoaded = false;function setupPubSubEventRouter() {if (!isPubSubEventRouterLoaded) {isPubSubEventRouterLoaded = true;_IG_RegisterOnloadHandler(function() {var div = document.createElement("DIV");div.innerHTML = "\x3cdiv id=\x3d\x22remote_pubsub_event_router\x22 name=\x3d\x22remote_pubsub_event_router\x22 style=\x3d\x22border:0;padding:0;margin:0;width:100%\x22\x3e\x3ciframe id=\x3d\x22remote_iframe_pubsub_event_router\x22 name=\x3d\x22remote_iframe_pubsub_event_router\x22 style=\x3d\x22border:0;padding:0;margin:0;width:0;height:0;overflow:hidden\x22 frameborder=\x3d0 scrolling=\x3dfalse src=\x3d\x22http://pubsub.gmodules.com/ig/modules/pubsub_event_router.html\x22\x3e\x3c/iframe\x3e\x3c/div\x3e";div.style.visibility = "hidden";document.body.appendChild(div);}});function ifpc_returnRawHtmlString(html_string, module_id) {}_IFPC_registerService('return_raw_html_string', ifpc_returnRawHtmlString);// --></script><style>.modbox .el {display:none}.modbox .cs1, .modbox .es {display:none}.modbox .el {display:none}.modbox .cs1, .modbox .es {display:none}.dm {position:relative;width:1px;height:1px;}.fres {width:expression(_gel("fresults").offsetWidth+"px");overflow:hidden;}.panel0 {}.panel1 {}.mod {}.unmod {}.form {display:inline;}.c {clear:both;}.fbox {margin-top:1px;margin-right:6px;display:block;overflow:hidden;width:12px;height:12px;background-image: url('http://img1.gmodules.com/ig/images/max_dark_blue.gif');background-repeat: no-repeat;cursor:hand;cursor:pointer;}.fmaxbox, .fminbox_reverse_directionality {background-image:url('http://img1.gmodules.com/ig/images/max_dark_blue.gif');}.fminbox, .fminbox_reverse_directionality {background-image:url('http://img2.gmodules.com/ig/images/min_dark_blue.gif');}.fmaxbox:hover, .fminbox_reverse_directionality:hover {background-image:url('http://img0.gmodules.com/ig/images/max_dark_blue_highlight.gif');}.fminbox:hover, .fminbox_reverse_directionality:hover {background-image:url('http://img0.gmodules.com/ig/images/min_dark_blue_highlight.gif');}.ddbox {background-image:url(/ig/images/arrow_blue.gif);}.addbox:hover {background-image:url(/ig/images/arrow_blue_highlight.gif);}.delbox {background-image:url(/ig/images/x_blue.gif);}.delbox:hover {background-image:url(/ig/images/x_blue_highlight.gif);}.minbox {background-image:url(/ig/images/min_blue.gif);}.minbox:hover {background-image:url(/ig/images/min_blue_highlight.gif);}.maxbox {background-image:url(/ig/images/max_blue.gif);}.maxbox:hover {background-image:url(/ig/images/max_blue_highlight.gif);}.enlargebox {background-image:url(/ig/images/enlarge_blue.gif);}.enlargebox:hover {background-image:url(/ig/images/enlarge_blue_highlight.gif);}.shrinkbox {background-image:url(/ig/images/shrink_blue.gif);}.shrinkbox:hover {background-image:url(/ig/images/shrink_blue_highlight.gif);}.f_tbl {font-size:12px;margin-right:2px;margin-left:2px;padding-top:4px;padding-bottom:4px;}.fr_tbl {margin-right:2px;margin-left:2px;padding-top:4px;padding-bottom:4px;}.fb {font-size:12px;padding:2px;padding-top:4px;border: 1px solid #d1d1d4;border-top:none;overflow:auto;}.sftl {border: 1px solid #d1d1d4;border-bottom:none;}.sftl_reverse_directionality {border: 1px solid #d1d1d4;border-bottom:none;clear: right;text-align: right;}.uftl {border:1px solid white;border-bottom:none;}.uftl_reverse_directionality {border:1px solid white;border-bottom:none;clear: right;text-align: right;}.remote_module_textbox {box-sizing:border-box;-moz-box-sizing:border-box;padding:1px;padding-left:4px;margin:2px;margin-left:3px;width: 95%;} * html .remote_module_textbox {width: 91%;}.remote_module_select {box-sizing:border-box;-moz-box-sizing:border-box;padding:0px;width:95%;margin:2px;margin-left:3px;}</style><style></style><link id="ext_css" rel="stylesheet" type="text/css" href="/ig/f/007LEA3RSh0/skins/cityscape/cityscape_noon.css?hl=en"/><style>#gbar{float:left;height:22px}#gbar1{border-top:1px solid #c9d7f1;font-size:0;height:1px;position:absolute;right:0;top:24px;width:110%}#gbar a{color:#00c}#gbar .gbar{background:#fff;border:1px solid;border-color:#c9d7f1 #36c #36c #a2bae7;display:none;font-size:13px;position:absolute;top:24px;z-index:1000}#gbar .gbar a{display:block;padding:2em .5em;text-decoration:none;white-space:nowrap}#gbar .gbar a:hover{background:#36c;color:#fff}#gbar .f{font-size:13px;padding-right:1em}

Building Web 1.0

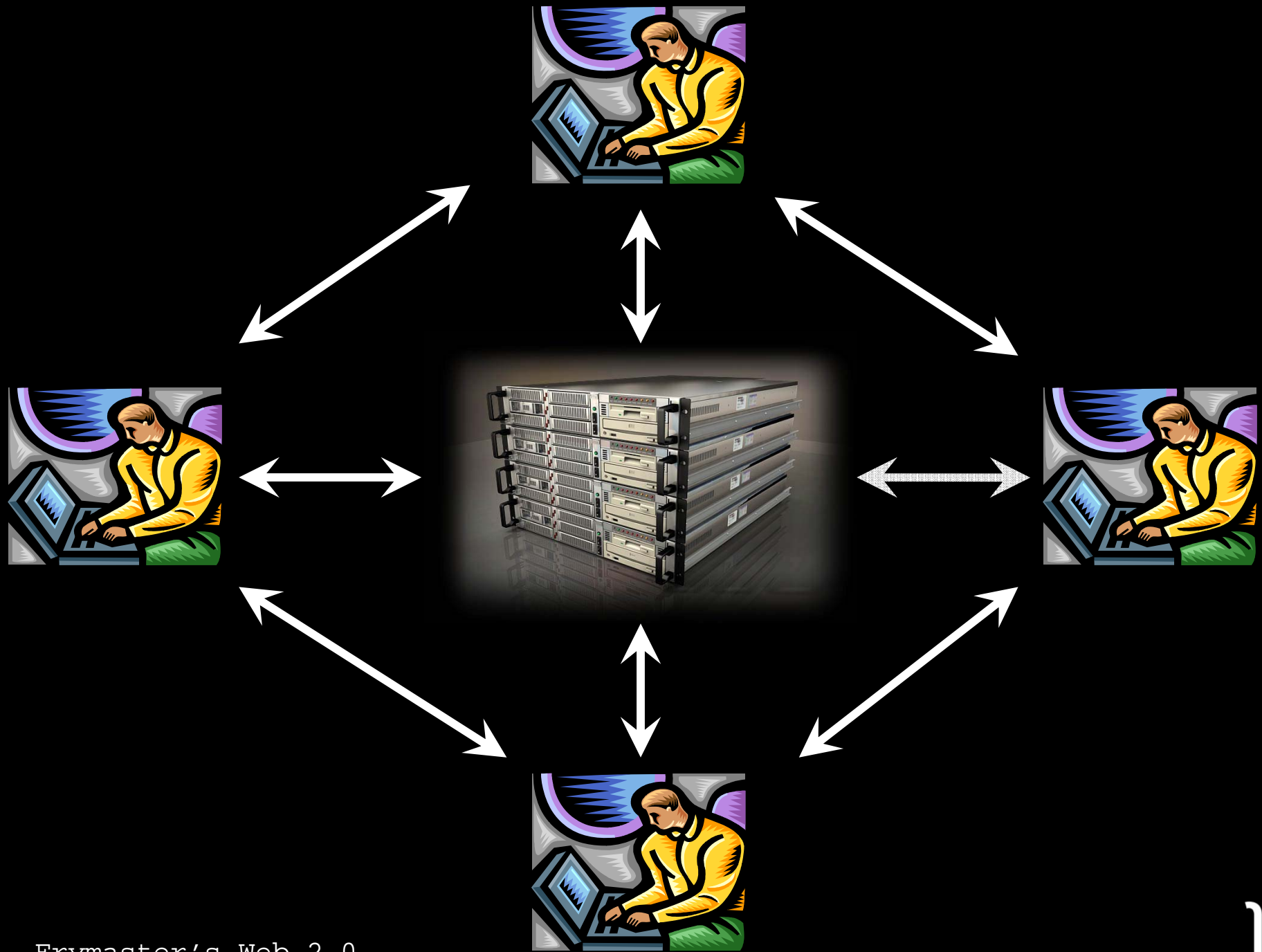
Editing
Software



Viewing
Software



Frymaster's Web 2.0
Class



Frymaster's Web 2.0
Class

Web 2.0

Browser = editor

User = creator

eBay

New paradigm for commerce

Users create pages

Users manage users

Recommendation system

eBay

Community watches

Community reacts

Web 2.0

Browser = editor

User = creator

Open = strong

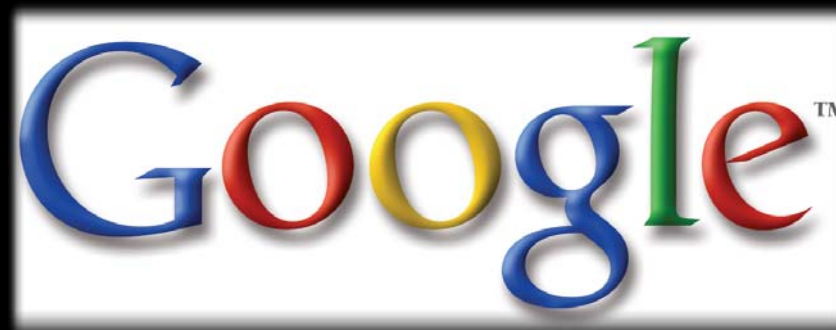
Web 0.0

Cluetrain

1 - Markets are
conversations

2 - Markets consist of
humans, not demographic
sectors.

3 - Conversations among
humans *sound* human. They
are conducted in a human
voice.



Google

Relevant is Good

Cheaters are Bad

Same for Ads or Search

Organizations & Web 2.0

Organizations like
to control information
Web 2.0 will not accept
control

Control = no users

A Handful of Sand

“The tighter you squeeze it, the faster it runs through your fingers.”

- Traditional Arab expression

Laura & Jim

RVer's park in Wal-Mart parking
lots

Blog about their travels

Great experiences with Wal-Mart
employees

Laura & Jim

Freelance writer

Pro photographer

Paid by Wal-Mart

- Through organization
created by PR firm

Web 2.0

Browser = editor

User = creator

Open = strong

Control = no engagement

Web 2.0 Landscape

Many conversations

Who has traction?

Success is organic

Success is authentic

Dot Commies love non-
profits

Web 2.0 for Non Profits

The Four Main Applications

Forums

Blogs

Wikis

Social Networks

Forums

Old school BBS
Discussion 'threads'

Existing Forums

Interest, location,
profession, industry

Find your relevant forums

Permanent addition to
communications

Application: Customer Service

#1 business application
All software companies

Cycles of a Support Forum

Customer problem - business
solution

Customer problem - customer
solution

Business problem - customer
solution

Blogs

Individual or group diaries

Opinion and reaction

Excellent for small
business

Dangerous for big
businessBlogs

Wikis

Means 'quick' in Hawaiian

Community-edited websites

Instant knowledge base

Strong community, strong
website

Social Networks

Combination of elements

Link users as networks

Discuss, share, interact

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