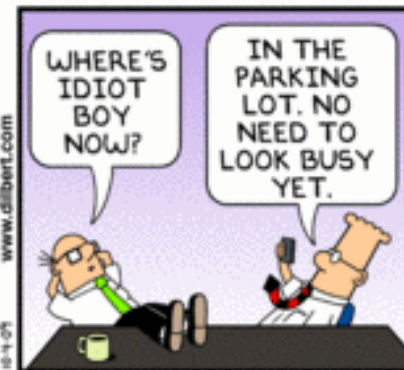
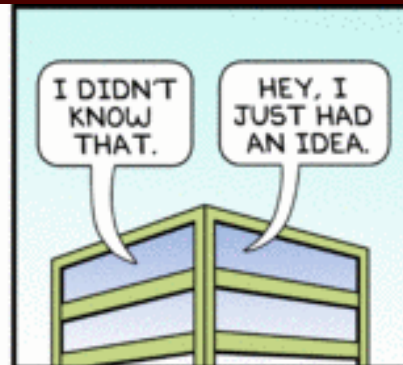




Community + Engagement + Technology =

SOCIAL MEDIA INTEGRATION

Midwest Disasters 2.0 Workshop
January 21, 2010



DilbertCartoonist@gmail.com

© 2007 Scott Adams, Inc. Reprinted by UFS, Inc.

www.dilbert.com

What to Tweet About...

- Macro Trends
- Common Integration Tactics
- Measurement of Success
- Audience Engagement
- Question & Answer

Trends

- Everything happens at lightning speed
- People demand hyper transparency
- Dialogue is as important as message delivery
- Brand detractor have the same tools





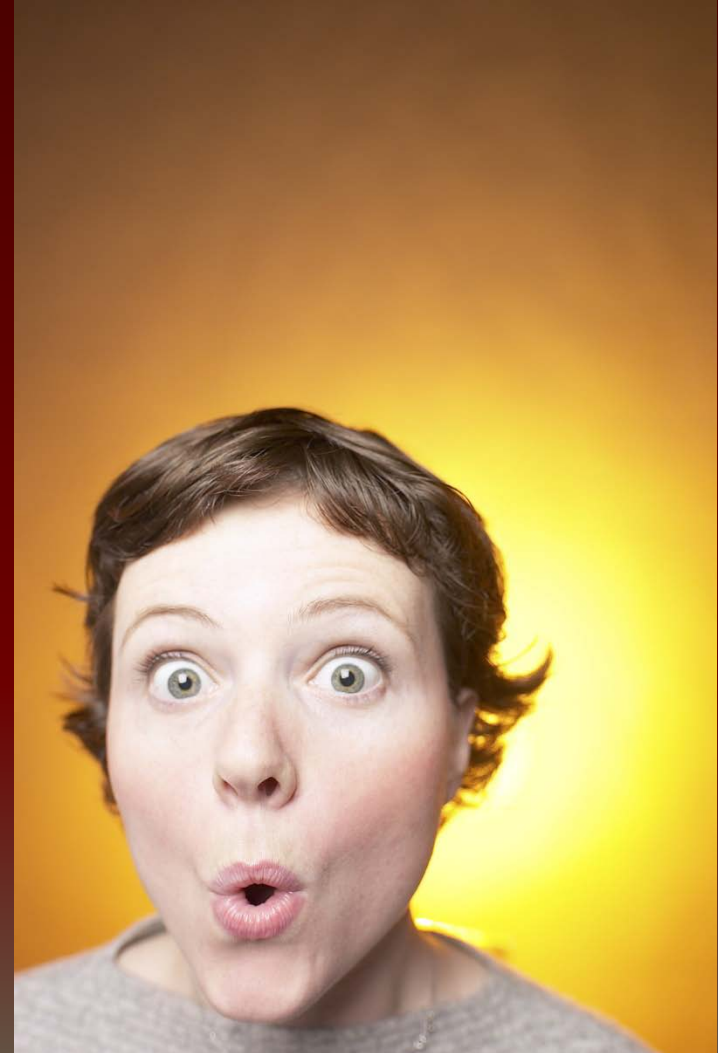
FUNDAMENTAL CONCEPT OF SOCIAL MEDIA...



Oh Yes! IT'S
FREE

Trends

- Widgets
- Mobile Phone Applications
- RSS
- Geolocating Systems
- Document & Media Sharing
- Social Media Applications
- Podcasting
- Live Video
- Voice Activation
- Integrated Software
- SMS Text Compatible



Widgets

- Dynamic graphical interface
- Integrates dynamic feed into more static environment
- Website Widgets
 - Facebook
 - Twitter
 - Blogs
 - MySpace
- Usable Tools
 - Calendars
 - Countdown Events
 - Weather
- Widgetbox



The image shows a screenshot of a website with a dark navigation bar at the top containing the links [Home](#), [Events & Activities](#), and [Citizen Info](#). Below the navigation bar is a light-colored banner with links for [jocogov](#), [jocoem](#), [citizen information](#), and a Facebook icon. The main content area features a section titled "Connect through Facebook" with the subtext "Connect with Us!". Below this is a Facebook widget for "Johnson County Emergency Management & Homeland Security on Facebook". The widget shows a profile picture with a radiation symbol, the text "You are a Fan", and a post from 12 hours ago. The post text reads: "Days of Preparedness! Day 2 is posted at www.jocoprepared.blogspot.com. The video is available at www.youtube.com/jocoemergencygmt." Below the text is a small video thumbnail showing a group of people in a meeting. To the right of the video is a YouTube channel link: "YouTube - JoCoEmergencyMgmt's Channel" with the URL www.youtube.com and the text "Share your videos with friends, family, and the world". At the bottom of the widget, it says "3 hours ago".

[Home](#)

[Events & Activities](#)

[Citizen Info](#)

[jocogov](#) | [jocoem](#) | [citizen information](#) | Facebook

Connect through Facebook

Connect with Us!



Johnson County Emergency Management & Homeland Security on Facebook

You are a Fan

Johnson County Emergency Management & Homeland Security

12 Days of Preparedness! Day 2 is posted at www.jocoprepared.blogspot.com. The video is available at www.youtube.com/jocoemergencygmt.



YouTube - JoCoEmergencyMgmt's Channel

www.youtube.com

Share your videos with friends, family, and the world

3 hours ago



All Comments



Weather Widget

Fair

40°

KS (66061)

[WeatherLet.com](#)

Widget



Johnson County EM

JoCo_Emergency



JoCo_Emergency 12 Days of Preparedness – Day 2 is posted at <http://tinyurl.com/yb63u...>. See the video at <http://tinyurl.com/yf85o...>
4 hours ago



JoCo_Emergency 12 Days of Preparedness – Day 2 (Weather Radios) <http://goo.gl/fb/UV9Y>
4 hours ago



JoCo_Emergency RT @PreparedinPlano: Today is the 1st day of Winter! It's time to come to terms with winter... <http://tinyurl.com/ye7l3...>
4 hours ago



JoCo_Emergency RT @ficoema:

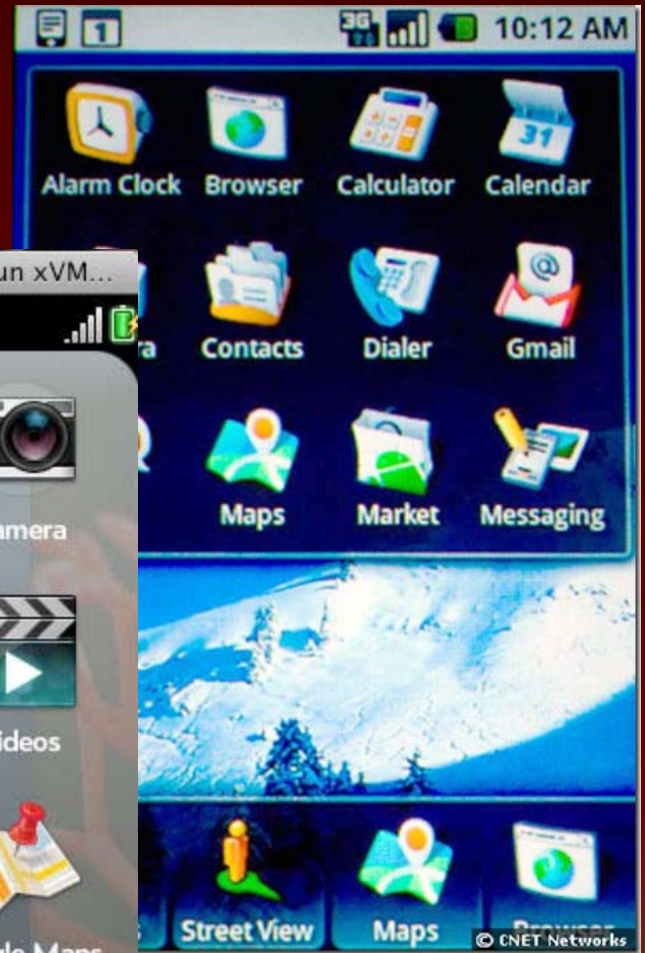
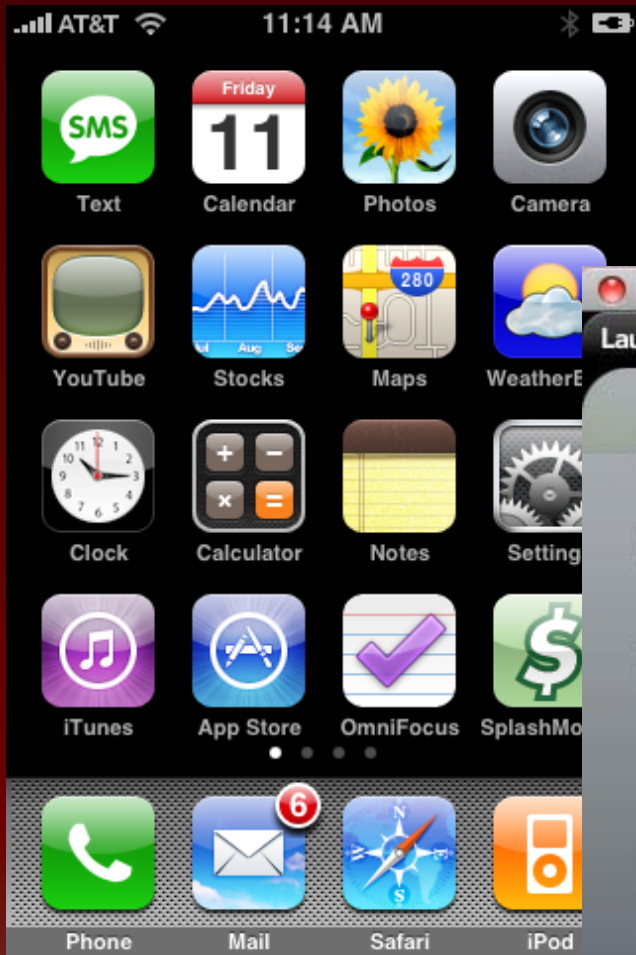
twitter

Join the conversation

Mobile Phone Applications

- Phone is not as important as what runs on it
- 3 billion apps sold since September 2008 (iTunes)
- 100,000+ applications
- Software that runs on the cell phone that utilizes the basic functions of the phone
 - GPS
 - Motion sensitivity
 - Text capability
 - Touch Screen
- Open source coding for developers
- Three major providers:
 - Apple iPhone
 - Google's Android
 - Palm Pre
 - RIM Blackberry

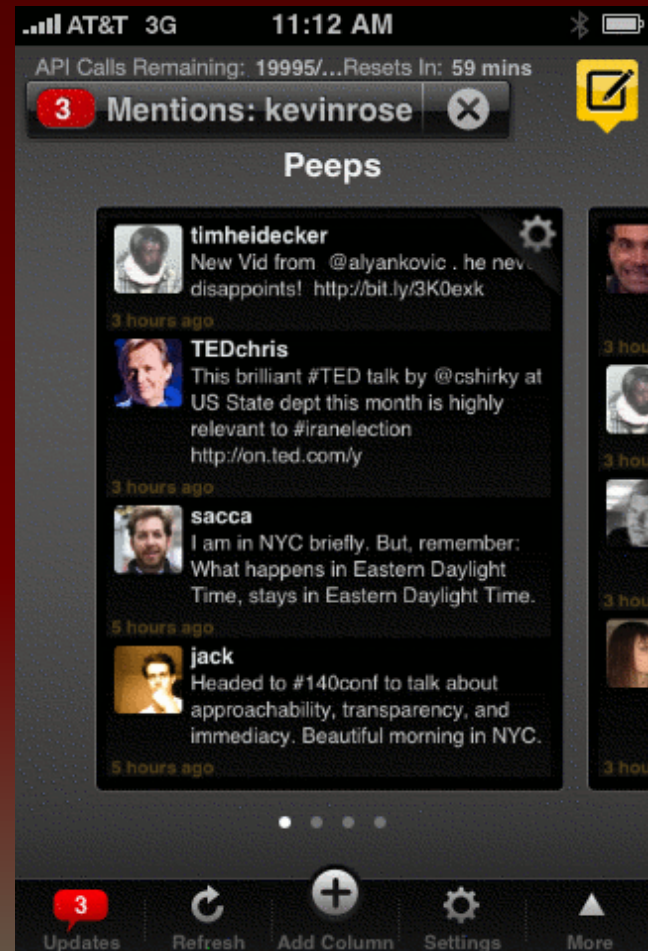
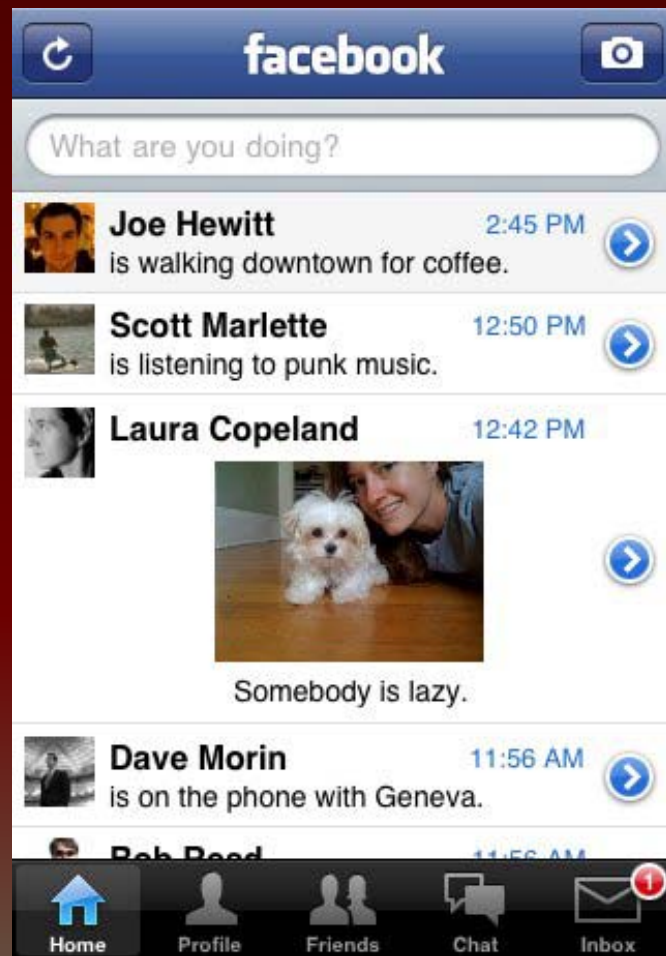




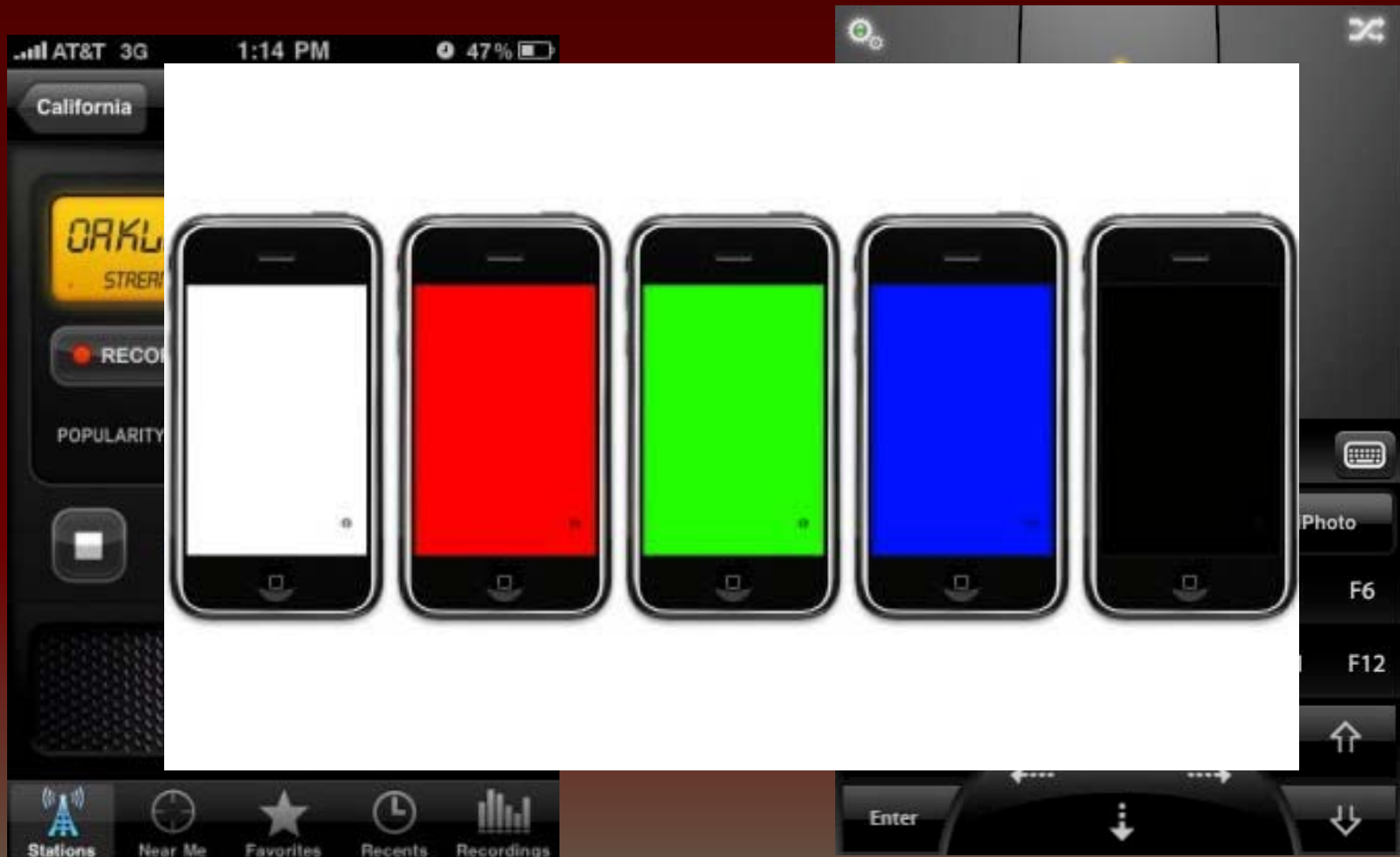
Phone Apps -- Categories

- Games
- Entertainment
- Utilities
- Social Networking
- Music
- Productivity
- Lifestyle
- Reference
- Travel
- Sports
- Navigation
- Healthcare & Fitness
- News
- Photography
- Finance
- Business
- Education
- Weather
- Books
- Medical

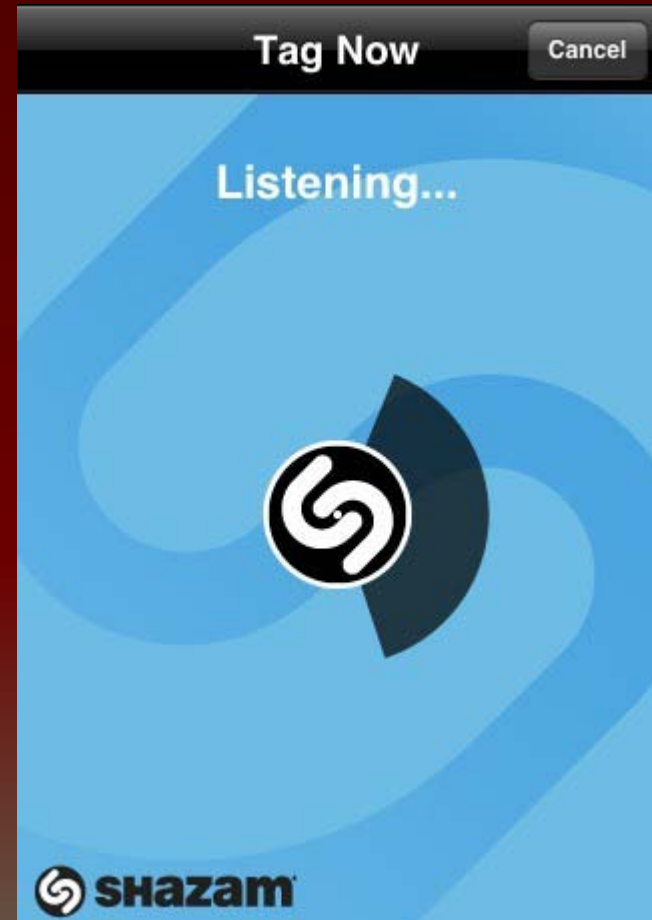
Phone Apps – Social Media



Utility Apps



Personal Favorite Apps



App Builders



RSS

- Rich Site Summary
- Real Simple Syndication
- Collection of feeds
- Read through Reader or Aggregator



Subscribe To JOCO Prepared!

 Posts



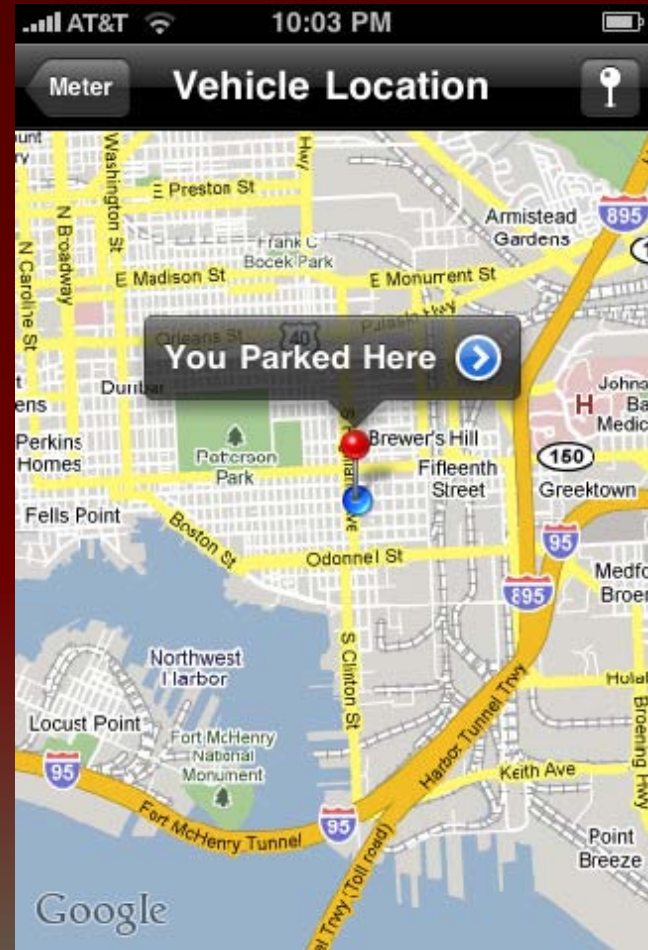
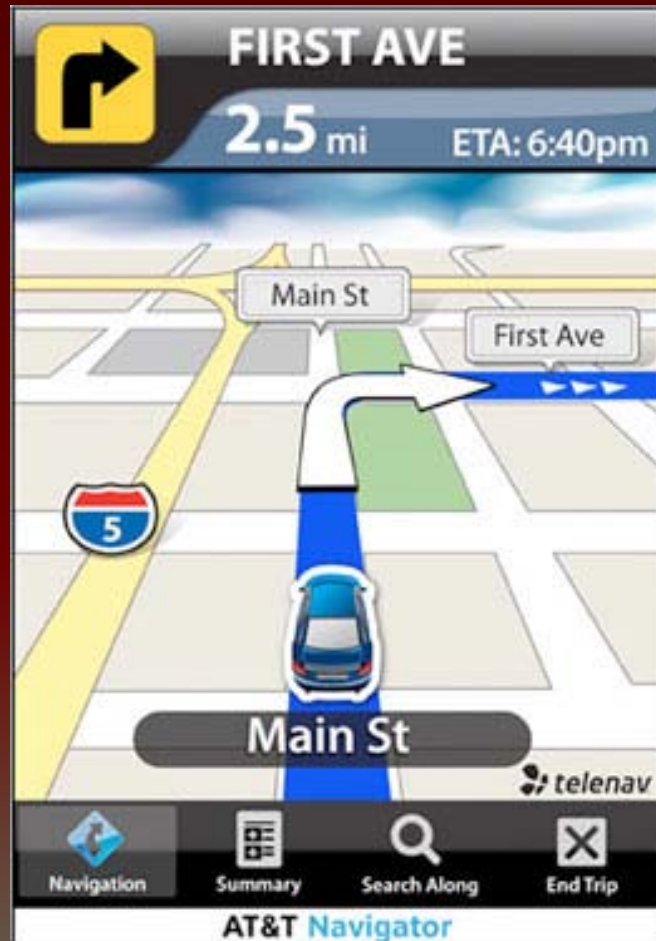
 All Comments



Geolocating Systems

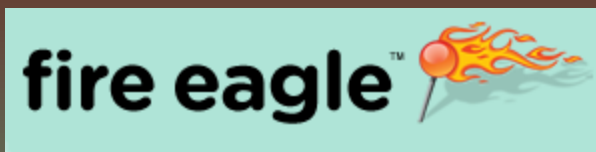
- Identification of the real-world geographic location of an Internet-connected computer, mobile device, website visitor or other
- Identifies where you are currently
- Utilizes GPS, wireless signals, cell phone “pings”
- Adds significant connectivity for software, application, and other technology

Geolocating Apps



Other Geo-locating Systems

- **Functionality**
 - Mobile Maps Application
 - Allows for Opt-in functionality
 - Location Aware for Mobile Devices
- **Brands**
 - Fire Eagle (Yahoo-based)
 - Bright Kit
 - Google Latitude

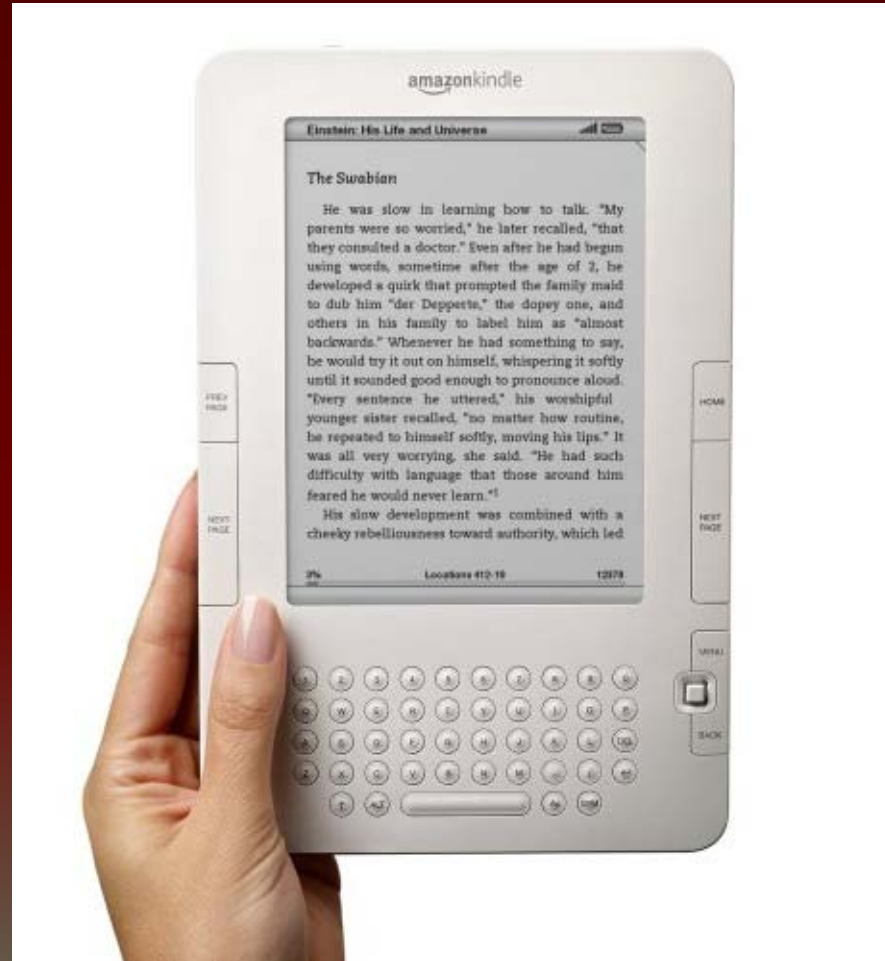


Document & Media Sharing

- Google Docs
- EtherPad – Real-time collaborative editing
- Slide Share
 - PowerPoint + YouTube
 - Uploaded slides & documents
- Electronic Readers
 - Kindle (Amazon)
 - \$13.9 million in revenue (3Q '08)
 - \$46.5 million in revenue (3Q '09)



More eBooks Were Sold Than Real Books (12/25)



Social Media Applications

- Facebook
 - Facebook Connect
 - Applications/Games
- Twitter Lists
- TwitterFeed
- Music Services
 - Pandora
 - Last.Fm
- Ping.Fm



SMS Text Compatibility

- Text Compatibility
- Secondary stream of information
- Addresses growing communication avenue
- Example of @JOCOAlert
- \$10 for Haiti



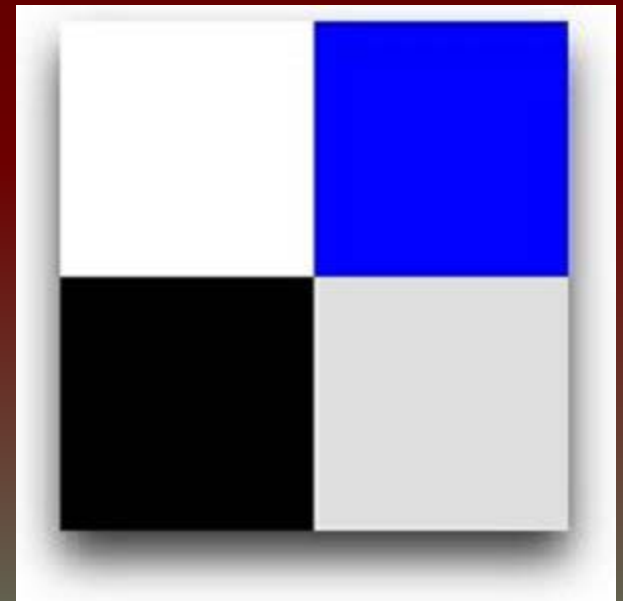
Social Bookmarking & Storage

- **Bookmarking**

- Delicious
- Addthis
- Evernote
- Diigo

- **Storage**

- MyOtherDrive
- Carbonite
- Omnidrive
- DropBox



Podcasting

- Digital media files
- Episodically released
- Downloadable through web syndication
- iTunes = Most Common Source
- Starts from RSS Feed
- Free Sources:
 - PodBean
 - Odiogo
 - PodCast Revolution



Live/Streaming Video

- Posted Video
 - YouTube
 - Vimeo
- Stream Video
 - uStream TV
 - Justin.TV
- Video Calling
 - Skype



Voice Systems

- Activation
- Usage
 - Mobile Applications
 - Blog
 - Podcasting
 - Text Message
 - Note development
- Google Voice
- Text-to-Speech



Software Integration

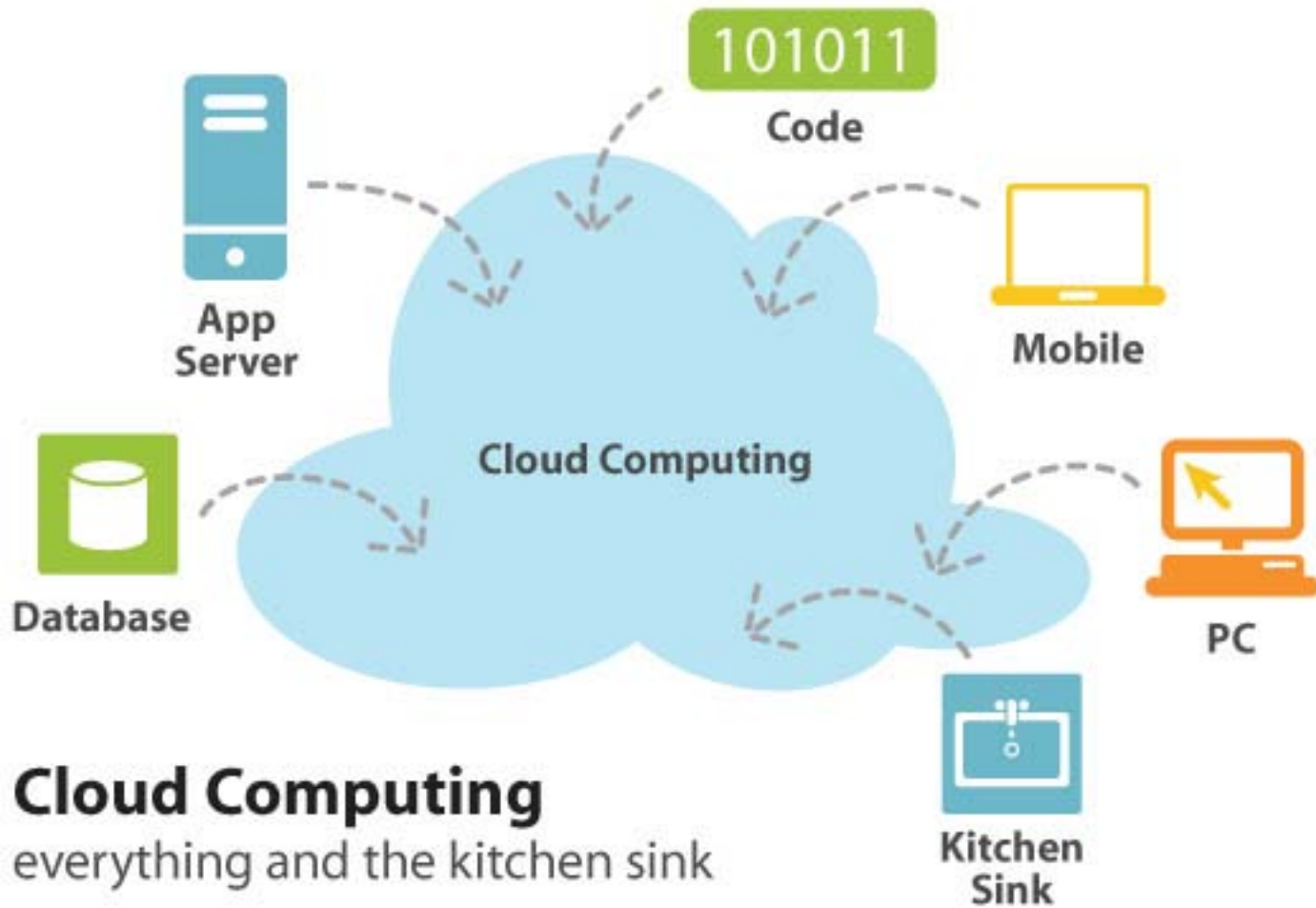
- OutTwit
- TweetDeck
- Google Calendar
- Bulk Email Senders
- URL Shorteners
 - TinyURL
 - Bit.ly
- Jott
- TwtPoll
- Doodle
- Evernote



Alternative Reality



Cloud Computing



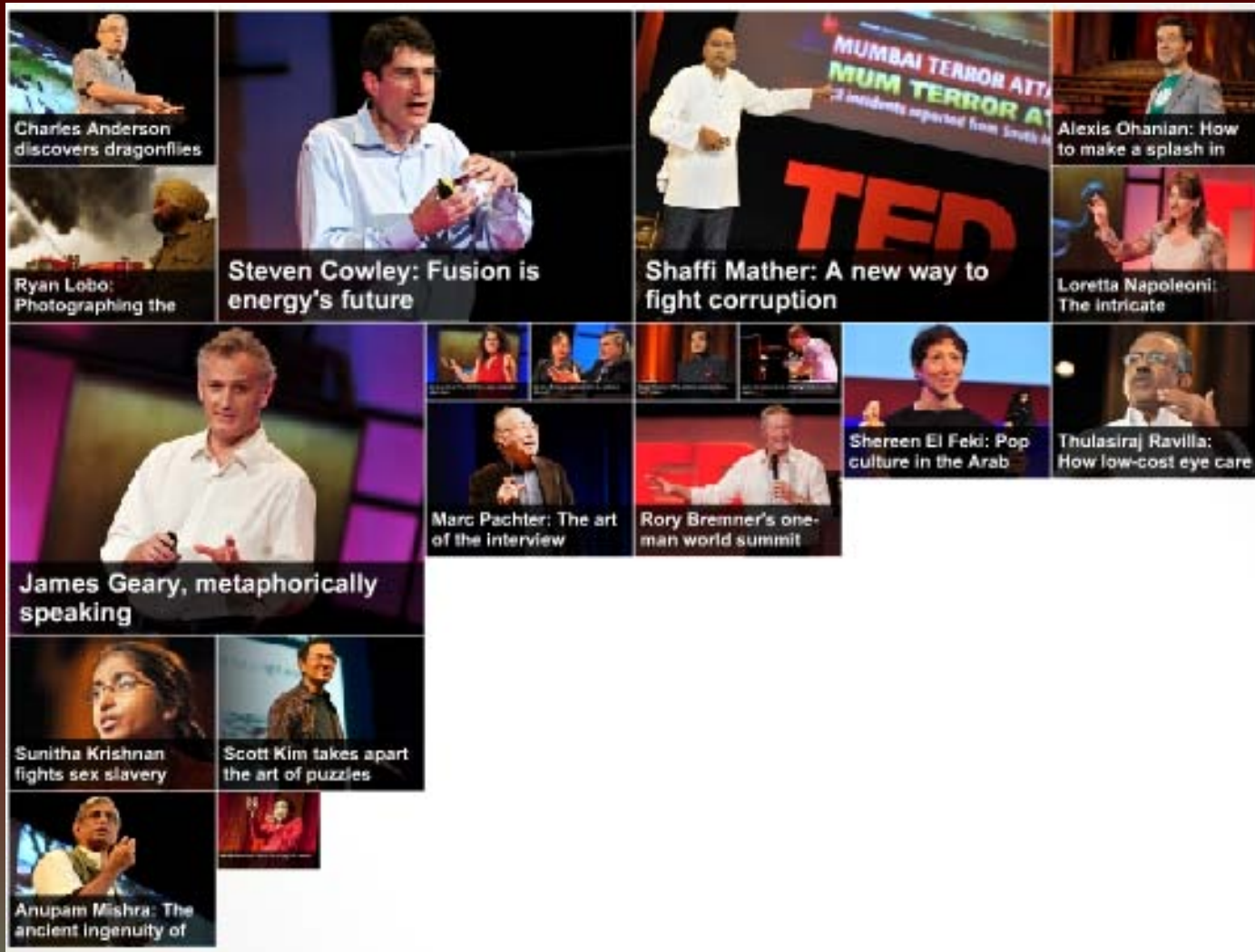
Gambling on Gmail

- October 2009
- Los Angeles City adopted Google Apps enterprise wide
- Suite included Gmail, calendaring, instant messaging, video, & other productivity tools
- Est. reduction of \$5 in hard costs
 - 90 to 12 mail servers
 - Reduction of 5 IT staff
- "Gmail is more than a way of the future; it's a way of the present."



Source: Government Technology, Vol. 22, Issue 12 (December 2009)

Concept Cloud





“...more than a way of the future;
it’s a way of the present.”



Fundamental Change

- Be Proactive
- Utilize the Technological Integration
- Meets growing public expectation
- Cost-effective
- It's really not about technology, but people

Questions?

Adam Crowe

Assistant Director – Community Preparedness

Johnson County Emergency Management

111 S. Cherry St., Suite 100

Olathe, KS 66061

acrowe@jocogov.org

913-715-1003

Twitter: JOCO_Emergency

www.tinyurl.com/adamscrowe