

Module 4

New Media

What is it?

How can you use it to benefit your organisation?

This module will cover;

- what new media is,
- definition of new media - the tools
- why it has become so popular
- facts around usage.

What is New Media or Social Media?

New Media is a conversation – it is not a one way communication. The key difference between new media and traditional media is the fact it is a “two-way” conversation. With many forms of traditional media, the conversation is one-way or controlled by the content producer, i.e. the television news bulletin is constructed and aired; the news article is written and printed in a newspaper. Traditionally the only way of responding to a television news item would be to call the network or with a press article writing a “Letter to the Editor”. These response methods are not immediate. New media allows people to respond and interact with the material immediately. It also gives them the power to ‘produce’ or create their own content and ‘news’

New Media is interactive

By definition, all forms of new media are interactive. This means you can engage with other people via various “new media” tools. A video posted on You Tube is interactive as you have the ability to see it, listen to it, and feel the emotion as well as providing comments about it.

There are many forms of social media that involve writing. Feedback forums on websites, Blogs, chat-rooms, all allow you to write your comments for display to an exponential audience.

This is also where the conversation comes in. As you provide comments, so to can a huge range of other people - this enables you to converse or chat with an audience beyond your “known” network of people.

Online forums are “public” meaning the size of the audience you are chatting to is unlimited.

New Media encourages discussion

Another key difference with new media is it encourages discussion with the source of the item, rather than discussion outside of the original medium.

Definitions of New Media include:

Blog – a web site that is an online personal journal with reflections, comments, images and often hyperlinks provided by the writer.

www.womentalksports.com is an online network from the United States that connects the best blogs relating to sports women and athletes.

Micro Blog – a short form of a blog with text or character limits (Twitter). Many athletes use Twitter;

<http://twitter.com/Venuseswilliams>

http://twitter.com/Stephanie_Rice

Twitter - a free social networking and microblogging 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*.

SMS – (Short Message Service) is a service for sending short text messages to mobile phones.

Email – (Electronic mail) is the most commonly-used application on the Internet. Email allows you to send text messages across a network, either internal or external, like the Internet. To send an email you must know the email address of the person you want to send the mail to - e.g. john@somewhere.com. An email address comprises a user name, in this case, john, and the name of the server that the mail has been sent to, in this case, somewhere.com.

Social Networks

A social network service provides the means to build a network among people who share interests and/or activities, a means to connect with friends via a recommendation system linked to trust. A social network service essentially consists of a representation of each user (their profile), his/her social links, and a variety of additional services. Most social network services are web based where users interact via the internet, through e-mail or instant messaging.

Networks can be public or private allowing the user to invite other people into their network (i.e. Linked In, Facebook). You can also join a public website network such as Amnesty International, Greenpeace, or the Football Federation of Australia. With each membership you choose to join a network and receive communication from the organisation involved.

How to set up a Blog:

Go to www.blogger.com

Create an account

Choose a name for your Blog (hopefully your's isn't already taken)

Choose a template. There are many designs to choose from and these will determine how the pages of your blog will look

Invite other key stakeholders to contribute to your blog

Start writing and sharing your thoughts



Popular methods now combine Facebook, Bebo and Twitter which are widely used worldwide. MySpace and LinkedIn are the most commonly used in North America.

Linked In – is a business oriented social networking site. Launched in 2003, it is mainly used for professional networking. By October 2009, LinkedIn had more than 50 million registered users in more than 200 countries and territories worldwide.

Facebook is a social networking website originally designed for college students, but now open to anyone 13 years of age or older. Facebook users can create and customize their own profiles with photos, videos, and information about themselves. Friends can browse the profiles of other friends and write messages on their pages.

Examples include; The Diamonds, the Australian women's netball team;

<http://www.facebook.com/pages/Australian-Netball-Team/14196220235?v=wall>

South Australia's Sports Institute <http://www.facebook.com/pages/South-Australian-Sports-Institute-SASI/182004563088>

Womensport West <http://www.facebook.com/people/Womensport-West/540577007>

Does this one still work as EO resigned and not replaced?

Bebo – an acronym for "**Blog early, blog often**", is a social networking website, founded in January 2005. It is used in many countries including Ireland, Canada, the United States, the United Kingdom, New Zealand and Australia. There are plans for French, German and other versions. www.bebo.com

My Space - MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music etc whose major competitor is Facebook.
www.au.myspace.com

You Tube (Video) – is a video sharing website that lets anyone store short videos for private or public viewing. You Tube uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogs and short original videos

www.youtube.com The Australian Sports Commission uses You Tube to encourage participation via their You Tube video Turn to Sport and Play for Life.
<http://www.youtube.com/watch?v=hbGsI34asIg>

How to set up your Twitter account and start Tweeting:

Go to www.twitter.com

Create an account

Choose a user name relevant to your organisation

Click on the Find People tool to "follow" athletes and colleagues

To communicate: Just answer the question "What's Happening" in up to 140 characters to send an update to your followers.



Chat Rooms – a site on the internet where a number of users can communicate in real time by typing messages on their computer. Typically chat rooms are dedicated to a particular topic. Chat rooms can be moderated or un-moderated. As long as you are a member you can participate in these 'chats'. Sport example?

Internet Forum or Message Board – an online discussion site, originated as the modern equivalent of a traditional bulletin board. Example?

Web cast – A media file distributed over the Internet using streaming media technology to distribute content to many simultaneous listeners/viewers. A webcast may either be distributed live or on demand. Essentially webcasting is "broadcasting" over the internet.

Shelly Taylor-Smith records and distributes her motivational speeches via her website
<http://www.thinklikeachampionclub.com/>

Pod cast – a series of digital media files (either audio or video) that are released episodically and downloaded through web syndication. Shelly Taylor-Smith also makes her motivational speeches available to download as a pod cast via her website <http://www.thinklikeachampionclub.com/>

Here are some free 5 minute interviews

<http://www.thinklikeachampionclub.com/Get-Mentally-Tough-Intro>

Imagery – There are many online Photo sharing websites developed for both private and public storage of photographs. These sites include Flickr and sites such as istock photo or Getty images which have a commercial purpose.

Organisations such as the Australian Institute of Sport and Womensport Queensland have their own photo library of athletes and sportspeople.

Why has it become so popular?

New media has grown exponentially in recent years due to a number of factors including ease of access. People can now access broadband networks at home, work and school. Internet access via mobile phones has also increased the popularity of new media.

Facts around usage

Australia has high internet usage compared to other developed nations. In fact we have one of the highest penetrations of new media use in the western world.

72% of Australian households had home internet access and 78% of households had access to a computer. (Source: ABS Household use of IT 2008-09)

7.6 million Australians are Facebook users (350 million worldwide)

Over 700,000 Australians have an account on Twitter.com

Consider these statistics on Australian usage:

- 47% post images online
- 74% use chat tools
- 21% belong to networks (Linked In)
- 77% watch videos online, while 29% have uploaded a video
- 62% read Blogs
- 29% write Blogs
- 40% have listened to a podcast

In a recent global survey of Twitter users, Londoners were the most prolific nation of Tweeters Sydney was ranked 14th, Melbourne 16th and Auckland 18th.

(Source: Daemon Digital presentation, December 2009)

Strategic Plan for New Channels

Like any communication or marketing activity, new media needs a strategy.

It also needs someone to take ownership and manage the process.

This doesn't mean the "owner" is the only person who can tweet or blog, but it means they are responsible for ensuring queries get answered and conversations remain two-way. Someone needs to co-ordinate the new media activity to ensure the organisation responds in a timely and effective manner and the content is relevant to the audience.

EXERCISE FOUR: Choose one new media tool, explain why you would use it:

Why is it good for you?

Who are you communicating with (target audience)?

What are you going to use this for (key objective)?

How often will you use it? (strategy)

Think about the differences between utilizing a traditional media tool and a new media tool and why it is a more effective method (results)

My notes add How to set Up -bul out boxes??

