

HOW TO USE WEB 2.0 IN YOUR OUTREACH EFFORTS

Public Relations is more than simply Media Relations. Public Relations is the way that an organization or person interacts with the public directly and not just through the conduit of the media. With the advent of social networking, Public Relations professionals cannot ignore a strong force in connecting with audiences that are important to your cause or your brand. Considering Web 2.0 as part of Public Relations will only enhance your outreach.

Web 2.0 is an umbrella term used to describe the second wave of the World Wide Web. Sometimes called the “New Internet,” Web 2.0 is not a specific technology; rather, it refers to two major paradigm shifts in how people use technology.

One shift is to *user generated content*, which describes how individuals contribute to online content. The second shift, which is more related to business, is *thin client computing*. This is how Web-based or remote desktop applications allow users to interface with much larger programs and work simultaneously online with other users through a remote server.

These two shifts have created many popular Web 2.0 applications, including the following:

- Social Networking: Facebook, MySpace and Linked In
- Video and Photo Sharing: YouTube and Flickr
- Blogs and Blogging
- Search Engine Optimization and Search Analytics: Google
- Podcasts and Webinars
- E-mail Marketing
- Feed Aggregators and News Services
- Web Chats and Forums
- Second Life
- Wikis and Wikipedia

WEB 2.0 SUMMARY

- Web 1.0 was about **reading**, Web 2.0 is about **writing**
- Web 1.0 was about **companies**, Web 2.0 is about **communities**
- Web 1.0 was about **client-server**, Web 2.0 is about **peer to peer**
- Web 1.0 was about **HTML**, Web 2.0 is about **XML**
- Web 1.0 was about **content management systems**, Web 2.0 is about **blogs**
- Web 1.0 was about **portals**, Web 2.0 is about **RSS**
- Web 1.0 was about **page views**, Web 2.0 is about **cost per click**
- Web 1.0 was about **publishing**, Web 2.0 is about **participation**
- Web 1.0 was about **taxonomy**, Web 2.0 is about **tags (folksonomy)**
- Web 1.0 was about **wires**, Web 2.0 is about **wireless**
- Web 1.0 was about **owning**, Web 2.0 is about **sharing**
- Web 1.0 was about **Netscape**, Web 2.0 is about **Google**
- Web 1.0 was about **Web forms**, Web 2.0 is about **Web applications**
- Web 1.0 was about **screen scraping**, Web 2.0 is about **APIs**
- Web 1.0 was about **dialup**, Web 2.0 is about **broadband**
- Web 1.0 was about **hardware costs**, Web 2.0 is about **bandwidth costs**

If you need more information about Web 2.0, please contact NASW Communications at media@naswdc.org.