

New Media/New Tools

or

What A Middle-Aged Mom Learned on the Way to the Web 2.0 Revolution



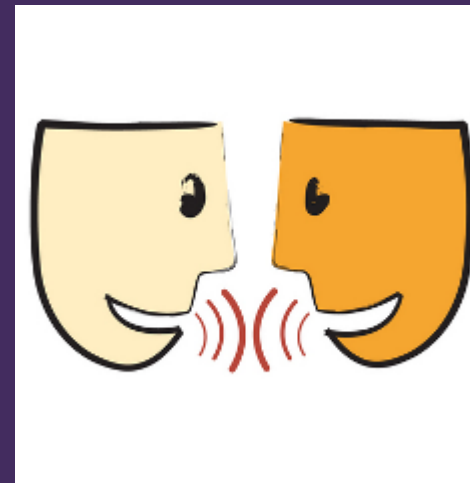
Questions to Ask Yourself



In Advance & Reevaluate Throughout

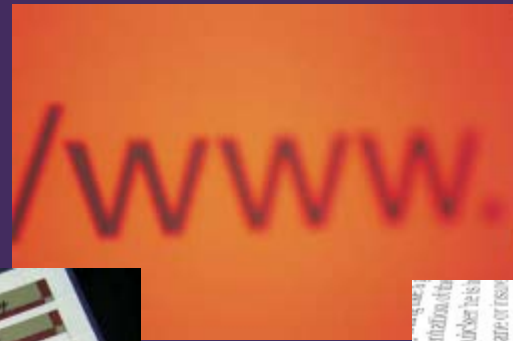
Audience & Direction

- Who is your audience?
Who are you trying to communicate with?
- Direction of Communication
 - One-Way, Two-Way, or Interactive



Relationship to Other Communication Tools

- Will you:
 - Supplement existing communication tools?
 - Replace other communication tools?
- Could you scale back some traditional communication tools?



Messages **MUST** Be Consistent Across Modes

Do NOT send different messages by
different modes!



Access

- Open to all?
- Restricted?
 - By invitation only?
 - Access can be requested and granted?
- Secret?



Keeping it fresh

- How often will you update?
 - Regular schedule?
 - At key milestones?
 - Hybrid?

- How often will you push messages out?



Protocols, Management & Memorializing

- What is appropriate?
- Clear & post OR post & clear?
- How often will you check?
- Who will respond? Time-frame?
- Do you need to keep a record?



Resources

- Who is going to do this?
 - How many people?
 - Skills needed?
 - Oversight?



Launching & Building Awareness

Launching

- Quietly with “friends”
- Then invite the world



Building Awareness

- If you want to count on-line, you have to play on-line

Who Do You Want to Be?

Be genuine but
Think about your online persona



Jump in, Experiment & Adapt



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