

Social Media & New Technologies

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New Media Director/Chief Cartographer

Rail~Volution

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Hello!

- I am transit oriented...
- Long rides on the J
- Big Big Transit Nerd
- Reconnecting America
- The Overhead Wire
- @me, no @you!
- @reconnecting



The Wide World of New Tech/Social Media

Bliggidy Blogs, Facey Spaces, and Tweetie Pages*

- Blogs
- Information Aggregation
- Social Networking
- Data



* Dennis Leary Gets Credit for this

Blogz

- Why important?
 - Information Sharing
 - Community/Links
 - You're Not Alone
- Activism
 - Streetsblog (Government Placards, Streetsfilms)
 - Density Lobbyists!
 - Where's Gavin?



Blogging Up Is Hard to Do

- Is it hard?
- Time Consumption
- Passion
- Sleep Deprivation



Integrated Tools

- You Tube – Dan Loves Traffic
 - <http://www.youtube.com/watch?v=3Uy45tdKJ24>
 - <http://theoverheadwire.blogspot.com/2009/10/replay-100908-patriotic-beer-redux.html>
- Vimeo – Imagine KC
 - <http://theoverheadwire.blogspot.com/2009/04/imagine-kc.html>
- Flickr – Video and Photos
 - <http://www.flickr.com/photos/theoverheadwire/3500125558/>
 - <http://www.flickr.com/photos/theoverheadwire/3211736018/in/set-72157603964735146/>
- Social Media (iPhone to Flickr to Facebook or Twitter to Facebook)

More Tools

- Petitions
 - Greater Greater Data from WMATA
- Buttons
 - The Blog Supports...
- Mashups
 - <http://hood.theory.org>
- Earth/Fantasy Maps



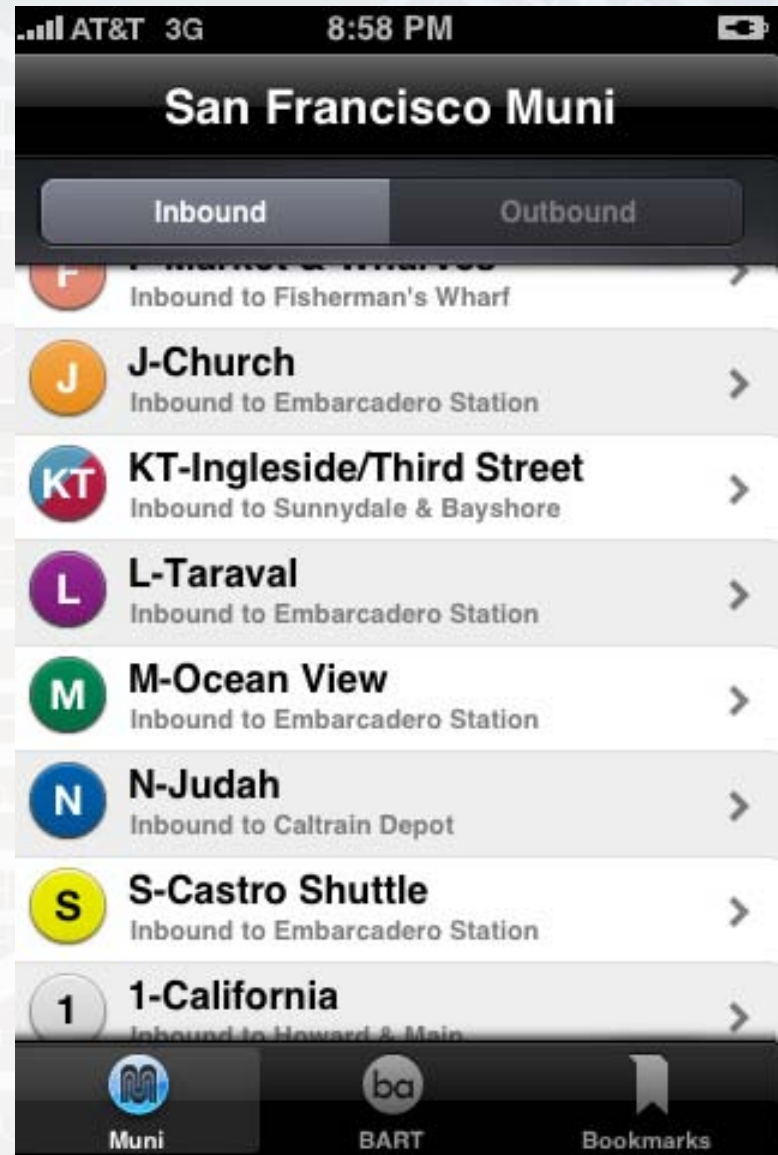
Teach a Man to Fish....

- Phones (Crackberrys and iPhones)
 - Tweet through Text
 - Facebook
 - Give people travel tools!!!
 - PDX Bus
 - Routesy



Photo Credit: Greg Dewar

Routesy for iPhone



Adobe Illustrator/Paint Programs



TIVO for Blogs

- What is a Feed?
- Feed Readers (Open GReader)
- Information Information Information



Social Media

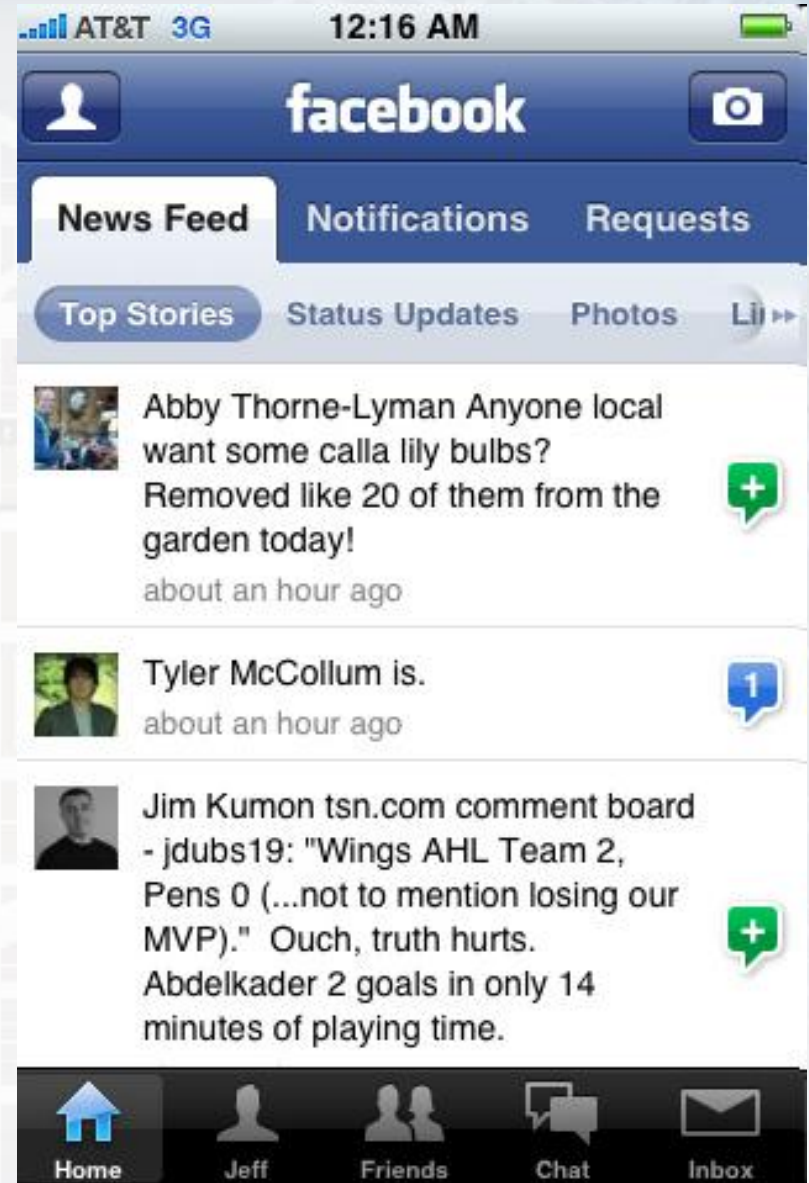
- Facebook
- Twitter
- List Serves/Groups
- Others



Facebook

- Groups (Subway to Sea)
- Is Good At...
 - Gathering Local Interest
 - Save Bay to Breakers
 - Subway to the Sea
 - Getting Basic Basic Support
 - Second Blog Outlet
 - Sharing
- Is Not Good At...
 - Keeping everyone engaged
 - Reaching people that don't have it

I'm Grudgingly Building an RA Page



Twitter

- Is Good at...
 - Quick Blasts
 - Conversation/Knowledge Agg
 - Something Viral/RT
 - Covering Conferences, Meetings
- Is Not Good at...
 - Keeping people involved
 - Twitter Warriors
 - Nuanced Messaging



Listserve/Groups

- Greater Discussion - ProUrb
- Technical Help - LRPpro
- Share Knowledge
- Only Emails needed
- Google Groups, Yahoo Groups
 - Share documents
 - Share stories/history
 - Share information

Location Based

- Foursquare
- Gowalla
- Facebook
- Checking in!
- Making Deals
- Possible Applications
 - Discounts for frequent riders
 - Transit Advertising Deals
 - Other ideas?



All of This → Sharing Information/Message

- Viral Action
 - KC TOD Video
 - Email > Blog > Blog > Twitter > Facebook
 - TxDOT Who Pays for Roads?
 - Listserve > TOW > Streetsblog >
 - CNT Affordability Index Release
 - TOW 400 > Streetsblog K > Atrios 10K

Reminders:

- No Magic Tool
- Still have to hit ground game
 - Papers
 - Community Meetings
 - News Outlets
 - Socially Active But Lazy

#RV10 @reconnecting
@theoverheadwire
CTOD Database Out!



Thank you!

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