New Media/New Tools
or
What A Middle-Aged Mom Learned on the Way to the Web 2.0 Revolution

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Rail~Volution
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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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