Social Media & New Technologies

Jeffrey S. Wood
New Media Director/Chief Cartographer
Rail~Volution
October 2010
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

• 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](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
Listserves/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?
    - Listserv > 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!

OTHER SIDE TRACKS
BY JEFF WOOD
Thank you!

Jeffrey Wood
New Media Director/Chief Cartographer
Reconnecting America
EMAIL: JWood@reconnectingamerica.org