

PR & New Media Summit 2008

You the media:

how the new media revolution
is changing communications and PR

Day Two: Keynote

Laurel Papworth

World Communities



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MELBOURNE IT



Media Partner



www.frocomm.com.au



Convention, Disruption, Vision


Or: *At war with your customer!!!!*





WARNING!!

Bad words coming up
Avert your eyes... NOW!





"sky handling"

Search

[Advanced Search](#)
[Preferences](#)

Search: the web pages from Australia

Web

[Sky Handling Partner Home](#)

Sky Handling Partner is a customer driven airline handling company committed to attaining the highest possible standards in customer care and satisfaction. ...

www.skyhandlingpartner.ie/ - 30k - [Cached](#) - [Similar pages](#)

[Damien Mulley » Blog Archive » Why **Sky Handling** Partners are cunts](#)

He thinks it is still in Dublin, the dickheads in **Sky Handling** Partners don't know where it is. I don't appreciate being constantly lied to by **Sky Handling** ...

www.mulley.net/2007/06/04/why-sky-handling-partners-are-cunts/ - 29k - [Cached](#) - [Similar pages](#)

[Damien Mulley » Blog Archive » **Sky Handling** Partners - The Return ...](#)

This morning I noticed someone snooping around my website after coming to the site with the search "**sky handling** partners". It has happened before. ...

www.mulley.net/2007/06/20/

[sky-handling-partners-the-return-so-whos-signing-me-up-for-dating-websites/](#) - 136k - [Cached](#) - [Similar pages](#)

[Want to watch a customer service disaster unfold in the ...](#)

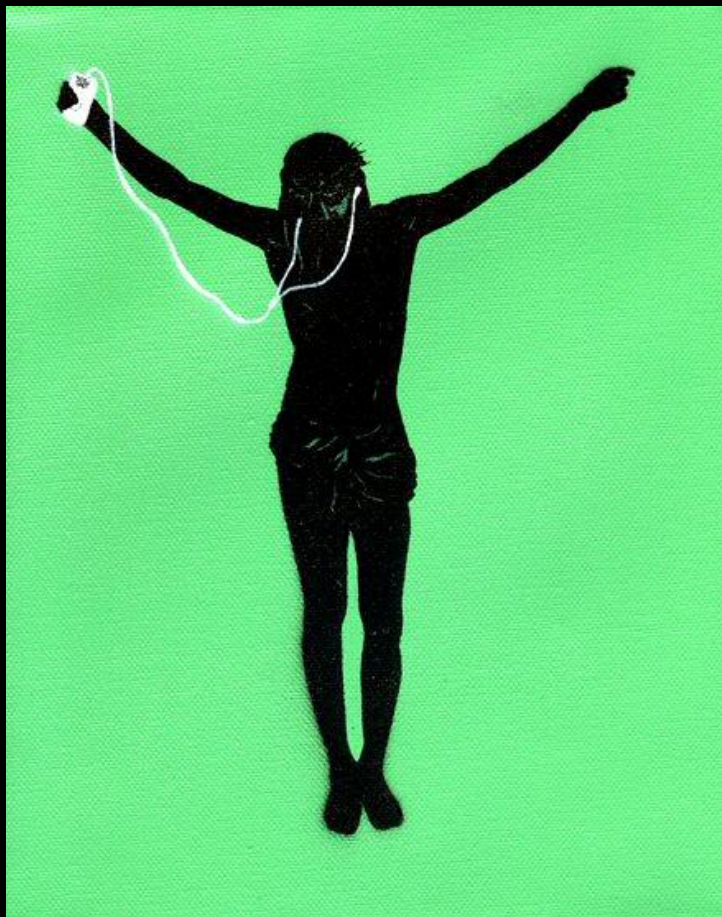
Irish blogger Damien Mulley complained on his blog about the service of his airline's ground agent, **Sky Handling Partner**. In return someone at **Sky Handling** ...

zestdigital.com.au/blog/?p=376 - 15k - [Cached](#) - [Similar pages](#)

Don't look!!



Jesus is Listening...





... but not to YOU.



Web 1.0: Eyeballs

silent consumers
media owns distribution, most
content



Brand 1.0 = eyeballs viewing brochure websites



Portals were doorways to magic places





“Don’t touch our Brand!”







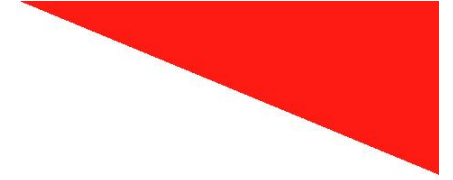
Web 2.0

Consumer not only creates the
content but also **DISTRIBUTES** it.



Brand 2.0 = talkers and creators





Things Changed





Flickr: BamaWester

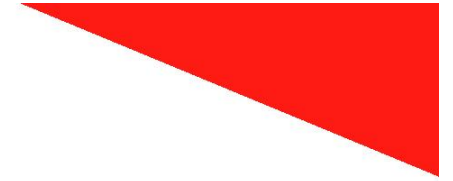


You Know You Are In Trouble...

... when the Media get involved

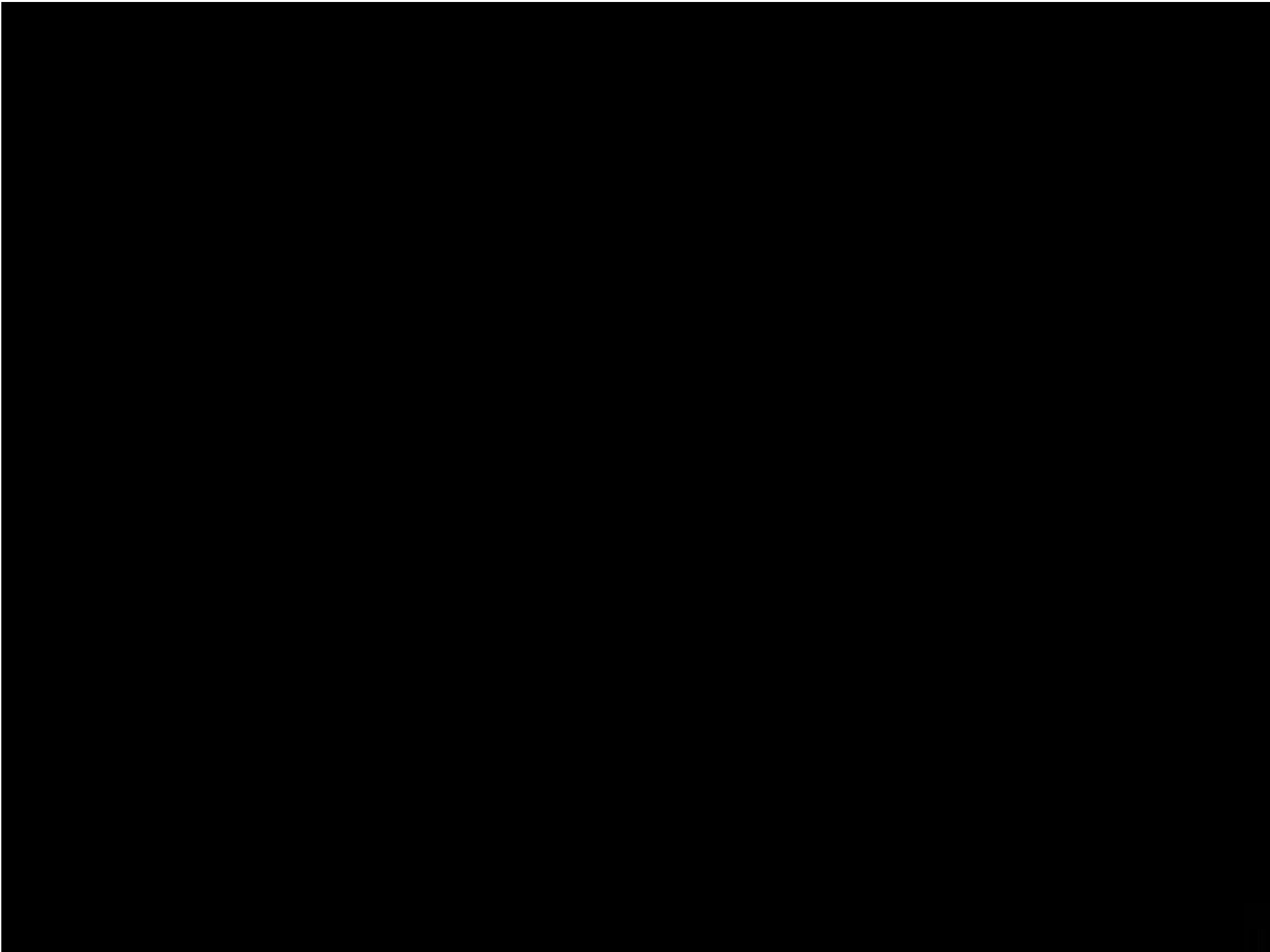






Change of tack?





zero plastic bottles zero delivery trucks zero vending machines zero
zero cheesy advertisements zero artificial sweeteners zero aluminium

THE ZERO COKE MOVEMENT

zero guerilla marketing zero greenhouse gas emissions zero cardboard
zero greenwashing zero cane sugar zero marketing in schools zero

thezeromovement.org

HQ

ZERO COKE
DIET
SOON

FAQ

INGREDIENTS

PEEPS ON
COKE ZERO

SPREAD
THE WORD

JOIN

Welcome to the Zero Coke movement...

PRINT EMAIL

Waste, pollution and questionable nutrition are at the centre of Coke's business model.

Drinks don't need cheesy theme songs, a posse of trucks, or plastic/aluminium containers.

But thanks to companies like Coke, land is cleared and waste & pollution are created just to make sure people have sweetened, chilled beverages.

All this in a world where one person in five has ZERO access to clean drinking water.

WHAT THE
HECK
IS IN
THIS STUFF?



80%*

*Percentage of people who have



100%*

*Our goal for the world.

Login Form



Web 3.0

Consumer creates more than
media content. Peer to Peer
business.





PR and New Media
SUCKS

**MADE IN
THE USA**

[Home](#) > [Create & Buy](#) > Custom Organic Cotton Tee

Have a saved project?

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CREATE & BUY

By Product Type

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- [Home, School & Office](#)
- [Prints & Greeting Cards](#)
- [Fun Stuff](#)
- [Pets](#)

By Recipient

- [Gifts For Him](#)
- [Gifts For Her](#)
- [Gifts For Kids & Baby](#)
- [Gifts For Mom](#)
- [Gifts For Dad](#)

By Occasion

- [Birthday Gifts](#)
- [Congratulations Gifts](#)
- [New Baby Gifts](#)
- [Just Because Gifts](#)
- [Housewarming Gifts](#)
- [Thank You Gifts](#)

By Price

- [Gifts Under \\$10](#)
- [Gifts From \\$10-\\$20](#)
- [Gifts Over \\$20](#)

[View All](#)

Custom Organic Cotton Tee
\$16.99



[View Larger Product](#)

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FRONT DESIGN

BACK DESIGN

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PR and New Media
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Image Placement



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Click an image below to see other great products you can customize.



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Frocomm P.R. and
New Media
Conference this wa

Click to purchase
Fridge Magnet



[Click here to submit!](#)

09 F9 11 02

9D 74 E3 5B

D8 41 56 C5

63 56 88 C0

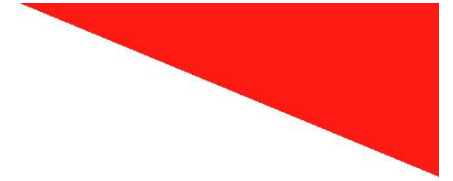


engadget 



Not all Bloggers are created
Equal





Top Bloggers



DIPPING INTO THE BLOGPOND

Blogging with an Australian Focus

HOME

TOP 100 AUSTRALIAN BLOGS INDEX

ABOUT THE INDEX

BADGES

ARTICLES

POLICIES

ABOUT ME

CONTACT

Top 100 Australian Blogs 6th February 2008

6-Feb	10-Jan	URL	Index	AU	Tech	Subs
1	1	Prologger	872	379	15	41097
2	2	Freelance Switch	3815	2133	392	20764
3	3	Entrepreneurs Journey	4327	1076	1476	34015*
4	6	digital Photography School	4771	1395	1011	38204
5	5	Photoshop Tutorials and Links	5304	4731	1732	12847
6	4	lifehack.org	5504	4730	83	64729
7	7	Skelliewag.org	9640	4486	2513	3268
8	12	i started something	13749	10808	1609	5108
9	9	Australian Car Advice	13848	1098	24326	
10	10	Gizmodo Australia	14801	1047	13115	
11	8	Dipping into the Blogpond	15580	770	17837	
12	11	North x East	16791	6029	3571	2650
13	13	Duncans TV Ad Land	17133	2069	15398	632
14		Aussie Bloggers	20325	131	60261	
15	14	The Wrong Advices	22265	7610	72	889
16	27	BannerBlog	23703	12386	11269	4993
17	15	Life in the Count				
18	17	Karen Chengs S				
19	16	Swollen Pickles				
20	21	Lifehacker Austr				
21	24	Kotaku Australia	26013	1212	32510	
22	19	iCing	30170	7960	7240	
23	22	All for Women	30456	1678	27484	

blogpond.com.au



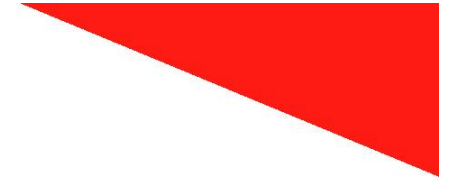
Blog Awards: Industry



THE 2007 TRAVVIES



THE BEST TRAVEL
BLOGS ON THE WEB



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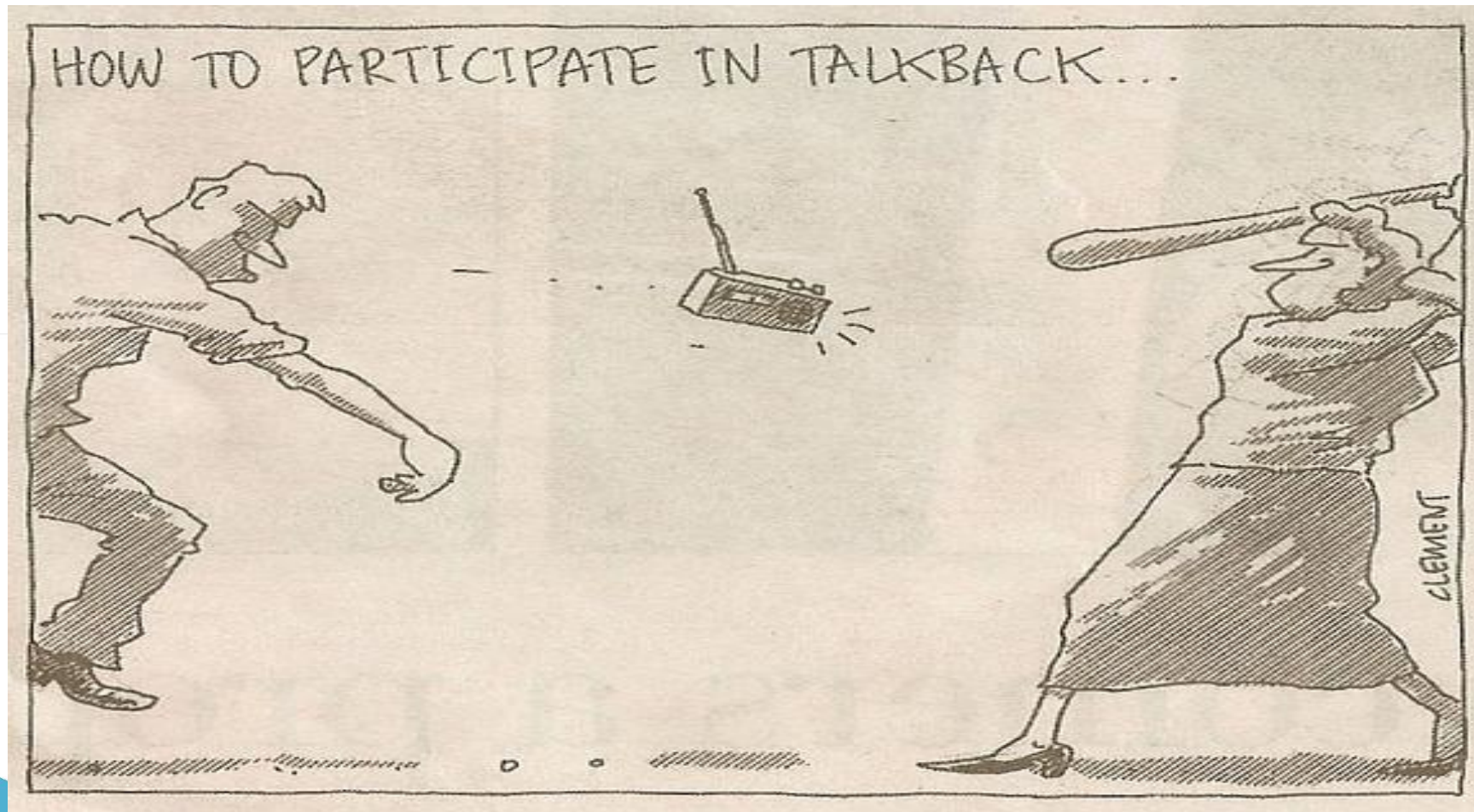


TalkBack Shock Jocks

Bloggers with Power



Engage not Control






Oh ok, still keep **CONTROL**



Maslow's Hierarchy of Needs in Online Communities

Humanistic psychologist Abraham Maslow believed that people are motivated by the urge to satisfy needs ranging from basic survival to self-fulfillment, and that they don't fill the higher-level needs until the lower-level ones are satisfied. Amy Jo Kim's book, *Community Building on the Web*, uses Maslow's hierarchy to clarify the goals and needs of online community participants.



Need	Offline (Maslow)	Online Communities
Physiological	Food, clothing, shelter, health	System access; the ability to own and maintain one's identity while participating in a web community
Security & Safety	Protection from crimes and war; the sense of living in a fair and just society.	<u>Protection from hacking and personal attacks</u> ; the sense of having a "level playing field"; ability to maintain varying levels of privacy
Social	The ability to give and receive love; the feeling of belonging to a group.	Belonging to the community as a whole, and to subgroups within the community.
Self-Esteem	Self-respect; the ability to earn the respect of others and contribute to society.	The ability to contribute to the community, and be recognized for those contributions.
Self-Actualization	The ability to develop skills and fulfill one's potential.	The ability to take on a community role that develop skills and opens up new opportunities.

Source: Amy Jo Kim's *Community Building on the Web* (Peachpit, 2000)

1. RULES OF CONDUCT

These forums are for discussing Stratics Central and the events associated with Stratics Central. These guidelines are based on questions in the past. Stratics could not be any happier with the quality of posts provided by its participants and discussions about Stratics Central. In general, what we're describing here is a code of conduct and if all of our participants can easily observe it.

- A. Show respect at all times.
- B. Help build the Community.

The success of our forums depends upon the quality posts of our participants. We are proud of the success of our forums and their out-of-game home. To ensure continued success we are posting these guidelines so that all participants can avoid unacceptable behavior in the forums and can result in a temporary suspension or a permanent ban.

- C. Personal attacks are prohibited. This specifically means any text/post that is blatantly attacking another person or group.
- D. Trolling is prohibited. Trolling is whenever someone is clearly, deliberately posting in a manner for the purpose of provoking a reaction. Trolling DOES NOT encourage further discussion in the long run, it only encourages personal attacks (if left unchecked).
- E. Private Messages received on these Forums are to be considered private and are not to be posted publicly unless they are of a general nature.
- F. Participants shall not post messages containing personal phone numbers or addresses.
- G. Advertising of player-run shards is prohibited. Additionally our forums are not designed to provide technical support. Building and maintaining a shard are prohibited.

H. Posting details of bugs and exploits in such a way that others are able to perform said bug or exploit is prohibited.

Let Your Community Speak

Home | Browse | Search | Invite | Film | Mail | Blogs | Favourites | Fo

Group URL: <http://groups.myspace.com/ihateikea>

I HATE IKEA



» View Group Photos

Category: Companies / Co-workers

Type: Public Membership
[help][Report Abuse]

Founded: Dec 17, 2004

Location: Stockholm, Sweden,
- SE

Members: 80



an addiction is born

In the summer of 2005, a long-held dream of mine became reality when [IKEA](#) opened its doors in Frisco, Texas. *Finally*, I could submerge myself into a real, live IKEA store!



Once I breathed in the lovely aroma of fresh-baked cinnamon rolls and unfinished pine, I knew I was a goner. I was immediately taken in by the sights, sounds and smells of the great IKEA. Life, and my home, would never be the same again.


never been to IKEA? no problem.

THIS GROUP IS DEDICATED TO /





Homework

- READ blogs, watch YouTube, blogsearch, Alerts
 - PARTICIPATE Comment and vote
 - LEARN from the best & IGNORE non-participants' advice!!! Read Top Blogs and Award Blogs
 - Have a clear social media POLICY internally
 - Have a clear social media ETIQUETTE on site
 - Create a corporate blog or wiki and MANAGE it
 - ACKNOWLEDGE mistakes quickly
 - Let your community HELP
 - Keep a sense of HUMOUR
 - STICK WITH IT!
- 
- 