

The slide features a decorative arrangement of six light purple circles. Three circles are positioned in a horizontal row at the top, and three are in a horizontal row at the bottom. The top row consists of an empty circle on the left, a solid circle in the middle, and a solid circle on the right. The bottom row consists of a solid circle on the left, a solid circle in the middle, and an empty circle on the right. The text is centered between these two rows.

Are You a Web 2.0 Virgin?

How to use internet for your  
organization

# Introduction

-    ?
- Pablo Salzman - co founder Rethos.com
- How can web 2.0 be used across your organization?
  - Communication - supporters & public
  - Human Resources - Recruitment & Management
  - Campaigns and Events



# LINGO

- Web 2.0: collaboration amongst users
- Retention: staying in touch
- Engagement: user participation
- Multimedia: combination of text, audio, still images, animation, video
- Viral: online word of mouth distribution
- Open Source: communal development

# COMMUNICATION - SUPPORTERS

- Recreate your community of supporters online

- Use multiple communities



- Online communities better retain and engage supporters

- Interaction with you
- Interaction with your message(s)
- Interaction with each other

[AFFIL on Facebook](#)

# COMMUNICATION - PUBLIC



- Use the web to share your message
  - Start a Blog
  - Disseminate reports or articles on rethos.com
  - Disseminate videos on Alternative Channel, rethos.com, youtube...

# COMMUNICATION - PUBLIC

- Whatever you do, use your supporters as spark to viral distribution



- notify supporters first, ask them to share with others

# COMMUNICATION - PUBLIC

- Virality of your message is based on its 'remarkability' (wow factor)
- The more your message or your multimedia is remarkable the more it will go viral.
  - Shock and humor work well
  - [WWF video](#)

# HUMAN RESSOURCES - RECRUITMENT

- All of the above can help to recruit staff and volunteers
- Canvas online supporters to fill volunteer or staff positions
- Further recruit by posting opportunities



craigslist



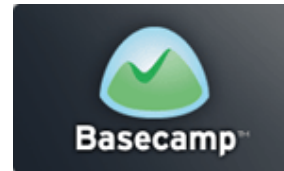
# HUMAN RESSOURCES - MANAGEMENT

- Use web 2.0 tools to manage teams and projects in your organization

- 2 of many tools

- Basecamp

- [Rethos' Basecamp](#)



- Skype



# EVENT MANAGEMENT

- Expand reach by adding:
  - Pre-event debates on facebook
    - attract new users
    - provide material for event discussion
  - Broadcast event (webinar)
    - <https://www1.gotowebinar.com/?Portal=www.gotowebinar.com>
    - <http://forum.alternativechannel.tv/en/live/>
  - Post Event Action opportunities
    - Participate in ongoing discussions
    - Join or start a tipping point campaign



# RETHOS.COM DEMO

- [What is Rethos?](#)
- Start a Profile
- Invite Supporters
- Upload and share videos, articles, podcasts, opportunities and more...

# CONCLUSION



- Adding web 2.0 elements to your organization will improve efficiency, maximize reach and help refill your ranks with a younger generation.
- Thank You!
- For more information [pablo@rethos.com](mailto:pablo@rethos.com)
- Download this presentation
  - [www.rethoscom/pablo](http://www.rethoscom/pablo)