

# **New Media/Social Media**

## **Forestry Communications In A Shifting Landscape**

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# New Media/Social Media

Things Have Changed

Tough Times for Traditional Media

Iran Election

Politicians & Celebrities

Marketing Strategies

How did we get here?

# Some Communications Milestones

- 3500 BC -- Phoenicians develop alphabet
- 900 BC -- First postal service in China
- 776 BC -- Homing Pigeons used
- 200 BC -- Human messengers
- 37 AD -- Mirrors used for messages
- 1450 -- Newspapers appear in Europe
- 1455 -- Gutenberg's printing press

# Some Communications Milestones

- 1560 -- Camera obscura invented
- 1714 -- First typewriter patented
- 1821 -- First microphone
- 1843 -- LD telegraph line invented
- 1861 -- Kinematoscope invented
- 1876 -- Bell patents telephone
- 1888 -- Kodak roll film camera patented

# Some Communications Milestones

- 1899 -- Magnetic recordings invented
- 1902 -- Radio signals sent across Atlantic
- 1906 -- Triode invented (1st amplifier)
- 1916 -- Tuners invented for radios
- 1923 -- The television invented
- 1927 -- First TV broadcasts in England
- 1927 -- The Jazz Singer released

# Some Communications Milestones

- 1938 -- Taping & editing of TV
- 1944 -- Mark I computer in service
- 1948 -- Transistor invented
- 1951 -- Computers sold commercially
- 1958 -- Xerox machine invented
- 1969 -- ARPANET -- 1st internet started
- 1971 -- Floppy disc & microprocessor

# Some Communications Milestones

- 1976 -- Apple I home computer
- 1979 -- 1st Cellular phone network
- 1981 -- IBM PC sold
- 1984 -- Apple Mac & IBM PC AT released
- 1994 -- U.S. gov't releases control of internet: WWW is born

*Welcome to light-speed communications  
...and the New Media*

# What Does 'New Media' Mean?

- **New media** describes the emergence of digital, computerized, or networked information and communication technologies in the later part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulatable, networkable, dense, compressible and impartial.

Wikipedia

# New Media Examples

- Web Sites
- Streaming Audio & Video
- E-mail
- Web Advertising
- DVD & CD-ROM Media
- Virtual Reality Environments
- Internet Telephony
- Digital Cameras
- Mobile Computing

# What Does 'Social Media' Mean?

- **Social media** are designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media ... use Internet- and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers.

Wikipedia

# Social Media Examples

- ❑ **Blogs:** Blogger, LiveJournal, Open Diary
- ❑ **Micro-blogging/ Presence applications:** Twitter, Plurk
- ❑ **Social Networking:** Bebo, Facebook, LinkedIn, MySpace
- ❑ **Social Network Aggregation:** NutshellMail, FriendFeed
- ❑ **Events:** Upcoming, Eventful, Meet.up.com
- ❑ **Collaboration -- Wikis:** Wikipedia, wetpaint
- ❑ **Social Bookmarking:** Delicious, StumbleUpon, CiteULike
  
- ❑ **Social news:** Digg, Mixx, Reddit, NowPublic
- ❑ **Photo sharing:** Flickr, Photobucket, Picasa
- ❑ **Video sharing:** YouTube, Vimeo, sevenload
- ❑ **Livecasting:** Skype, Ustream.tv
- ❑ **Community Q&A:** Yahoo Answers, WikiAnswers, Google Answers
- ❑ **Information aggregators:** Netvibes

# A YouTube Perspective

 <http://www.youtube.com/watch?v=JAWfSuiQask>

# Social Media Marketing

Three important aspects:

- Creating buzz.
- Building ways that fans can promote a brand or company in multiple online social media venues.
- Being conversational.

# Opportunities

- ❑ Rapid, valuable internal communication
- ❑ Staying current
- ❑ Reaching out to younger audiences
- ❑ Speed
- ❑ Cost effectiveness?

# Challenges

- ❑ Command & Control
- ❑ Democratization or Chaos?
- ❑ Dialogue, not monologue
- ❑ It's fast. But is it accurate?

# Some Social Media Newsrooms

- Cisco Systems: <http://newsroom.cisco.com>
- first direct (HSBC):  
<http://www.newsroom.firstdirect.com/>
- Ford: <http://ford.digitalsnippets.com>
- Hallvarsson & Halvarsson:  
<http://www.halvarsson.se/news>
- Philips (Finland):  
<http://socialmedianewsroom.philips.fi/>
- Scania: <http://www.scanianewsroom.com/>

# Helpful Stuff

- ❑ For more communications milestones, Google “History of Communication”
- ❑ Christopher S. Penn has lots to say about social marketing and community outreach at:

[www.christopherspenn.com/](http://www.christopherspenn.com/)

- ❑ Useful acronyms used on the internet are at:

[www.netlingo.com/](http://www.netlingo.com/)

- ❑ Lots of interesting info on social media at:

[www.fullcirc.com/wp](http://www.fullcirc.com/wp)

- ❑ A guide to New Media Terms can be found at:

[www.yoursocialmediascore.com/downloads/OPR\\_media\\_terms.pdf](http://www.yoursocialmediascore.com/downloads/OPR_media_terms.pdf)