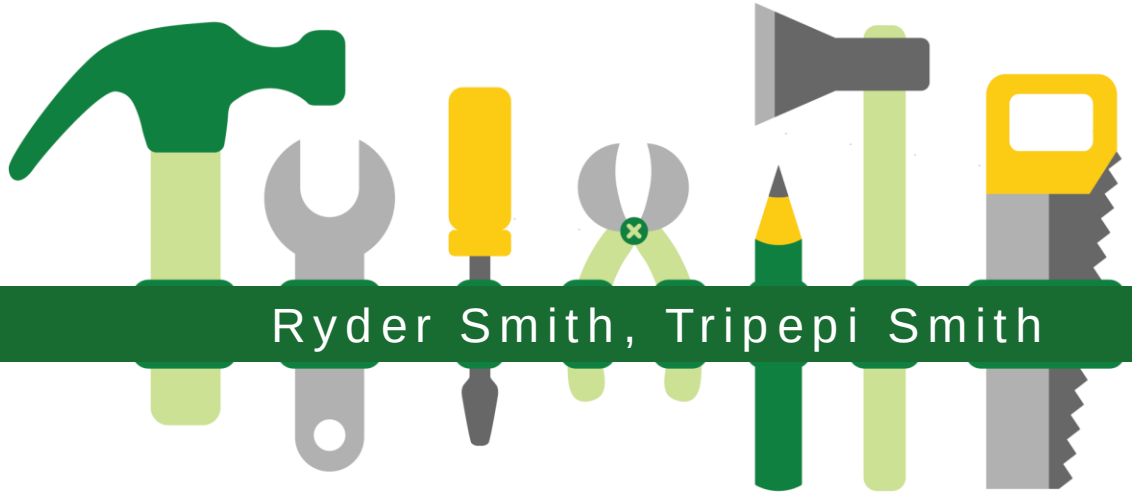
Web 2.0

Building Your Digital Tool Belt

(for Branding and Beyond)



Ryder Smith, Tripepi Smith

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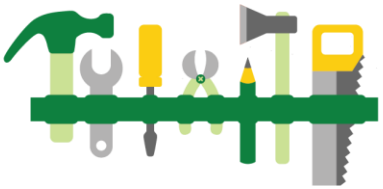
Examples

Web 1.0

static working website with links to other content on the web

Web 2.0

focus on user interactivity, usability and interoperability across multiple digital platforms



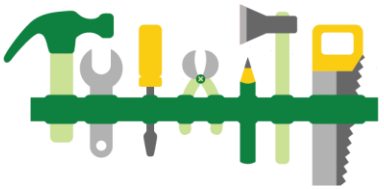
Examples

Web 1.0

- Britannica Online
- City Newsletter Scanned as a PDF
- Holiday Parade Broadcast on Local Gov Station

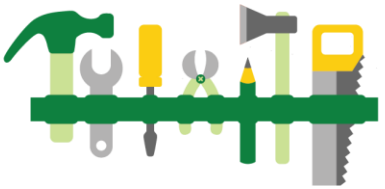
Web 2.0

- Wikipedia
- E-Notification, Virtual Town Hall
- Short YouTube videos of all major city events recorded and hashtagged

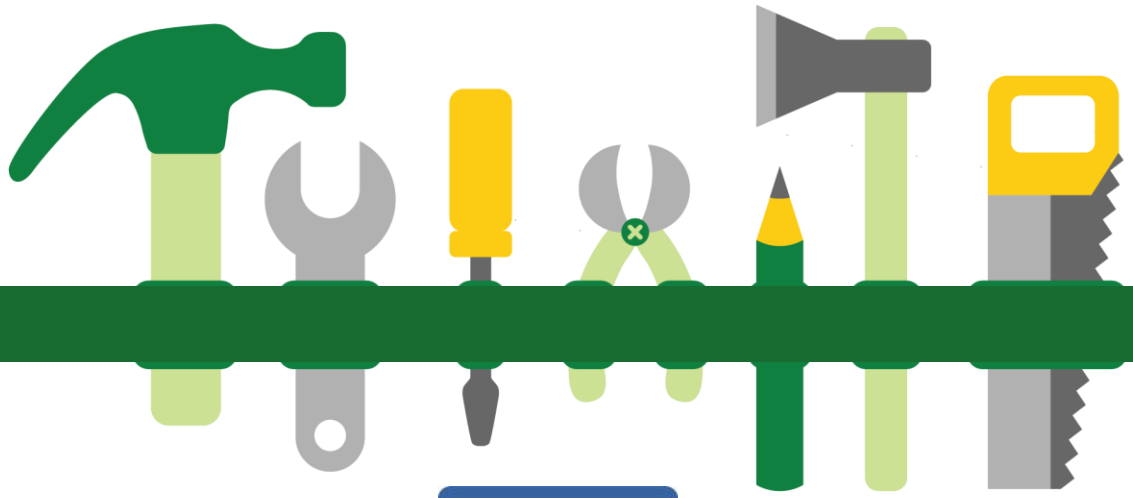


What Does Web 2.0 Mean for Local Government?

- More ways to communicate with residents than ever
- Movement from website strategy to internet strategy
- Decentralization of information creates more opportunity for engagement, but also makes fragments audience

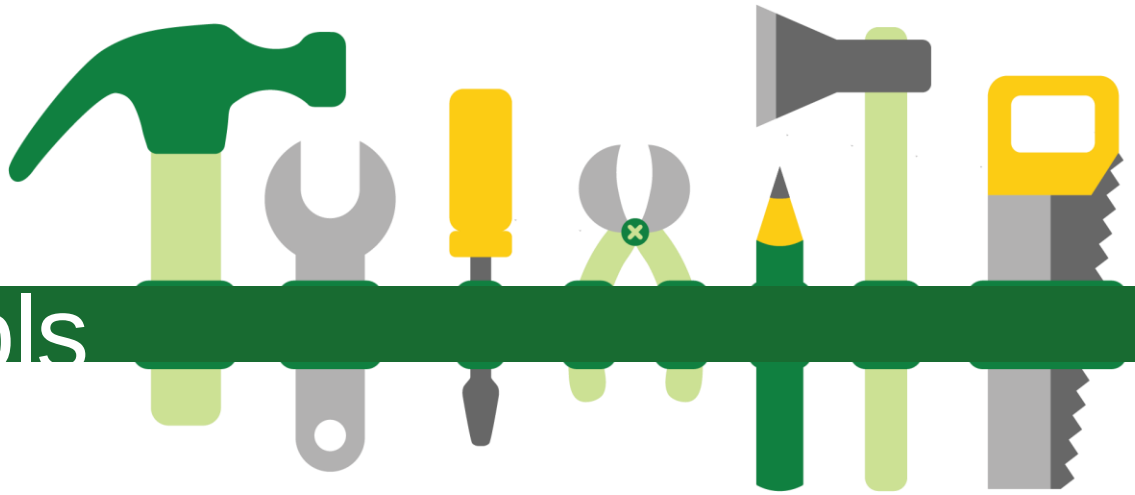


Basic Tools



- Website
- Newsletter/E-Newsletter
- Notification System
- Facebook
- Twitter
- Public Meeting Audio/Video

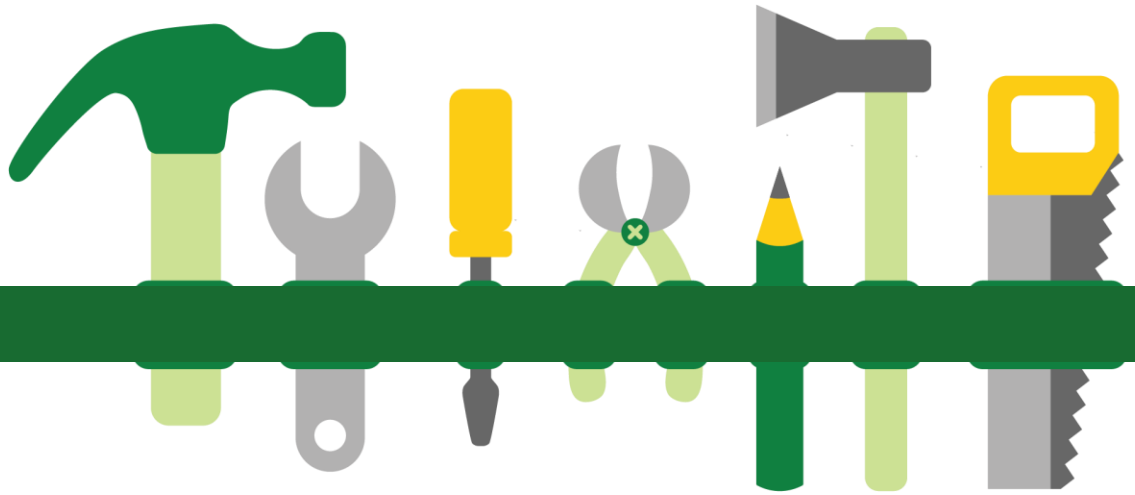
Intermediate Tools



- Government-specific social media (OpenGov, Nextdoor, Nixle)
- Government Transparency Center
- Comcate, Trak-It, Accela

nixle

Advanced Tools



- Agency App
- Interactive GIS
- Regular Television Show/Podcast
- Digital Public Meeting
  (mySidewalk, Open Town Hall)

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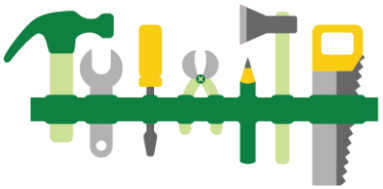
Choosing Internet 2.0 Tools

Guiding Principles

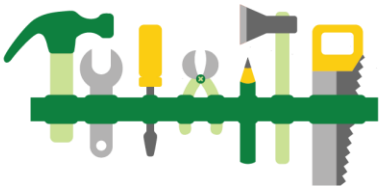
- Content is king
- Consistency is queen
- Know your organization
- Know your community

- You can put lipstick on a pig, but people know better
- It is better to do a few things well than many things poorly
- Be sure your organization matches your tools
- Every community is different, use this as your guide rather than what other organizations are doing



Web 2.0 and Branding

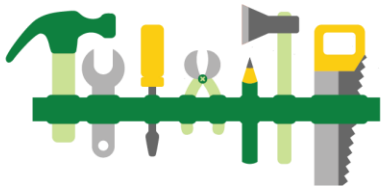
- More than ever, local governments are realizing the importance of branding for their organization and their communities
- Effective local government branding illustrates attributes and defining characteristics, as well as organizational values and goals
- Even if your organization has not engaged in a full branding process, your community likely still has an associated brand



Communicating & Branding in a Web 2.0 World

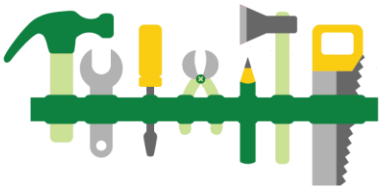
Guiding Principles

- Ensure all digital communications platforms match organization style guide
- Approach website and apps with a designers eye
- Meaningful content can enhance your brand
- Take full advantage of new branding functions on social media platforms
- Do not be afraid to re-evaluate what is working, and what is not working

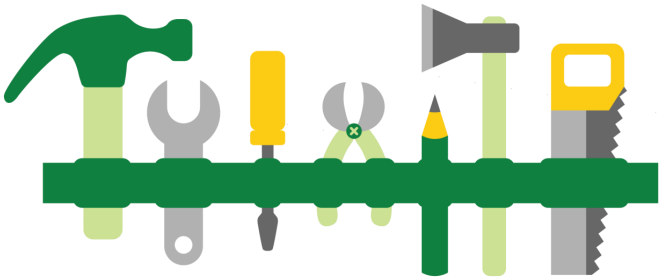


Emerging Trends and the Future of Internet 2.0

- Social media platforms are adding features that encourage users to stay on the site, leading to a further diaspora of information
- Social media presence and marketing moving to a paid model
- Responsive design websites and the rise of mobile use brings into question the future of apps
- Lifecycle of social media platforms and websites is changing



Thank You



Ryder Smith, Tripepi Smith

ryder@tripepismith.com, www.tripepismith.com
@rydertoddsmith, @tripepismith
facebook.com/tripepismith

TRIPEPI SMITH