

Creative Community Technology

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Discovering the Local Community

- WV has one of the lowest rates in the nation for “online” local communities
- The internet is the #1 tool people use to research communities before relocating
- Schools, crime, the local economy, and community activities are the top research topics for relocating families and businesses
- Even a basic web site can improve your chances for growth

Create the Future, *From the Future*

- Envision what your ideal online presence *will be*
- Don't limit yourself to what *you think* is possible
- FIND A CHAMPION
- Establish *conservative* goals and timeline
- Assign segments/tasks to *at least 2* volunteers
- Expand (don't reduce) your ideas of what your ideal online presence
- Repeat



The Community Web Site

Your first step in promoting your
community...

The Community Web Site

- Should be *Attractive*
- Should Contain Extensive Information About:
 - Local Schools
 - Public Services
 - Crime Rates
 - Community Activities
 - Economic Information, Including Nearby Businesses
 - Local Points of Contact (Persons)

The Community Web Site (continued)

- Should provide:
 - Local Utility Contact Information
 - Event Information, like a Community Calendar
 - Links to Local Points of Interest
 - Links to other Community Information Online (such as the Community Blog)
 - Links to Surrounding Communities
 - Online Services Provided by the Community (such as Web Conferencing Information)

The Community Web Site (continued)

- Resources:
 - Microsoft Live (SmallBusiness.OfficeLive.com)
 - Google Page Creator (pages.google.com)
 - Yahoo Site Builder (WebHosting.yahoo.com)
 - Your Local Schools



The Community Blog

Spur collaboration and discussion
inside and outside your
community...

What is a Blog?

- A blog is a “less formal” way to communicate and *interact*
- It is a forum for opinions and discussions
- Many people regard blogs as “where the real information is”
- If you don’t blog about your community, someone else will

The Community “Blog”

- Should be “who you are”
- Should be moderated
- Should cover:
 - Relevant topics with a local slant
 - Different community groups and venues
- Should solicit discussion
- Should be maintained by a diverse group of community members
- Should link to your web site!

The Community “Blog” (continued)

- Resources:
 - Blogger (www.blogger.com)
 - TypePad (www.typepad.com)
 - WordPress (www.wordpress.com)
 - Movable Type (www.movabletype.com)
 - Technorati (www.technorati.com)
A resource site for blogging
 - Your Local Schools

The “New Community”

Using Social Networking Sites and
Technologies to Maintain your
Community...

Social Networking

- There is almost one MySpace user account for every person in the U.S.
- Sites like MySpace and FaceBook have become the #1 way to reconnect with friends
- Sites like YouTube provide an easy way to share video from community events
- A strong online community has many active [real] community members participating

The “New Community”

- A Social Networking Presence should:
 - Be treated like a “ring” of community members
 - Contain locale information
 - Contain community-driven content
 - Be monitored, moderated
 - Link to your Blog and Web Site

The “New Community”

- Resources:
 - MySpace (www.myspace.com)
 - FaceBook (www.facebook.com)
 - ClassMates (www.classmates.com)
 - Linked-In (www.linkedin.com)
 - YouTube (www.youtube.com)
 - Your Local Schools

Working on the Web

Using the Internet for more than
just Community Promotion ...

Working on the Web

- Example Services:
 - Web Conferencing
 - Collaboration
 - Web Site Development & Training
- What you need:
 - Community Education and Training
 - A modern, internet capable PC
 - A Webcam
 - Broadband internet access

Working on the Web

- Resources:
 - Skype (www.skype.com)
 - Yahoo Groups (groups.yahoo.com)
 - Google Groups (groups.google.com)
 - Google Apps (www.google.com/a/)
 - GoTo Meeting (www.gotomeeting.com)
 - MSN Live Messenger (get.live.com)
 - ConfreeCall (www.confreecall.com)
 - Your Local Schools