



# Engaging the Community with Social Media

James Dellow @ Headshift

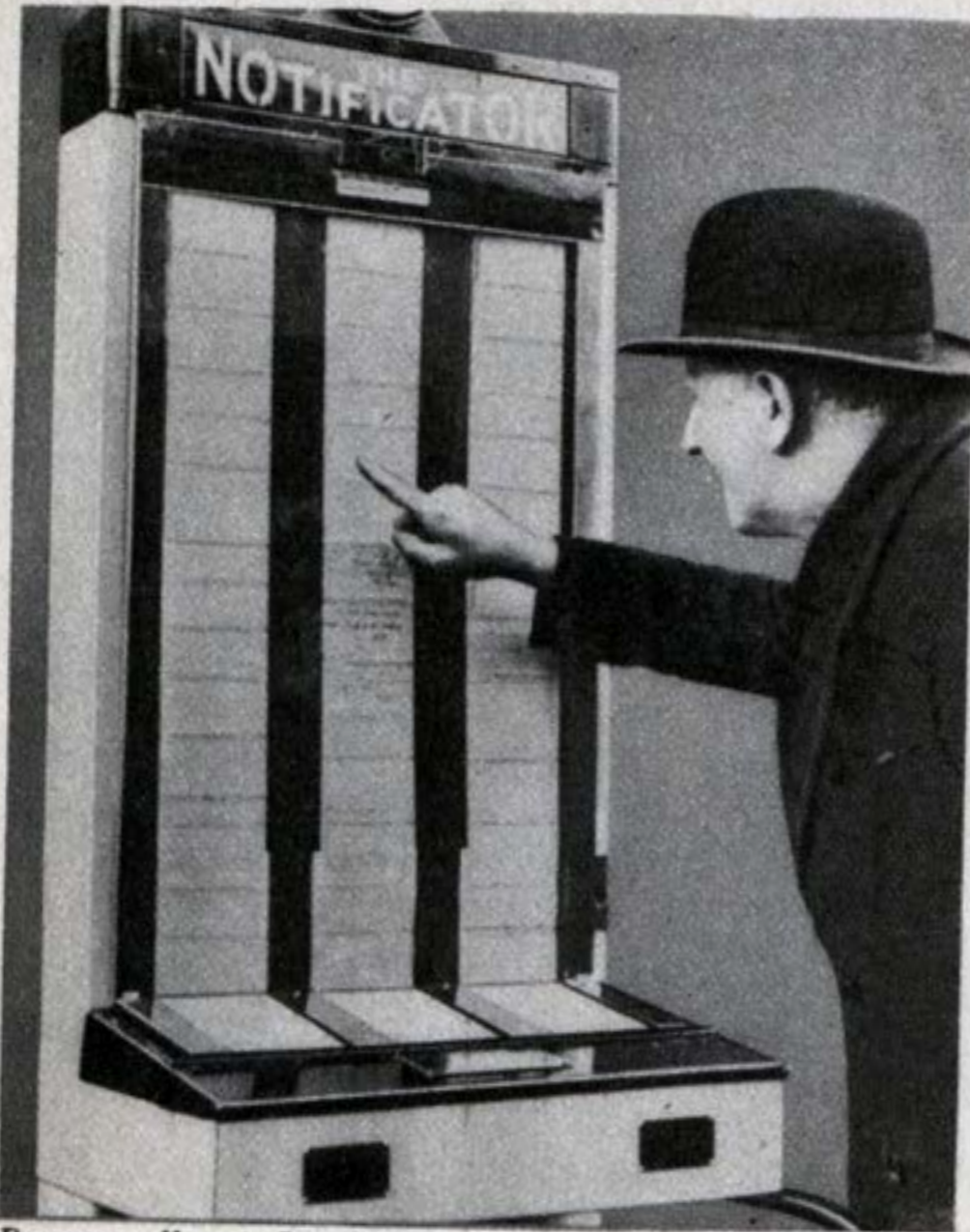
# Useless Social Media Stats

*52,265 people follow Hamish and Andy on Twitter (@HamishandAndy).*

*“People are watching 2 billion videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute, 24 hours of video is upload to YouTube.” (Source: YouTube)*

*106,809 People Like MasterChefAustralia on Facebook.*

# Robot Messenger Displays Person-to-Person Notes In Public



**T**O AID persons who wish to make or cancel appointments or inform friends of their whereabouts, a robot message carrier has been introduced in London, England.

Known as the "notificator," the new machine is installed in streets, stores, railroad stations or other public places where individuals may leave messages for friends.

The user walks up on a small platform in front of the machine, writes a brief message on a continuous strip of paper and drops a coin in the slot. The inscription moves up behind a glass panel where it remains in public view for at least two hours so that the person for whom it is intended may have sufficient time to observe the note at the appointed place. The machine is similar in appearance to a candy-vending device.

For a small sum Londoners may leave messages for friends in public places. When written on "notificator," message moves up behind window, remaining in view for two hours.

No Australian mail  
this morning for N<sup>o</sup> 9. What  
has become of Perth the last three weeks.

POST CARD.

FOR INLAND POSTAGE ONLY, THIS SPACE MAY  
NOW BE USED FOR COMMUNICATION.

THE ADDRESS ONLY TO BE  
WRITTEN HERE.



27/4/07 9 Oakley Rd  
N.

Dear Ethel

This is a photo taken  
at Shoreham, Kent, on good  
Friday by one of our members,  
I trust all are well at  
Verona, & your brother is also  
re-visited by now. We are  
having very cold & wet weather  
here. Easter was fine & warm,  
since then it has been constant  
cold & wet. We have 33 in the  
run yesterday to Abbridge.

Miss Ethel M Breckhill  
Verona  
Stone Street  
West Perth  
West Australia



# Forget Stereotypes





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## Mumsnet Talk

ADVANCED SEARCH

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Threads: [Active](#) | [I'm on](#) | [I'm watching](#) | [I started](#) | [Last 15 minutes](#) | [Last hour](#) | [Last Day](#)

### Talk : Politics

[Start new thread within this topic](#) | [Watch this thread](#) | [Flip this thread](#) | [Refresh the display](#)

[Add a message](#)

### Political Positions of Mumsnet? (6 Posts)

By [Willmaa](#) Sun 28-Feb-10 12:40:12

[Add message](#) | [Report](#) | [Contact poster](#)

Hi all,

I was just wondering if Mumsnet itself had political positions?

I've seen many different users with different political views, but on the MNTV video of David Cameron answering questions, there seemed to be many anti-labour posters behind him...

Is this just because it was Cameron or is this the positions of Mumsnet?

Thanks!

Willma,

P.S I am a Lib Dem supporter but may swing either way...

By [Flightattendant](#) Sun 28-Feb-10 12:48:57

[Add message](#) | [Report](#) | [Contact poster](#)

- ▶ 40% of UK voters influenced to some degree by online campaign
- ▶ 11% cent recalling reading political information on social media and social networking sites
- ▶ The 18-24 and then the 25-34 age groups engaging most with political content on social media and social networks

Source: <http://www.netimperative.com/news/2010/may/digital-election-campaign-2018swayed-40-of>

# Engaging the Crowd





To see more questions and answers that interest you, find more topics to follow: [All Topic Suggestions](#).

**Browse**

All Activity • Settings

**Answer**

Open Questions

**Notifications**

Activity Alerts

Quora Team suggested a question to you.

Ignore

★ **How do I get started using Quora?**

9 Answers • Follow • 2 Topics

★ **What books should entrepreneurs read?**

Timothy Young followed a question. 33 Answers • Follow



★ **Why do you think startups fail?**

Steve Ressler voted up an answer. 23 Answers • Follow



**33 Keith Rabois, Entrepreneurial executive and In...**

90% of the time consumer Internet companies fail for one reason: Inability to acquire and retain a substantial number of users. In isolation the founders can articulate a... [\(more\)](#)

**What books would you highly recommend for: game mechanics, business (i.e., lessons that can be applied to your business right away), or new business titles that are worth reading?**

Yuval Ararat followed a question. 5 Answers • Follow



**Who worked at Dropbox early on and left?**

Brad Kellett followed a question. 0 Answers • Follow



**What are the top startups to follow in Australia?**

Brad Kellett followed a question. 0 Answers • Follow



★ **Could two smart CS PhD students create a search engine that unseats Google? How vulnerable is Google to this possibility?**

Answer added in topic [Entrepreneurship](#). 15 Answers • Follow

**74 Adam D'Angelo, Quora**

I don't think it would happen, and I think most of the reasons stem from the fact that search is very profitable now, and wasn't back when Larry and Sergey were grad studen... [\(more\)](#)

★ **Did Zynga buy or build Texas HoldEm Poker?**

Your Feed

All Changes

Followed Questions

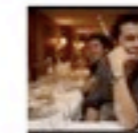
Unorganized Question **1**

Find People

Invite People to Quora  
Share more knowledge

Find People to Follow  
Import your email address book

Trending Topics and People



**Dom Wong**

Followed by Matthew Ho.

Follow

**Ron Conway**

Followed by Brad Kellett.

Follow

**User Experience**

Followed by Brad Kellett and Ross Hill.

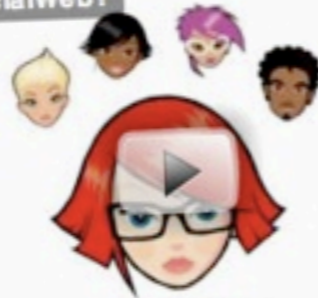
Follow

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Facebook helps you connect with  
the



### Why OneSocialWeb?



<http://wonderland.it/alice>



### OneSocialWeb

Thank you all. Our presentation from #m2eu made it on the homepage of slidehare.net, in the hot on twitter section ! <http://bit.ly/9s04ty>  
2 days ago

Slides of our workshop at Mobile 2.0 Europe now available on slideshare: <http://bit.ly/9s04ty> - Feedback welcome ! #m2eu  
4 days ago

Reminder: @eschnou will attend #m2eu on Thursday in Barcelona and do a one hour tutorial on osw. All details here: <http://bit.ly/9Ntj8f>

[twitter](#)

[Join the conversation](#)

We dream of a world where all social networks are connected and work together in a way similar to email. Our projects aims to define a language to bridge these networks and make it easy for social networks to join a bigger social web. You're invited to help make this a reality.

## Developers

Play with client and server code, install a server or join the federation.

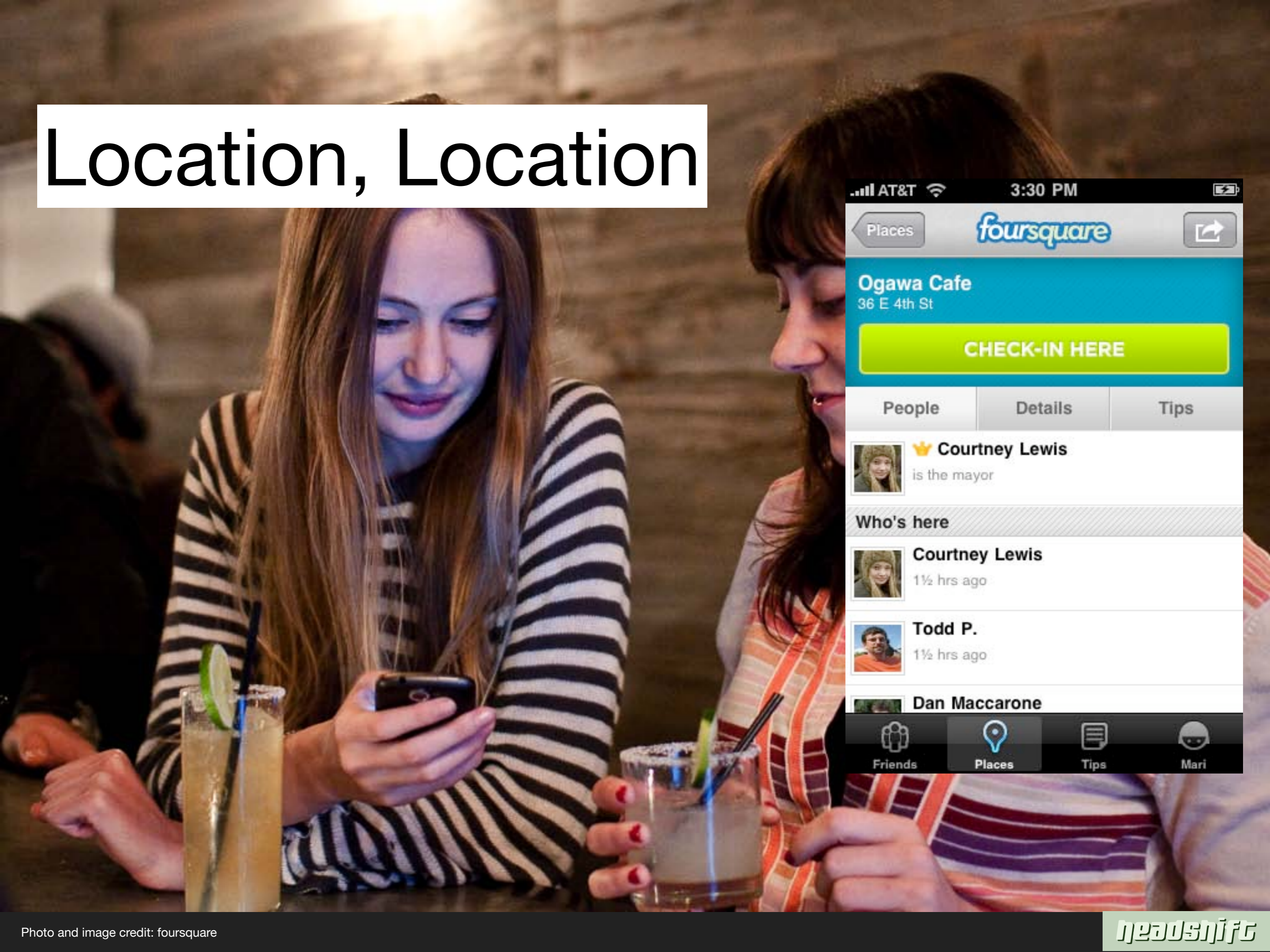
## Users

Learn more about OneSocialWeb and when you can play with it.

## Operators

Learn what OneSocialWeb can offer your social network and how it works.

# Location, Location




AT&T 3:30 PM

Places **foursquare**


**Ogawa Cafe**  
36 E 4th St


**CHECK-IN HERE**


People Details Tips

 **Courtney Lewis**  
is the mayor

**Who's here**

 **Courtney Lewis**  
1½ hrs ago

 **Todd P.**  
1½ hrs ago

 **Dan Maccarone**

Friends Places Tips Mari



Streetcorner allows locals to meet up, share stories and unite on issues that matter. We believe that engaged local voices provide the foundation for a caring, sustainable and democratic communities.

“Streetcorner.com.au is a free community site where you can participate in the news making process.”

Find your local Streetcorner below.



## Eastern Sydney



### Woollahra to showcase our writers

The Gap Master Plan Remains Unfunded  
 Art Atrium presents Keith Lane, 2008/09 Sulman Prize..  
 Cyclists attack the logic of Matthews plan to regist..  
 Win tickets to Drive-In Opening Night Randwick Racec..  
 Bowen asks Randwick Councillors to support Keep Coog..  
 Easts Rugby win 16-13 over Sydney University

[more](#)

## Western Sydney



### New bridge improves cyclist safety Milperra

Violence against junior referees at under 9's Parram..  
 Mayor Lalich's land swap quest, is it the right outc..  
 Police seek your help after 16-year-old robbed on Vi..  
 Scorchers Bring Down the Jets  
 National Wheelchair Basketball League  
 Wildcats Find Antidote to Spiders

## New to live local? Here's how it works...

Don't show this box ×

### 1. Experiment



Do things to improve your community

### 2. Publish



Use text, photos and video to tell your story

### 3. Share



Browse others' experiments. Comment, ask questions, share knowledge

## Join now and start sharing your stories

First name

Last name

Already a member? [Sign in](#)

- Recent
- Re-created
- Commented
- Categories ▾
- Groups ▾



### Making Our Home Sustainable

posted by [Gregory Olsen](#)



### Harvesting the suburbs

posted by [Kate Leslie](#)



### Sustainability Street Approach Comes To Phillip Bay!!

posted by [Gregory Olsen](#)

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## live local blog

### We are what we do

26 May 2010

If we are what we eat, perhaps it also follows that we are what we do too.

[Read on →](#)

### Happiness: no purchase necessary

29 April 2010

Good news for the planet and your

# Empty train stations





This is Coffs Harbour Microblog, a [micro-blogging](#) service based on the Free Software [StatusNet](#) tool.

[Register](#) [Login](#) [Help](#) [Search](#)

[Public](#) [Groups](#) [Recent tags](#) [Featured](#) [Popular](#)

## Public timeline

**A<sup>TI</sup>** [coffsadvocate](#) Government support crashes in Qld <http://ur1.ca/0b4du>  
about 15 minutes ago from tricklepost

 [tregeagle](#) #[wkrc](#) the more I look at it, the more I like the beagleboard. Maybe this is my new PC - <http://bit.ly/acrKhA>  
about 17 minutes ago from web

 [tregeagle](#) #[wkrc](#) Now this is a clock radio - <http://bit.ly/2KPAXC>  
about 27 minutes ago from web

**A<sup>TI</sup>** [coffsadvocate](#) Times Square bomber pleads guilty <http://ur1.ca/0b44s>  
about 31 minutes ago from tricklepost

 [tregeagle](#) #[wkrc](#) Use this: <http://bit.ly/4DuRKt> and this <http://bit.ly/9RcseV> as inspiration  
about 44 minutes ago from web

 [tregeagle](#) Get an old X-Box and stick XBMC on it #[wkrc](#)  
about 48 minutes ago from web

**A<sup>TI</sup>** [coffsadvocate](#) Going green 'would cost \$1200 a year' <http://ur1.ca/0b3xp>  
about 51 minutes ago from tricklepost

## EXPORT DATA


 [RSS 1.0](#)  [RSS 2.0](#)  [Atom](#)

## POPULAR NOTICES

**A<sup>n</sup>** Care for sake of humanity  
<http://ur1.ca/07zsz>

**A<sup>n</sup>** Coffs rallies to save open space  
<http://ur1.ca/05u8b>

**A<sup>n</sup>** 30,000 'quit Facebook in protest'  
<http://ur1.ca/04ngm>

 "Sent from my iPhone" - read, "pwned"

**A<sup>n</sup>** Trying to sort out PHACS facts  
<http://ur1.ca/04f15>

**A<sup>n</sup>** Picnic for Bonville development  
<http://ur1.ca/042t4>

[More...](#)

## GROUPS WITH MOST MEMBERS



username:

password:

[I forgot](#)

remember me

Log in

join now!

Ravelry is a free site for knitters and crocheters.

annypuris' notebook [about me](#) [my original designs](#)

Sort by in progress | All projects | Search

- projects
- stash
- queue
- favorites
- friends
- needles & hooks
- alongs
- books
- blog posts
- purchases

handmade luxury yarn and the supplies to make it yourself!

hello yarn .com

Monkey (wip) | Phildar reversible card (wip) | Cable and rib hooded sweater (2 likes) | Cable Twist Socks (1 like)

Baby shedr (1 like) | Korknise (6 likes) | Inca Snowflake Hat | XOXO Java cuff

Pink stripe java cuff | Nautical Java Cuff | Inca Snowflake Java Cuff | Straight laced java cuff

frecklegirl > notebook > projects > **Mermaid Fingerless Gloves** | details | edit photos | 4 journal entries | 4 comments

Leave a comment

3 months ago **frecklegirl**  
my project! I like it!

2 months ago **notscarlett**  
These are so pretty, I just stop and stare at the pics of them from time to time!

about 1 month ago **wittyknits**  
This was the first project that I saw when I signed up for ravelry, and it freaked me out because I am making these socks right now -- in the same colorway. :) I like these -- ingenious the way you did the thumb.

6 days ago **Heartknits**  
Any chance you'd type out the exact changes you made, not the whole pattern of course but just the changes that make it

Fan club  
22 people have this as a favorite

- notscarlett
- elinor
- Schrodinger
- TheCrochetDude
- wittyknits
- Moirae
- skrilknits
- mikkers
- MissLime
- Shorty
- sara
- cecilia



# Community Management



# Online Engagement Framework

Genre:



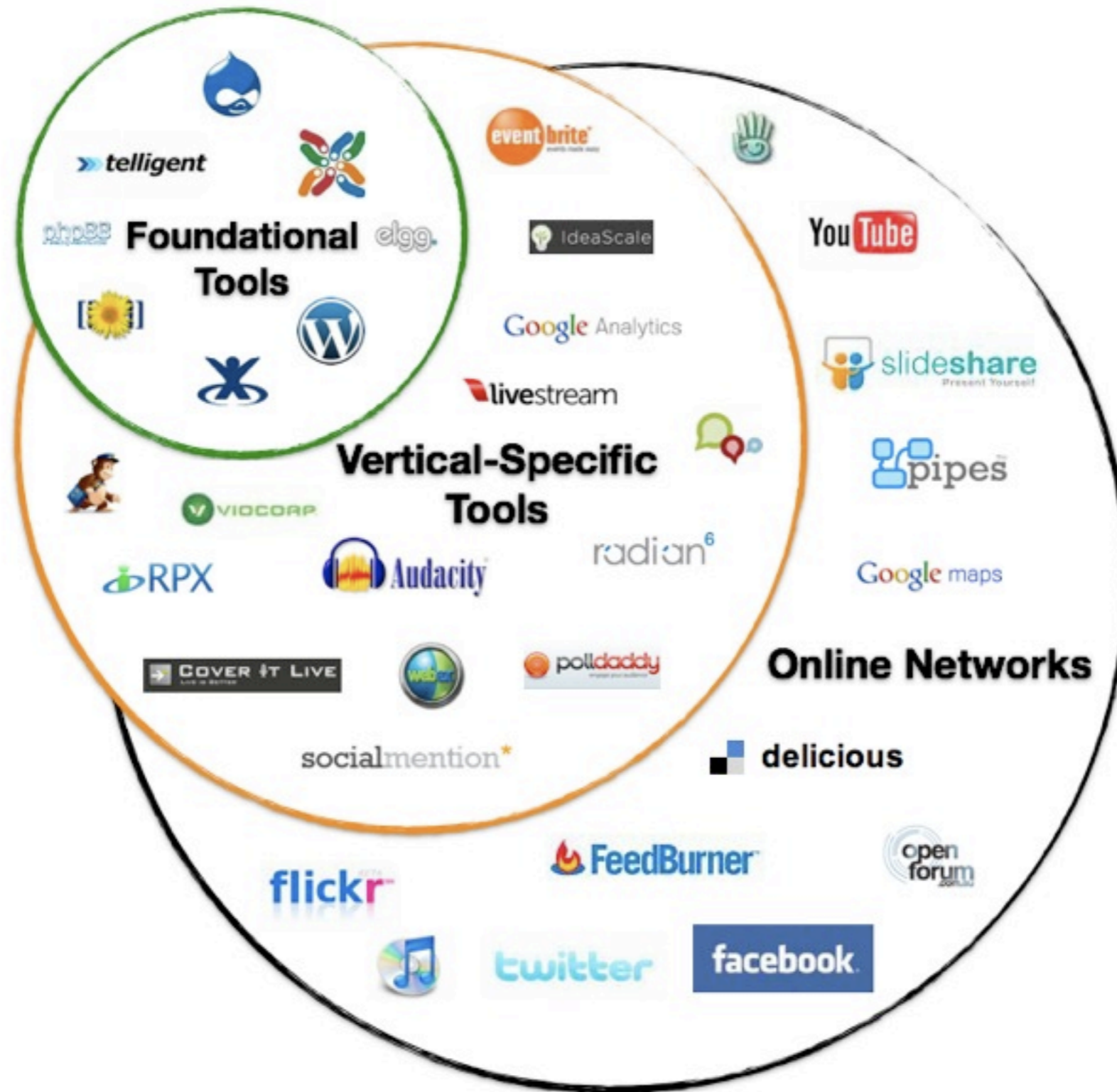
Levels of the Engagement Cycle:



# **BIG** & *small* Social Media



# Web 2.0 Technology Types



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# Social Inside & Out?



# Social Innovation





It didn't take long to do, but it's great to have made a real difference in my community.

# 2Bob's Worth

The floods in Qld are devastating families, I wish my friends and I could help somehow...



I can Help

How it works

I need Help

## Upcoming Opportunities

### 4 **Emergent Reality needs your statistics requests**

Emergent Reality wants to bring citizen driven statistics to Australia and we need your ideas for statistics required, sign up on our website.

[More info...](#)

### 5 **Looking to car pool a trip to SICamp**

Hi, I'm looking to car pool a lift to this weekend's SICamp.

[More info...](#)

### 8 **Web site suggestions for social innovation toolbox**

We need someone to suggest websites to add to our new online tool.

[More info...](#)

### 8 **Build a ground-breaking web site in a weekend**

Hi, I need a socially innovative web site built. I need it done in

## Recent Helpers



### **Andrew Perry**

[Burning the midnight oil for SI Camp](#)



### **Sam Cavenagh**

[Bake me a pie!](#)

## Thank You Notes



### **Burning the midnight oil for SI Camp**

Caused a shortage of Red Bull - awesome.

[More info...](#)



### **Bake me a pie!**

That was a really tasty mud pie, I'm a mud pie convert!

[More info...](#)



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## Your story can change the NHS

[Tell](#) people what happened

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[Find out](#) how patients are changing the NHS

Latest opinions

Latest responses

“ [Huge thank you to the colonoscopy team](#) ”

14 hours ago

Liz G on Royal Gwent Hospital (General Medicine)

“ [Mixed experiences at Chinchilla GP Practice](#) ”

17 hours ago

spiral on Chinchilla Centre for Health

“ [Parking at Stepping Hill Hospital](#) ”

17 hours ago

greenie on Stepping Hill Hospital

“ [Excellent treatment at Ormskirk eye clinic](#) ”

19 hours ago

Carina Clack on Ormskirk and District General Hospital, Ormskirk

### Your story

Patients, service users, carers, relatives, friends, staff. **This is for everyone...**

Share your story

### Services near you

Find stories about health services near your postcode

Your postcode

Find services for...(optional)

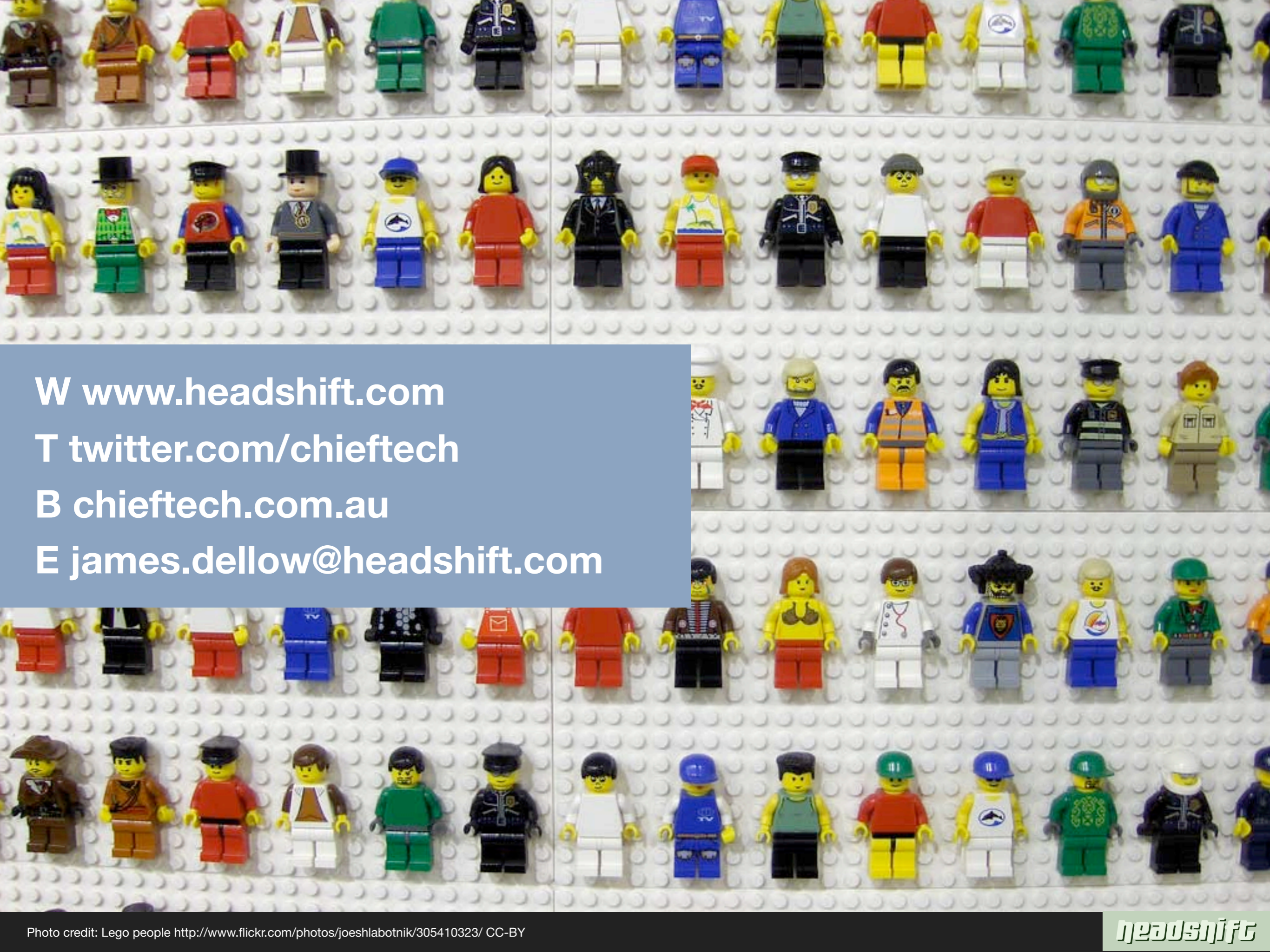
e.g. **diabetes** or **eyes**

Search



# *Engagement with* Social Media

DANGER  
Beware  
of  
Pedestrians



W [www.headshift.com](http://www.headshift.com)

T [twitter.com/chieftech](https://twitter.com/chieftech)

B [chieftech.com.au](http://chieftech.com.au)

E [james.dellow@headshift.com](mailto:james.dellow@headshift.com)