

New Media & Your Neighborhood Association



OR: “WHAT’S THIS ‘TWITTER’ THING ALL
ABOUT?”



TRADITIONAL METHODS



- Meetings & Gatherings (“Word of Mouth”)

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- Published Newsletters

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- Fliers & Posters

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- Published Newsletters
- Fliers & Posters
- Telephone “Trees”
- U.S. Mail

TODAY'S TOOLS



- E-mails
- Electronic Newsletters & Publications
- Web Sites
- Social Networks

SOCIAL NETWORKS



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- Many focus on categories as ways to provide both services and community to individuals with shared interests.

SOCIAL NETWORKS



- Facebook
- Twitter
- YouTube
- MySpace
- LinkedIn
- Bebo
- FriendWise
- Yahoo! 360
- Netlog

SOCIAL NETWORKS



PROS

- Stay connected to neighbors

SOCIAL NETWORKS



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- Spread information quickly

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- Promote events & meetings

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- Reach younger people

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- Stay connected to neighbors
- Spread information quickly
- Promote events & meetings
- Share information with other associations
- Reach younger people
- Free & easy

SOCIAL NETWORKS



CONCERNS

- Maintenance Issues

SOCIAL NETWORKS



CONCERNS

- Maintenance Issues
- Getting People to Come Onboard

SOCIAL NETWORKS



CONCERNS

- Maintenance Issues
- Getting People to Come Onboard
- Reduces Face-to-Face Contact

New Media & Your Neighborhood Association



**REMEMBER:
SUPPLEMENT...NOT
SUBSTITUTE**