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

- Meetings & Gatherings (“Word of Mouth”)
TRADITIONAL METHODS

- Meetings & Gatherings ("Word of Mouth")
- Published Newsletters
TRADITIONAL METHODS

- Meetings & Gatherings ("Word of Mouth")
- Published Newsletters
- Fliers & Posters
TRADITIONAL METHODS

- Meetings & Gatherings ("Word of Mouth")
- Published Newsletters
- Fliers & Posters
- Telephone "Trees"
TRADITIONAL METHODS

- Meetings & Gatherings ("Word of Mouth")
- Published Newsletters
- Fliers & Posters
- Telephone "Trees"
- U.S. Mail
• E-mails
• Electronic Newsletters & Publications
• Web Sites
• Social Networks
Focus on building and reflecting relations among people who share interests and/or activities.
SOCIAL NETWORKS

- Focus on building and reflecting relations among people who share interests and/or activities.
- Most are web based and provide a means for users to interact over the Internet.
SOCIAL NETWORKS

- Focus on building and reflecting relations among people who share interests and/or activities.
- Most are web based and provide a means for users to interact over the Internet.
- 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

PROS

- Stay connected to neighbors
- Spread information quickly
SOCIAL NETWORKS

**PROS**
- Stay connected to neighbors
- Spread information quickly
- Promote events & meetings
SOCIAL NETWORKS

PROS

- Stay connected to neighbors
- Spread information quickly
- Promote events & meetings
- Share information with other associations
SOCIAL NETWORKS

PROS

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

PROS

- 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