



Golden Urban Renewal Authority

## Memorandum

To: Mark Heller  
From John Hageman and Lynn Acton  
Date: June 10, 2010  
Re: Social Media Web 2.0

### **Background:**

The purpose of this memo is to identify key social media/web 2.0 tools that can be used to keep GURA on the cutting edge of crowd sourcing within Golden. While many of the means identified are not new, their use in Golden may very well be and therefore, making residents aware of such media will be critical to the success of the effort. Regardless of the means identified, an internet conversation will not happen automatically when posted, especially by the target audience. It is in the best interest of those initiating the conversation to have others, perhaps volunteers, friends, and co-workers, to begin to add content in hopes that others on the cusp of the conversation will add their thoughts. The rule of thumb when developing websites is 90-9-1: 90% of the people that visit the website will be passive and never add content; 9% will be frequent visitors but only occasionally add content; and 1% of visitors will be the core of any conversation that happens online. This rule of thumb is applicable to the following web tools and should be kept in mind when moving forward.

### **Recommendations:**

#### Facebook:

Facebook has become ubiquitous for almost all Internet users. Over the years it has grown from a simple exclusive Harvard student body website to more than 400 million users worldwide. Each Facebook account has an average of 130 friends, leading to vast networks of personal contact. Also each account has an average of 60 objects that they interact with including events, pages, and groups. While it is easy to write off Facebook as a "waste of time," its power of transmission is unprecedented. There is little reason why any GURA initiative should not start a Facebook page to unite many representatives. The Golden Gem Cinema currently has its own page and needs to begin populating the page with different information and conversations for others to join in on. GURA and the Gem should look at Film on The Rocks as an excellent example of how a Facebook page should be used.

#### Twitter:

Twitter allows for continual conversations and postings via the Internet or smartphones. Limited to 140 characters, tweets are the medium of exchange. The character limit has led to micro-website URLs to allow posts of lengthy URLs, a technology that is continually improving. One of the more famous testaments to the “power” of Twitter is the 2009 Iranian elections where reports of social and political unrest were leaked out under a alleged censorship by the Iranian government. Twitter can best be used by GURA to inform followers of new projects, grants, and meetings. Tweets can easily be integrated into the GURA website via an API specifically designed for Twitter which would show GURA’s tweets along with follower’s responses.

#### PollEverywhere.com & Text the Mob:

These two sites allow for individuals to reply to polling questions via SMS from their cell phones. The results of the poll can be displayed instantaneously on a website or specifically designed software to be projected at public meetings. While Text the Mob is a Windows exclusive program currently in beta testing, Polleverywhere.com appears to be more established and robust. Individuals that do reply to a poll via their cell phones are responsible for any charges that may be incurred from their network provider, but Polleverywhere.com does not itself charge individual respondents. Those wishing to use the service are allowed a response pool of 30 replies for free, after which monthly programs are sold to allow for larger number of respondents along with other features. Polling individuals on which movies should be shown at Golden Gem Cinema will be an excellent opportunity to experiment with Polleverywhere.com. While people are settling down into their movie seats, local advertisements will be shown before the feature film. The Gem can show a slide that asks moviegoers to vote on which movies should be shown in the coming weeks. This will reward frequent visitors of the cinema with power to help shape the future schedule. After the film moviegoers can see the results on the Facebook page and the website.

#### User Voice and Idea Scale:

Uservoice.com and idealscale.com are both relative new comers and offer a unique service. Each website allows individuals to post comments focused on some topic. As new posts are made, subsequent users can vote to approve or disapprove of the ideas. The posts that have the highest number of votes appear at the top of the conversation. The rational behind that idea is that account owners can identify what feedback resonates most with the consumer base. These sites were initially designed for sales driven but I believe can be just as useful for community-based initiatives. Each site offers free membership for new user accounts, but has premium accounts as well monthly fees. Either site may be useful for the Downtown Vitality project as a way to allow stakeholders control

and create the conversations. The value of the voting can shape the conversation for upcoming meetings and agenda items.

Wordpress, Blogspot, Tumblr:

Each of these websites allows for free accounts for blogs. Wordpress has the added advantage of allowing for sophisticated website design by means of a custom markup language similar to html. Each account also has the ability to track visitor statistics including frequency of users and number of hits. Having a blog will allow GURA to have a soundboard for announcements that will include text and graphics as well. A Wordpress account can be combined with an existing url rather than the generic [www.wordpress.com/username](http://www.wordpress.com/username). The Golden Gem Cinema should begin with a Wordpress account that can link to all of our purchased domain names. These sites can be customized to make a professional website that will be critical for the exclusive online marketing campaign of the Cinema. The Golden Vitality project can also benefit from a Wordpress account.

Wordle.net

Wordle is useful for creating word clouds that have become so popular on many websites. Simply enter in a body of text and a customizable word cloud will be arranged for you. Common words found in the text, pronouns and conjunctions mostly, are omitted to focus on words with meaning.