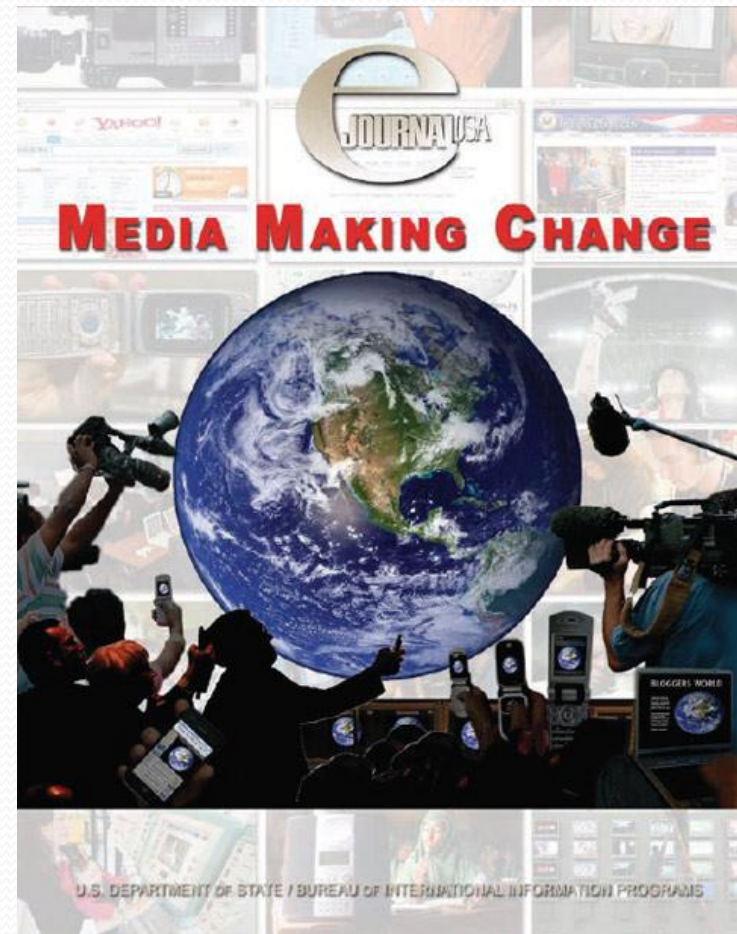


Using New Media for Campaigns & Publicity



Nova Scotia
Environmental Network
Connecting for a Sustainable Future



What is new media

- New media stands in contrast to 'old media', which includes print, TV and radio
- New media emphasises the interactive and two-way nature of the experience provided



What is new media?

- New media is changing the ways people interact in all areas of life.
- Social networking is being adopted by campaigners looking to maximise the impact of their campaigns.



What makes new media different?

- People using new media have quickly come to expect an opportunity for dialogue, rather than a straight presentation of information.



What makes new media different?

- New media has brought a 'democratising' aspect to communications.
- Using new media, anyone can disseminate their ideas on a scale previously available only to commercial media providers.



What does new media look like?



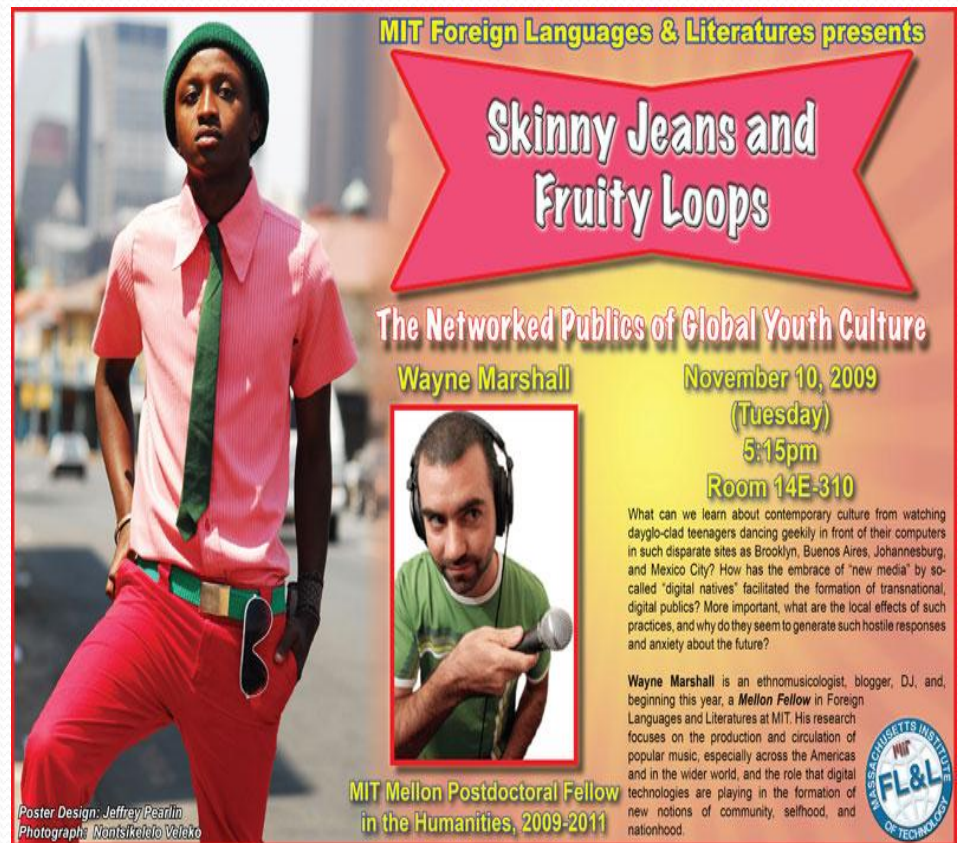
Why new media?

- As popular as the idea of new media has become, there is still limited understanding of how it can and does relate to publicity and campaigning!



Why use new media

- To reach greater numbers
- To engage a younger audience
- To save money
- To work outside of your groups reach
- To increase the speed of communications



MIT Foreign Languages & Literatures presents

Skinny Jeans and Fruity Loops

The Networked Publics of Global Youth Culture

Wayne Marshall


November 10, 2009
(Tuesday)
5:15pm
Room 14E-310

What can we learn about contemporary culture from watching dayglo-clad teenagers dancing geekily in front of their computers in such disparate sites as Brooklyn, Buenos Aires, Johannesburg, and Mexico City? How has the embrace of "new media" by so-called "digital natives" facilitated the formation of transnational, digital publics? More important, what are the local effects of such practices, and why do they seem to generate such hostile responses and anxiety about the future?

Wayne Marshall is an ethnomusicologist, blogger, DJ, and, beginning this year, a *Mellon Fellow* in Foreign Languages and Literatures at MIT. His research focuses on the production and circulation of popular music, especially across the Americas and in the wider world, and the role that digital technologies are playing in the formation of new notions of community, selfhood, and nationhood.

MIT Mellon Postdoctoral Fellow
in the Humanities, 2009-2011

Poster Design: Jeffrey Pearlín
Photograph: Nantsikalelo Veleko



Conventional media is beginning to use new media approaches

BBC Today - Windows Internet Explorer
http://news.bbc.co.uk/today/hi/today/newsid_7483000/7483739.stm

File Edit View Favorites Tools Help

BBC Today

BBC Low graphics Help Search Explore the BBC

RADIO 4 TODAY Weekdays 6-9am and Saturdays 7-9am

Page last updated at 07:03 GMT, Wednesday, 2 July 2008 08:03 UK

Listen again About Today How to listen to Today Contact Today

News Feeds

Radio 4 Home
The World at One PM
The World Tonight
Broadcasting House
BBC News

Diary of a non-election

Zimbabwe went to the polls on 27 June to vote in a presidential run-off in which Robert Mugabe was the only candidate.

One Harare resident, who asked to remain anonymous, has been keeping a diary on the elections.

MONDAY 30 JUNE

08:00
I go out to buy my local newspaper and am shocked by the headline: "Mugabe has gone to attend the AU Summit in Egypt."

That's why everything was being hurriedly done - he wanted to be seen attending the summit as the legitimate leader of Zimbabwe.

He really is thick-skinned. After all he's done, how does he dare to show his face like this?

But I am hopeful. I just can't wait to see his embarrassment when he is rebuked by fellow African leaders at the summit.

10:00
One of my colleagues runs into my office.

Harare diary - three days after the election

BEST OF TODAY

FEATURES AND COMMENT

- Neurons ready**
What does it take to be a memory world champion?
- Haiti's pain**
How is the island coping a year after the storms?
- Names in frame**
Who will be president of Europe?

- Frontline diary
- Island mutiny
- A short test
- Culture under fire
- Business Cents?
- Elgar rediscovered
- Myths of the mind
- Weight of history
- The rest is silence
- Inside Somalia
- Poison planes?
- Memorabilia

Internet | Protected Mode: Off 100% 6:08 AM

New Media Termin... BBC - Today - Wind... Notes - Microsoft W... Using New Media SENSE_Successes Media Workshop Pr...

Conventional media is also following the new media buzz!

The screenshot shows a Facebook page for a group named "Citizens Against The Sale of New Brunswick NB Power". The page features a prominent red "FOR SALE BY TENANT" sign with the handwritten text "Ask for Shawn". The page has 6 fans out of 430. The main content area displays two news articles from telegraphjournal.com. The first article, dated November 11 at 2:07pm, is titled "NB Power sale could harm port" and is by James Hallory. The second article, dated November 11 at 10:12am, is titled "It's going to be a tough sell" and is by Hassan Arif. The page also includes a "Learn to Trade" advertisement, a "Made Men Made Here" advertisement for Mafia Wars, and a "You'll Tank Us Later" advertisement for FishVille. The browser window shows the URL "http://www.facebook.com/pages/Citizens-Against-The-Sale-of-New-Brunswick-NB-Power/182625373141" and the system tray at the bottom shows the time as 6:14 AM.

Facebook | Citizens Against The Sale of New Brunswick NB Power - Windows Internet Explorer
http://www.facebook.com/pages/Citizens-Against-The-Sale-of-New-Brunswick-NB-Power/182625373141

facebook Home Profile Friends Inbox 79 Sam Juru Settings Logout Search

FOR SALE BY TENANT
Ask for Shawn

Suggest to Friends

Fans
6 of 430 fans See All

Dave Thomas, Sheline Insoho, Theresa Constantine, Sarah Drier, Bonnie Holmes, Monique Sewell

Photos
1 album See All

Wall Photos
Updated about a week ago
No one has added fan photos.

Citizens Against The Sale of New Brunswick NB Power Become a Fan

Wall Info Photos Discussions

Citizens Against The Sale of New Brunswick NB Power Just Fans

FOR SALE BY TENANT
Ask for Shawn

Citizens Against The Sale of New Brunswick NB Power
telegraphjournal.com - NB Power sale could harm port | James Hallory - Breaking News, New Brunswick,
Source: news.google.ca
The proposed sale of NB Power to Hydro-Quebec could have far-reaching consequences for the Port of Belledune if it ultimately means the closure of the coal-burning power plant in Belledune.
November 11 at 2:07pm · Share
Tony Tracy likes this.

FOR SALE BY TENANT
Ask for Shawn

Citizens Against The Sale of New Brunswick NB Power
New Brunswick
November 11 at 10:12am · Share
8 people like this.

FOR SALE BY TENANT
Ask for Shawn

Citizens Against The Sale of New Brunswick NB Power It's going to be a tough sell
telegraphjournal.com - It's going to be a tough sell | Hassan Arif - Breaking News, New Brunswick, C
Source: telegraphjournal.canadaeast.com

Create an Ad

Learn to Trade
RICH DAD EDUCATION REGISTER TODAY!
Rich Dad education presents a free Learn to Trade workshop. Coming to the St. John's, Halifax area November 24-27.
Like

Made Men Made Here
Mafia Wars
You want to be a "made man"? You think you got what it takes to rule the streets? Click now and show us what you got. Play Mafia Wars!
Like

You'll Tank Us Later
FishVille

Applications Chat (1)

Internet | Protected Mode: Off 100% 6:14 AM

Key questions to ask before launching an online campaign

- Why are you using new media?
- What can it offer your campaign that other methods cannot?
- Would a traditional mailing campaign have a stronger impact than a facebook/youtube campaign?
- Who are you trying to reach?
- Is new media appropriate for your audience? For example, are you trying to reach an older audience?
- How do your online actions complement your 'offline' actions?
- Who will be responsible for the online actions including monitoring and dealing with responses from supporters?

Tips for Running a Successful Online Campaign

- Ensure you have a resource staff person to handle online communications
- Support all staff, volunteers and board members to understand this new e-culture of communications
- Incorporate your online work into your overall communications strategy
- Regularly check online sources for news regarding your organization
- Manage your outgoing messages, remember damaging publicity travels wider and faster using new media technologies

Important Facts to Remember About New Media

- The largest growing demographic of new media users in North America are 35 years and older
- Previously marginalized groups such as rural communities, stay at home mothers and youth in developing countries are joining this new global revolution
- You do not have full control of information, your audience can and will re-shape the conversation
- If your audience is inspired by your organization and its message, they will spread the word to their networks

Basic Online How Tools

- How to open a **facebook** account

http://www.ehow.com/how_4998480_open-facebook-account.html

- How to start a **facebook** campaign

http://www.ehow.com/how_5213625_start-facebook-group.html

- How to post a **youtube** video online

<http://www.academicintegrity.org/members/forum/showthread.php?p=22>

- How to open a **skype** account

http://www.ehow.com/how_2299346_skype-account-set-up.html

- How to open a **twitter** account

<http://www.blogforprofit.com/30-days-of-twitter/open-your-own-twitter-account-day-1-twitter-tips-and-hints/>