



2008

Social Media | 40 Places to Find Web 2.0 for Your Web Site



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MEET KATHY McSHEA

Kathy is a communicator by heart and a Web management expert by trade who likes to make expression shine. She believes leaders in every organization deserve to have a Web site governed by strong standards, documentation and measures.

When you work with her, you gain a roadmap to the rules, roles and relationships necessary to boost the impact of both your Web site and your internal communication operations. Her company provides public sector organizations with Web management audits, evaluations and training. Her Web production and graphic design support can also help you build and market your site with ease.

With a varied background as a business owner, certified usability analyst, political appointee, congressional staffer and journalist and campaign aide she brings a mix of unique skills and capabilities to your door. It's about actionable results.

Before founding Emerald Strategies, Inc. in 2001, (www.emeraldstrategies.net) her posts included work as Consumer Information Director at the Department of Energy, Media Director at the D.C. office of Consumers Union and chief spokesperson for Senator Carl Levin. In each position, she directed online and offline communications tactics and strategies to broadcast advocacy and consumer-oriented content to target audiences.

She has a B.A. in American Government from Georgetown University and credentials as both a Certified Usability Analyst from Human Factors International and a certified Help Desk manager from STI.

Kathy's customers have included the U.S. House of Representatives, the U.S. Air Force and the World Bank, just to name just a few.

INTRODUCTION:

40 Places to Find Social Media/Web 2.0 for Your Web Site

The ability to embed information you have on the Web at other social media Web sites makes this an exciting time to communicate online. The benefits of managing these Web 2.0 sites in conjunction with your current site are:

- (1) your content is no longer trapped on your site and
- (2) new eyeballs can find you at these other sites; it's new "referrer" traffic to your site!

For those who build Web sites, the fact that this content is hosted off your site but available to embed in your site or others gives your content an astonishing degree of flexibility. You no longer have to be able to code complicated scripts to launch content on the Web.

The Emerald Strategies Web production "starter package" has a sliding scale for assisting you in getting your own user generated content from Web 2.0 sites embedded in your site. You create the content elsewhere and we'll tie it into your site. Our menu pricing for Web production offers three levels of Web 2.0 integration. At the basic pricing level, we'll configure two; at the modified pricing level, we'll configure four; At the custom level we'll configure up to seven. For additional Web 2.0 integrations we bill hourly. Help creating your content is available for an up-charge.

We've scoured our sources and collected a list of some of our favorite Web 2.0 social media tools in this special publication so you have an easy place to select the tools you want to deploy on your site. The plug-ins listed below are available at no charge, and some providers make premium versions available at a small fee.

Don't forget: when you are live you must maintain your Web 2.0 site presence. Below are 14 key tasks that used to take a room full of custom coders to produce content for your site. Now, free plug-ins listed on this page do all the heavy-lifting for you, greatly simplifying the build-out of your site and putting content publishers – not engineers -- in the driver's seat.

Here are the categories for 36 of our favorite social media widgets, gadgets and plug-ins, plus four directories listed at the end you can explore if you just can't get enough of this stuff:

Audio and Music**Calendar****Connect****Forms****Images****Links****Maps****Publishing PPTs and PDFs****Surveys and Ratings****Timelines****Translation****Video****Weather****Widgets**

AUDIO & MUSIC



Audacity.

Free software to record and mix audio and convert it to MP3 format from your desktop.

<http://audacity.sourceforge.net/>



Box.Net.

You can create a widget for cataloguing up to 1G of MP3 files for free here. The system also supports file sharing in other formats and has paid subscriptions when you go over the limit. Good for collections.

<http://www.box.net/info/widget>



MP3 Player Widget.

A lightweight audio player for use on your Web site to offer users playback of original audio. Good for individual audio files. <http://www.widgetbox.com/widget/mp3>



Imeem.

Create playlists for music, images, video. <http://www.imeem.com/>



RockYou.

Photosharing slideshows with music, popular with the tween-set. Although you cannot use your own music, their jukebox gives you wide choices of artist and genre. <http://www.rockyou.com/>

CALENDAR



Google Calendar.

The embed feature allows you to post your calendar online so you can easily share your calendar with others, and pull in other public calendars to help you de-conflict schedules. A mobile version is available for your PDA. <http://www.google.com/calendar/>



30 Boxes Calendar.

This calendar offers the same functionality as Google, with a full-screen look. It permits import and export, mobility, to-do list, SMS messaging and more. <http://30boxes.com/welcome.php>

CONNECT



LinkedIn.

Facebook for Adults. <http://www.linkedin.com/>

FORMS



Form Logix.

Easily design your own Web forms and publish on the Web. The free version includes advertising and the low-cost version is free. Capture content of those who write you with the form in a database that you can download to Excel or administer online. Receive immediate notice of new form queries to any email address. <http://www.formlogix.com/>

**Iceberg.**

Build custom applications and forms without coding! <http://www.geticeberg.com/>

**ZOHO Creator.**

Use a free Web form builder allows anyone to easily build Web forms that suit their needs. This is one piece of a robust suite of ZOHO productivity tools. <http://creator.zoho.com/explore/web-form-builder.html>

IMAGES

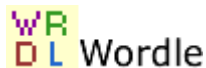
**Picasa.**

Google's online Web album page lets you share your photos online and includes an embed feature to place photo albums into your Web pages. <http://picasa.google.com>

**Slide.**

Share slide shows, photos, host images, publish widgets, get code to embed into your own site.

<http://www.slide.com>

**Wordle.**

Create a beautiful word-cloud image. <http://www.wordle.net/>

**GoogleMaps.**

Helps people find you. <http://maps.google.com/>

PUBLISHING PDFs & PPTs

**Slideshare.**

Post PowerPoint slides. A popular site for conference materials. Tagging promotes easy searches. Tool to add audio turns your slideshow into a slidecast. <http://www.slideshare.net>

**Scribd.**

Publish and search PDFs. <http://www.scribd.com/>

**Flypaper.**

Only works with PPT 7.0; also configures images and objects in flash. Usability quirks in Beta in an otherwise powerful flash creation tool. <http://community.flypaper.net/>

SURVEYS & RATINGS

**Polldaddy.**

This lightweight widget lets you poll your Web visitors and enables you to see the vote totals immediately. <http://www.polldaddy.com/>

**JS-Kit.**

This online tool allows you to insert a star rating system below your Web content to get reader

feedback. You can also enable comments, with or without moderation. A new navigator service allows you to embed a widget that lets users browse by what's hot, editor's picks plus a grab-it feature to let visitors republish your content on their own Web pages. <http://js-kit.com/>

TIMELINES



Circavie.

Create an interactive timeline to tell your story. Use your own pictures and videos, and embed the finished product on your Web site.

<http://www.circavie.com/>

TRANSLATION



Mini Site Translator.

Translate your site into multiple languages. Know that the quality of the automated translations may be criticized.

<http://www.widgetbox.com/widget/FreewebsMiniSiteTranslator>

VIDEO



YouTube.

Upload and share videos. When you have your own channel you can enable a feature to provide a custom viewer that features only your videos. <http://www.youtube.com>

**Screencast-o-matic.**

This service lets you record action on your desktop. Useful for help desk support and tutorials for using online services. <http://www.screencast-o-matic.com/>

**FreeScreenCast.**

Record how a Web site works right from your desktop. Host it on their Web site or embed it on your own. <http://freescreencast.com/>

**Jing.**

Select an area of your screen, capture it as an image or record it as a video, and then click Share to send an email, IM or get the code to post on your site. Control access and ownership of your content. 200MB of free storage. <http://www.jingproject.com/?CMP=KgoogleJhomeTM>

WEATHER**Weatherlet.**

Put your local weather forecast on your site. <http://www.weatherlet.com>

**Live Weather.**

Real-time weather info for any US city. <http://www.widgetbox.com/widget/liveweather>

**Weather Badge.**

This weather badge shows current conditions from any zip code.

<http://www.widgetbox.com/widget/weather-badge>

WIDGETS

**SpringWidgets.**

Create an RSS reader, badges or widgets for your Web site.

<http://www.springwidgets.com/>

**Sproutbuilder.**

Build and publish widgets, include video, audio, images, newsfeeds.

<http://sproutbuilder.com/>

EXPLORE OTHER DIRECTORIES



Go to Web 2.0.

An exhaustive directory of Web 2.0 services.

<http://www.go2web20.net/>



Webware 100.

CNET's list of the top 100 social media services.

<http://news.cnet.com/html/ww/100/2008/winners.html>



WidgetBox.

Self-proclaimed world's largest widget directory.

<http://www.widgetbox.com/>



Mashable.

100 ways to organize your life.

<http://mashable.com/2007/10/26/100-ways-to-organize-life/>