

# web 2.0

društvene mreže | alati društvenog umrežavanja | kampanja

# Društvene mreže

sidekick saga



# Mobilni telefon zaboravljen u taksiju 2006.

- Ivanna zaboravila Motorolu Sidekick u taksiju u Njujorku
- Podaci su sačuvani na 'oblaku' - Sasha 'prisvojila' telefon!
- Prijatelj je napravio jednostavnu web-stranu na kojoj se pratio razvoj događaja
- Pronashli Sashin profil na MySpace.com
- Stranica je dospela na digg.com
- Nadogradjen forum
- Mainstream mediji, policija, gradski zvanichnici
- Sasha biva uhapshena, telefon se vraća Ivanni

U Njujorku

Zaboravljen u taksiju

I mobilni telefon

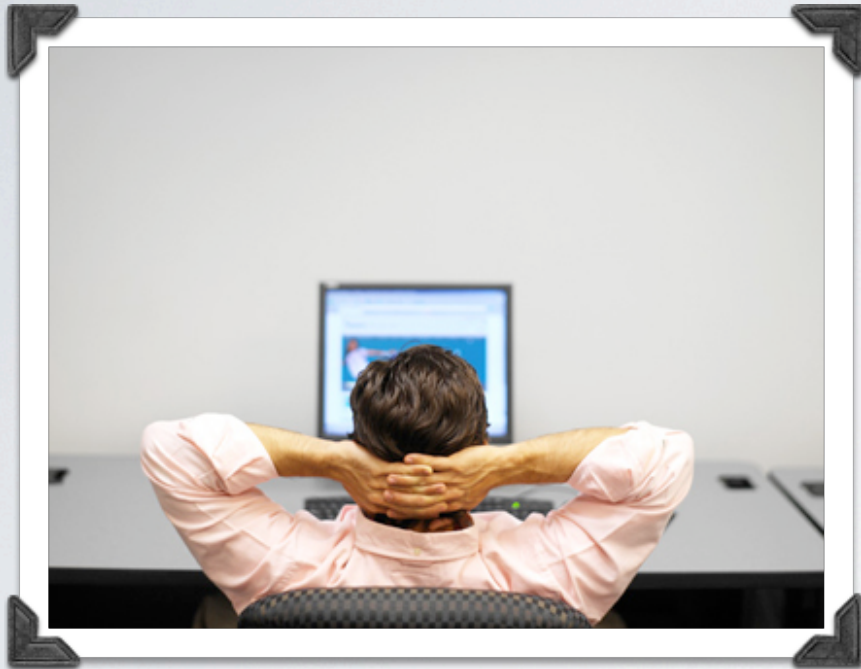
# Zašto meni nisu vratili mobilni 1999?

- Svako može da kreira sadržaj na internetu
- Meritokratija je došla na internet
- Istiniti on-line profil
- Virtuelno cuvanje podataka



Web 1.0 vs. web 2.0

Web 1.0



Citanje

Web 2.0



Pisanje/stvaranje sadržaja

Web 1.0

Web 2.0



Kompanije

Zajednica

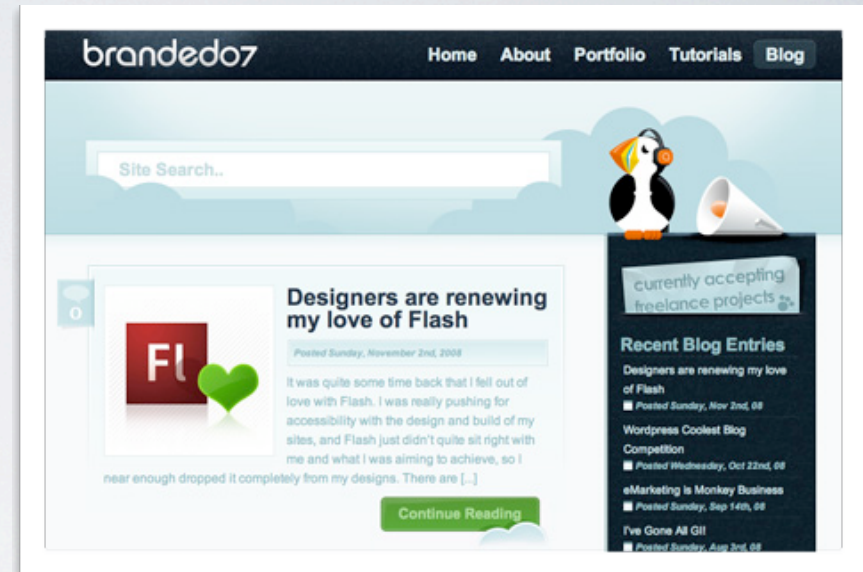


# Web 1.0

# Web 2.0



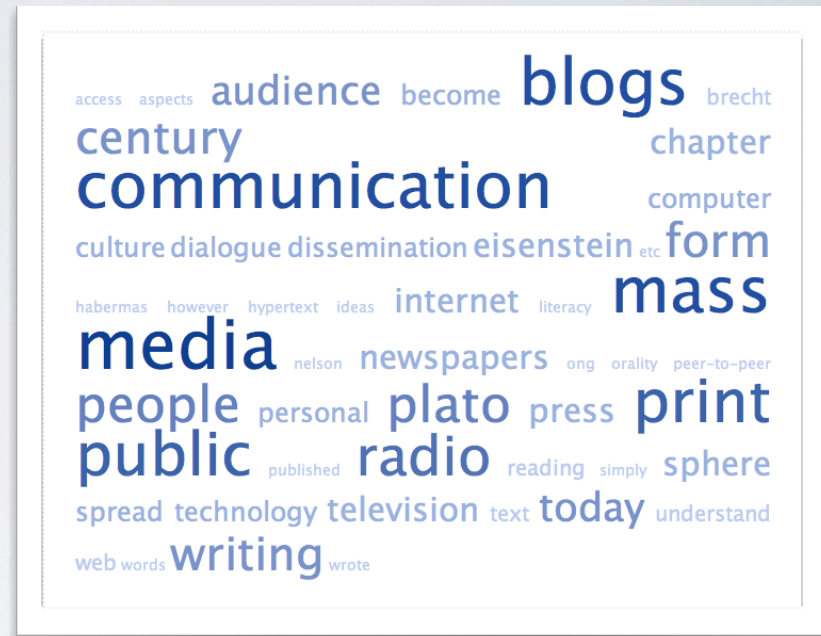
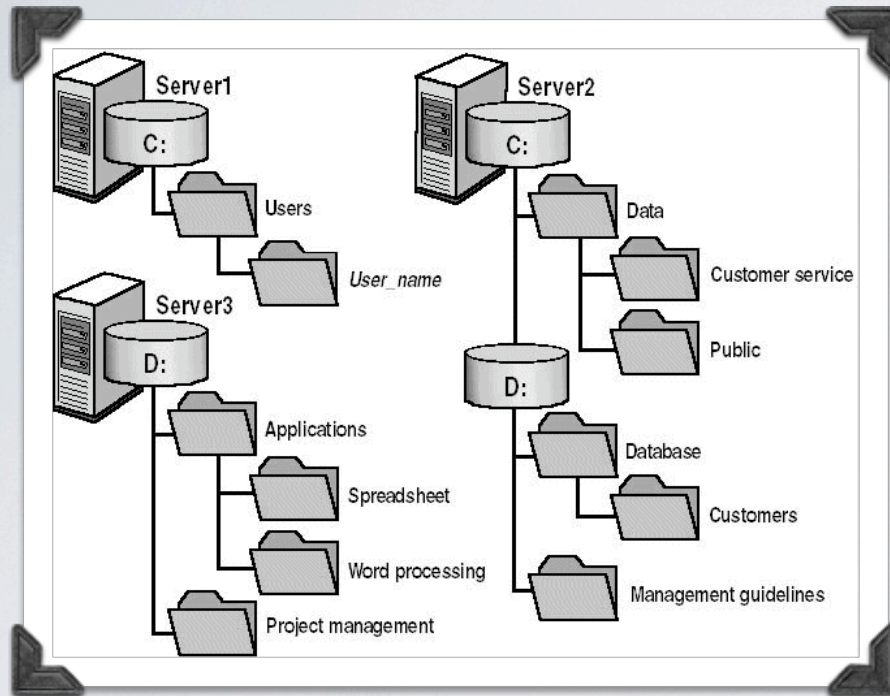
Homepage/pochetna strana



Blog

# Web 1.0

# Web 2.0

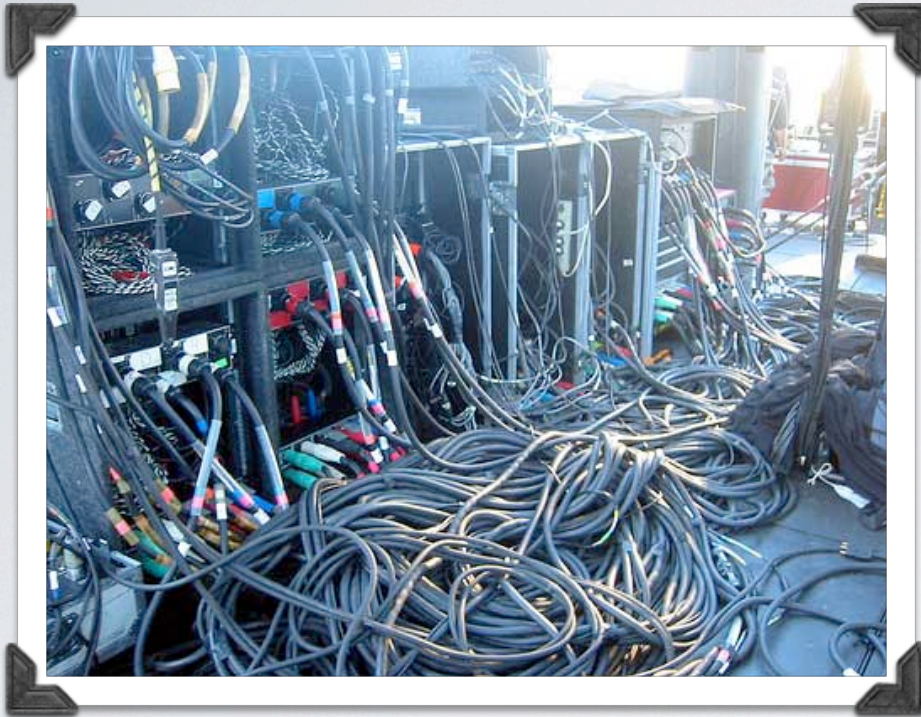


Strukture kategorija

Tagovi

Web 1.0

Web 2.0



Kablovi



Bežicni internet

Web 1.0

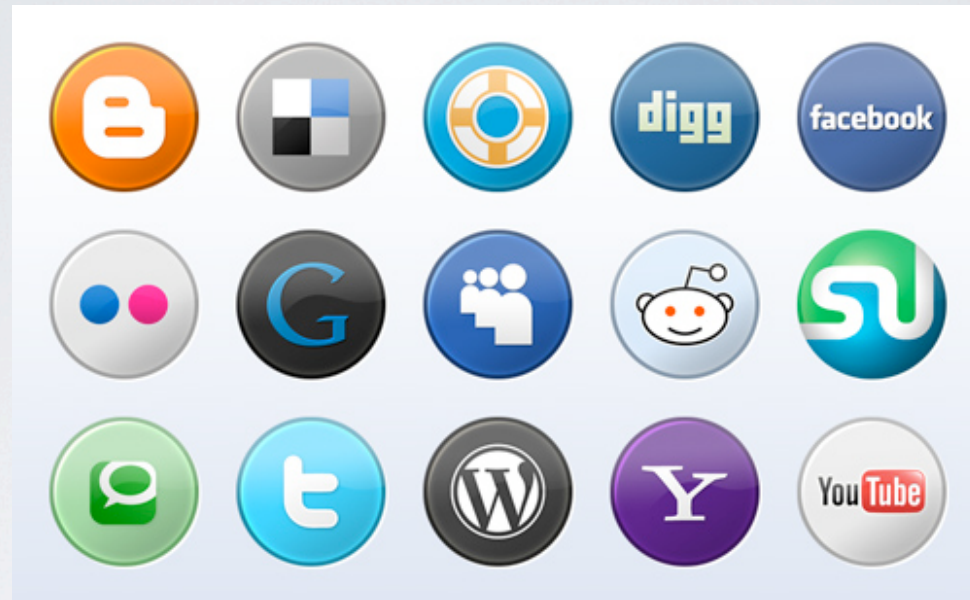


Browser

Web 2.0



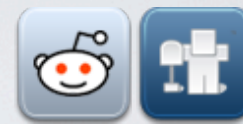
Google



Društveni mediji

Deljenje  
sadržaja

Preporuke  
Filtriranje



Društvene mreže

# Posledice

- Smanjena cena troškova Interneta za korisnike
- Racunari i Internet su neizostavni na poslu, u komunikaciji sa prijateljima, u citanju, slušanju i gledanju vesti
- Internet na mobilnim telefonima

**• SVI SU NA INTERNETU!**

facebook®

twitter



Alati društvenog umrežavanja





# Facebook

- Profil
  - Istiniti podaci
  - Istinita interesovanja
- Fanpage
  - Izlazi u feed-u i lako se deli
  - Dobijanje informacija
- Grupe
  - Pripadnici aktivniji nego fanovi
  - Slanje poruka clanovima
- Dogadjaji
- Aplikacije

The screenshot shows Sarah Palin's Facebook profile. At the top, there are navigation links for Profile, Friends, Networks, and Inbox. The profile picture is a photo of Sarah Palin. Below it, her name and a bio are visible. The profile information section includes details like Networks (Alaska, Washington D.C.), Sex (Female), Relationship Status (Married to A Snowmobile Guy), Looking For (Friendship, Networking), Birthdays (February 11, 1964), Hometown (Sandpoint, Idaho), Political Views (None - I'm not very political), and Religious Views (Jesusologist).

The Mini-Feed section displays 10 stories, including updates from Alaskan Wolf Population, a group join notification, and friend additions/removals.

The Friends section shows 57 friends, with a 'See All' link. Below this are small profile pictures of McCain, Bristol Palin, and Russia.

The Photos section shows 2 of 3 albums, with a 'See All' link. A photo of a group of people is visible with the caption 'Me + Some Vikings = Awesome!'. Below that is a photo of a woman with the caption 'Pretty Pictures of Mel'.

The Groups section shows 14 groups, including 'Mother's Against Daughter's Diapynosis (M.A.D.D.)', '1 Million Strong for Igloos', 'Evolution Stonevolution', 'Jesus Rode A Dino-Horse', 'Bein' Folks!', 'Everything the Bible Says', 'Lipstick Fun!', 'Shoot Stuff in The Face Enthusiasts', 'Sometimes I Don't Make Any Sense Butter Mountain Walrus Choke', 'Sportscasters Turned Governors', and 'M.I.L.F.'s for Jesus'.

The Places I've Been section shows a map of the United States.

The Wall section displays 5 wall posts. The first post is from Vladimir Putin, Sultan of Love, with the text: 'Stup gurt? Thanks for adding me, yo. I seen how you be starin at me from across the water. Why don't you sail that fine phat ass over here?'. The second post is from McCain, with the text: 'Hey! You're a woman, right? Are you busy for the next four years?'. The third post is from Bristol Palin, with the text: 'Mom, I've narrowed it down to 2 names: 1) Tix 2) Spatulda Which one do you like better?'. The fourth post is from Todd Palin, with the text: 'Hey, Hon! I wanna drill, baby, drill u 2nite! LOL! See you after Snowmobillin!'. The fifth post is from Bill Clinton, with the text: 'Let's definitely meet up so I can "prep" you for the debates. We should "prep" at the same place we always "prep". I'll try not to "prep" in your hair this time. Sorry! LOL'.



# Facebook grupe i fan strane

- Ciljana komunikacija sa uskim ciljnim grupama
- Informacije koje imamo o našoj publici:
  - Pol
  - Godine
  - Gde žive
  - Cime se bave
  - U kojim su grupama - šta podržavaju?

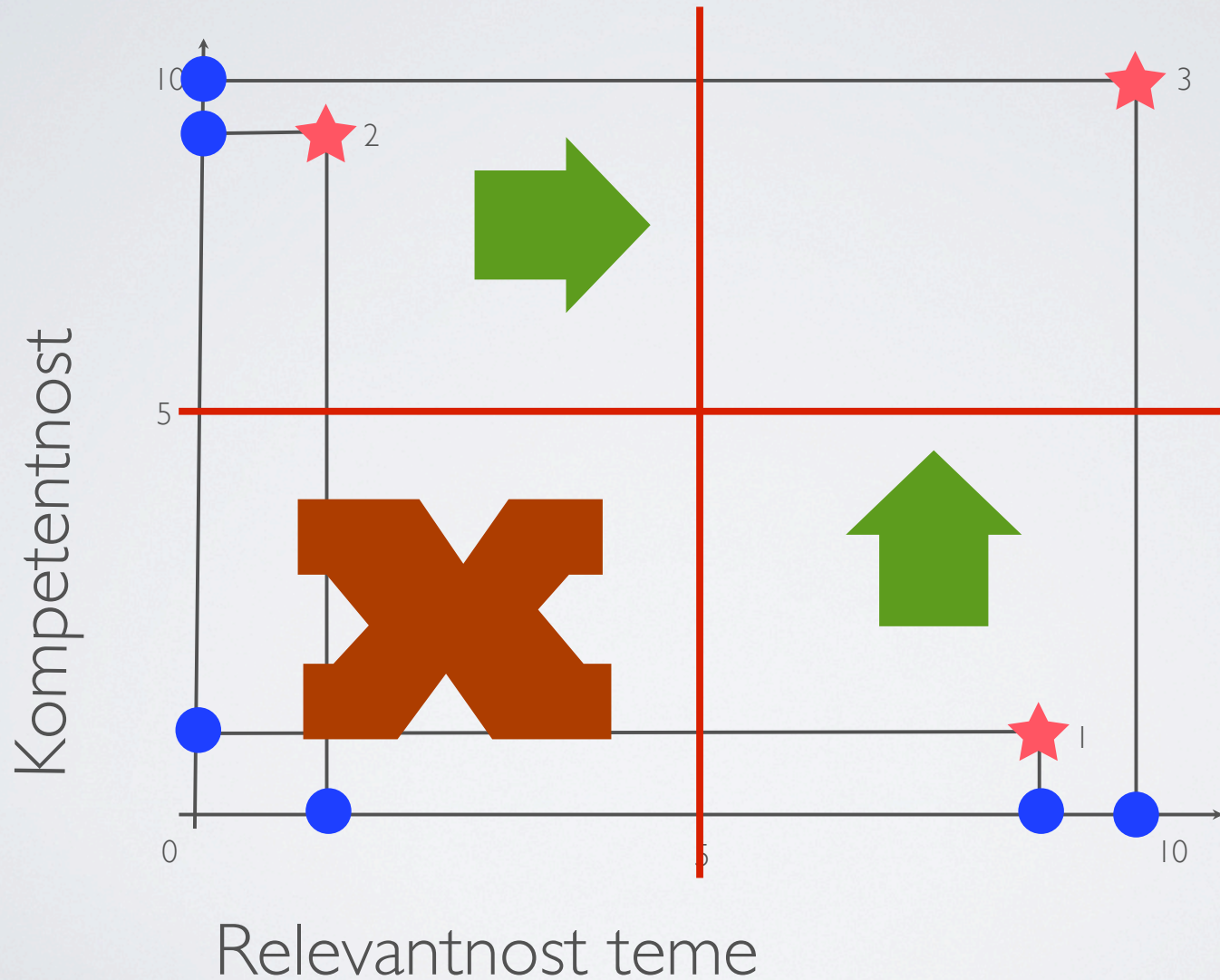


# Facebook grupe i fan strane

- Satelitske grupe i stranice - okupljamo ljude koji se zalažu za istu stvar kao i mi i komuniciramo sa njima o tome ali ne pod parolom naše radio ili TV stanice
- Neće svaka uspeti, ali je potrebno vrlo malo vremena da bi se grupa postavila
- Primer fan stranice: 41439 fans **Radio B92 - Dizanje: Gorica Nešović i Dragan Ilić**



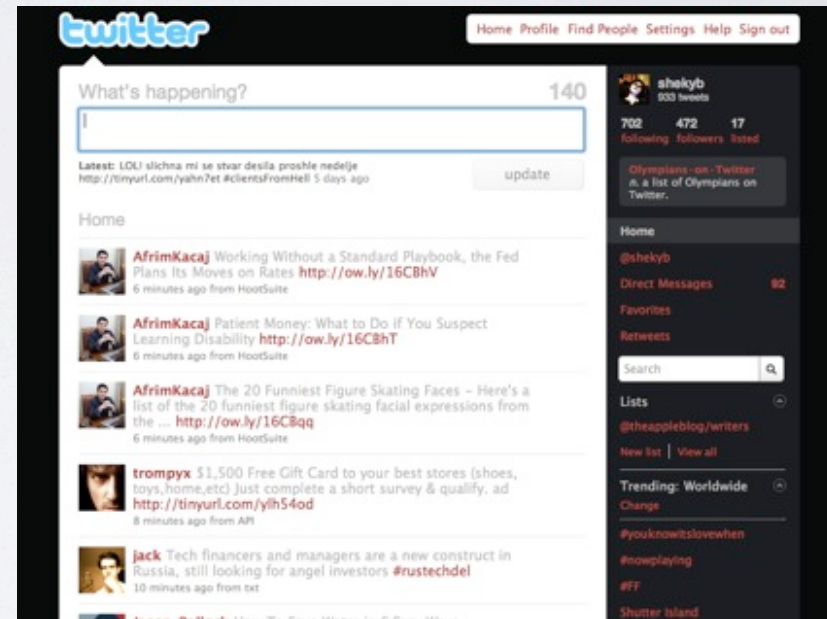
# odredjivanje teme





# Twitter

- www.twitter.com
- Mikroblogging, 140 karaktera
- Brza razmena informacija
- U Srbiji još uvek tehnički potkovana ekipa je najveće korisničko telo
- Trend je da medijske kuće otvaraju svoje naloge
- Liste
- Retweet - RT
- Hash Tagovi - #
- Lokalni trendovi





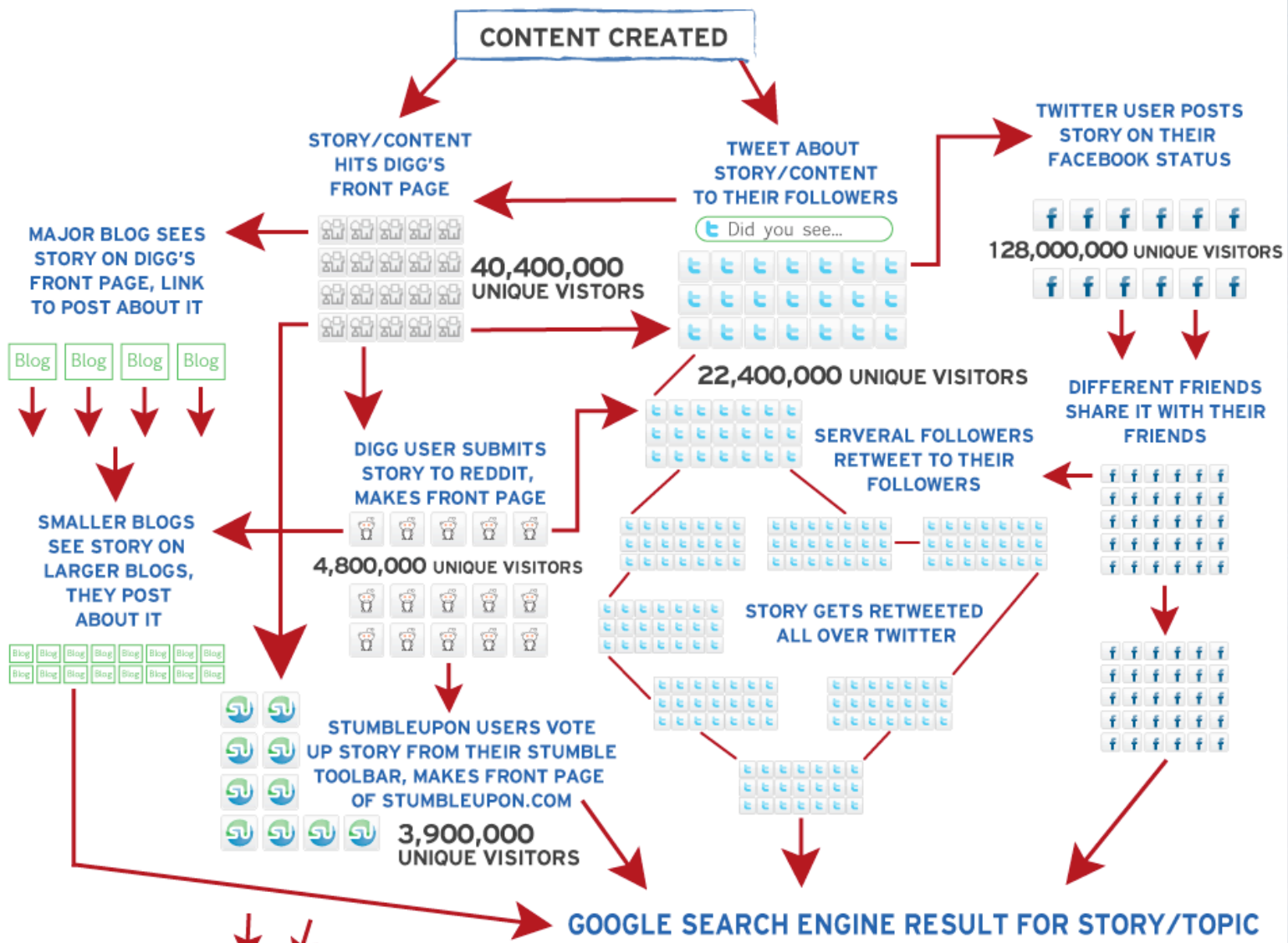
# blogovi

- [www.wordpress.com](http://www.wordpress.com)
- Blogovi poznatih ličnosti / običnog sveta
- Odaju utisak verodostojnosti i iskrenosti
- Nema šuma između autora i publike
- Uspešan bloger/ka:
  - Drži se jedne relativno uske oblasti
  - Povezuje se sa drugim sličnim blogerima/kama
  - Postavlja kvalitetan, aktuelan i relevantan sadržaj
- Postovi su povezani sa Facebookom i Twitterom

# Internet je javan!

- Govorite u javnom prostoru
- Loša reputacija se jako teško popravlja
- Osnovne preporuke:
  - Koristite politicki korektan jezik (cak i u vicevima)
  - Ne vredjajte nikoga na rasnoj, verskoj, nacionalnoj ili seksualnoj osnovi, cak ni u šali
  - Vi ste predstavnik medija

# THE SOCIAL MEDIA EFFECT



IF CONTENT IS GREAT, CAN END UP FEATURED ON SITES LIKE:



52 MIL UNIQUE    134 MIL UNIQUE

1. YOUR SITE (DUE TO ALL THE INBOUND LINKS)
2. MAJOR BLOG #1 (W/LINK TO YOUR SITE)
3. DIGG STORY (LINKING TO YOUR SITE)
4. BLOG #2 (W/LINK TO YOUR SITE)
5. TWEET (LINKING TO YOUR SITE) AND SO ON...



Source: www.compete.com



# hvala



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