TakingITGlobal

INSPIRE INFORM INVOLVE

Web 2.0 for Social Change

A Facilitators Guide

converse networking engage
friends partake peers
collaborate
information network social
conversation knowledge share contribute
participate join
build amazing edit talk
connect

Welcome to TakingITGlobal`s guide on **Web 2.0 for Social Change**. This guide has been motivated from the growing interests of youth-led and youth serving organizations to enable them to learn how to empower youth in their communities through Web 2.0 tools and strengthen their efforts.

No one could do this better than TakingITGlobal as we have been a pioneer in engaging youth to utilize the web for social causes since the year 2000. Since launch, the site has reached over 10 million unique users and there are now over 200,000 members on the TakingITGlobal community who are using Web 2.0 tools to make a difference globally. **TakingITGlobal.org** is an online community that connects youth to find inspiration, access information, get involved, and take action in their local and global communities

Through this guide you will be informed about Web 2.0 tools, resources, and tips and then provided guidelines on how to disseminate the information through conducting a workshop for other organizations or networks.

Table of Contents

Accompanying items to this Guide:

- PowerPoint(s) for use in the workshop
- One-pager on the different digital tools
- Evaluation Form
- Promotional Flyer
- TIG Group- *for follow-up with participants*

Introduction: What is Web 2.0?

How has the internet changed over the years?

The old web…
- Pushed messages out
- Sold or delivered value to customers
- Single web sites aiming to dominate a user's web experience

The new web…
- Enables a conversation-PARTICIPATION
- Creates value in collaboration
- Builds networks

Web 2.0 is a trend in World Wide web technology, and web design, a second generation of web-based communities and hosted services such as social-networking sites, wikis, blogs, and folksonomies, which aim to facilitate creativity, collaboration, and sharing among users. It is almost defined as the new era of the World Wide Web. The term became notable after the first O'Reilly Media Web 2.0 conference in 2004. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but to changes in the ways software developers and end-users use webs. *(Wikipedia)*

TIPS

There are many ways that you can have an effective Web 2.0 strategy.

- You most likely will have multiple profiles on different sites. A good way to get organized is to have the same username and password for all of your profiles.
- It is always easier to get people to participate on sites they know and use. Branch out- for example, TakingITGlobal has a Facebook Group and a Flickr profile
- The time and effort you put in is dependent on what YOU have available- you can do really great things for a small amount of money
- Experiment with various tools and see what works best for your organization- each organization has a unique way of telling their stories an reaching their supporters
- Use social networking sites to reach where your supporters already are

Chapter 1: Youth and Social Media

Who can be defined as "Youth"?
The United Nations defines youth as those between the ages of 15 and 24; today, this group would include individuals born between 1983 and 1992. In its broadest sense, "youth" is not so easily circumscribed; it essentially represents the period of transition between childhood and adulthood, the nature and length of which vary from one individual or society to another**.**

Facts (United Nations 2007 World Youth Report)
- The 1.2 billion people between the ages of 15 and 24 years in 2007—those the United Nations refers to as "youth" or "young people"—are the best educated youth generation in history.
- Of the global youth labour force of 633 million in 2005, some 353 million (55.7 per cent) lived in Asia.
- In Latin America, young people aged 15-19 constitute the second highest proportion living in poverty
- The number of unemployed youth in all of Africa grew by about 34 per cent between 1995 and 2005.
- Numbers of new HIV/AIDS infections have increased twenty-fold in less than a decade, and 75 per cent of reported infections were in people younger than 30 years.
- Young people are increasingly using the Internet for job searches and training. In Europe, use of career resource sites jumped 21 per cent to involve 9.5 million youth between 2005 and 2006.

The United Nations 2007 World Youth Report has recognized that `` internet technologies are also increasingly serving as hubs for communication, identity formation and social networking among youth…and are embedded into the lives of more and more young people every day.`` Furthermore, through the use of new technologies ``such as discussion boards, live chats, news feeds, online polling and social networking tools allow youth to engage in different forms of civic participation, which may involve supporting or criticizing a political candidate, organizing around an issue of concern, or forming a community reflecting common interests.`` As more and more technology is accessible to youth; they are enabled to use the web and truly be the agents of change.

In the last few years the Internet has entered a new phase which is often referred to as **Web 2.0** or **"social web"**. The strategies and tools that have been developed offer opportunities for individuals and organizations to improve the way they work, communicate their messages, and collaborate with one another.

Learning about Web 2.0 and the power of technology is particularly important for organizations **who wish to engage youth**. In the context of the global information society, young people are often the leading innovators in the use and spread of **information and communication**

technologies (ICTs). Internet-based communities have emerged as a powerful vehicle for young people to share knowledge, exchange ideas and organize community-based activities

TakingITGlobal (TIG) has always been at the forefront of Web 2.0, and now there's even more cool ways to integrate your TIG experience with other Web 2.0 sites. On your member profile you can now add links to RSS feeds from YouTube, del.icio.us, and Flickr, and your content from those sites will be automatically and regularly imported into your TIG profile. You can also link to your profile on other social networking sites. All of this can be done under "edit profile" under the "web 2.0" tab. TakingITGlobal has been engaging youth through social media and has got recognition for their efforts. Ypulse, a media platform for youth media and marketing professionals that publishes a blogs and newsletters ranked TakingITGlobal among the top ten Youth Activism Sites To Know**.** TakingITGlobal is now listed amongst other social networking sites such as MySpace, Bebo, Facebook, Flickr, Ning, and YouTube in a Digizen Young People & Social Networking Report that Childnet International developed for schools and parents on using social networking services and tools. Renowned author , Don Tapscott's bestselling new book "[Wikinomics](#)" about 'How Mass Collaboration Changes Everything' features TakingITGlobal and describes what our role has been with Youth and ICTs.

"The media (and parents) frequently express alarm at the shallowness of MySpace... TakingITGlobal is one of the world's best examples of how N-Geners are using digital technologies to transform the world around them…one could mistake TakingITGlobal for the United Nations. In a sense, you wouldn't be wrong. After all, its members rub shoulders with business and government leaders at the World Economic Forum in Davos and the World Summit on Sustainable Development. Plus the site lists over two thousand youth-initiated and -managed community action projects that tackle tough issues ranging from closing the digital divide in rural India to preventing HIV in Uganda. This United Nations is not run by senior diplomats, but entirely by young people..."

Young people have been at the forefront as "leading creators and earliest adopters of ICTs" As youth have been actively utilizing the benefits of ICTs it has influenced the policies to empower them as " learners, developers, contributors, entrepreneurs and decision-makers." The World Summit on the Information Society Geneva Declaration has acknowledged that "ICT clearly has the potential to empower young people and improve their lives in many respects."

Research suggests that youth participation can be fostered by:

- More opportunities for engagement in government decision-making processes
- Empowering young people to participate through the provision of information, training, and support
- Seeking, valuing, and recognizing young people's contributions;
- Providing adequate resources to facilitate young people's participation
- Providing young people with feedback on decision-making outcomes, and how all contributions have been taken into account. (Ministerial Council on Education, Employment, Training and Youth Affairs 2004)

Strategies to support youth participation:

1. Supportive adults who want to facilitate youth participation
2. Organizations need to offer flexible and hands-on volunteer opportunities. They also need to learn how to connect with young people on their own terrain
3. Peer-based programs. (Mohammed et al. 2001: 7)

Positive outcomes of organizations associated with youth participation:

1. Principles of youth involvement become embedded in the organization
2. Young people help clarify and bring focus to the organization
3. The organization becomes more connected and responsive to youth in the community
4. Organizations place greater value on inclusivity and representation
5. Having youth as decision-makers convinced other foundations and funding agencies that the organization was serious about youth development
6. Organizations are more likely to reach out to the community in diverse ways. (Zeldin 2000)

Challenges associated with youth participation:

1. Adults often see youth as problems and not as resources
2. Lack of financial resources
3. Feelings of powerlessness
4. Youth not knowing how to get involved
5. Lack of knowledge
6. Stereotypes of youth as irresponsible or uninterested
7. Time restraints
8. Being socially conscious puts you out of the norm. (Holland et al. 2004: 33)

Chapter 2: Social Media Tools

Social Networking

Social networks focus on building [online communities](#) of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are [web based](#) and provide a variety of ways for users to interact, such as [e-mail](#) and [instant messaging](#) services. (*Wikipedia*)

How should Social Networking fit into an Organizations Communications Strategy?
In 2007, Statistics Canada conducted a Canadian Internet Use Survey and found that 73 per cent or 19.2 million Canadians aged 16 and older went online. **Technology is becoming integral to every day life**. We want to stay more connected and engaged via technology. Everything we do is informed by social interactions.

Social Networking isn't for you if:
- your audience doesn't use it
- you don't have time to participate in it
- If you aren't comfortable with having that visibility it may not be for you- if privacy is an issue for you.

Creating a social networking plan:
1. Goals: What is your goal? Why do you want to be a member of a social network? You need measurable, articulated goals.
2. Strategy: What is your strategy to meet that goal?
3. Tactics: What tools will you use?
4. Resources: How much do you have to spend? Aside from the time working on creating media, and time to have a conversation, most networks are free. If you build it yourself, it's not free.

Examples of Social Networking Sites:

Bebo (www.bebo.com) social media network where friends share their lives and explore great entertainment.

Care2 (www.care2.com) connects activists from around the world.

Facebook (www.facebook.com) connects you with the people around you.

LinkedIn (www.linkedin.com) is a business-oriented social networking mainly used for professional networking.

MySpace (www.myspace.com) popular social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos.

Ning (www.ning.com) is an online platform for users to create their own social websites and social networks. The unique feature of Ning is that anyone can create their own custom social network for a particular topic or need, catering to specific audience

TakingITGlobal (www.takingitglobal.org) large online community and social network for youth who are interested in social, political and global issues

Twitter (www.twitter.com) social networking and micro-blogging service that allows its users to send and read other users' updates.

Getting Your Organization Started on Social Networking
- Join/become a member where your audience or the people you want to communicate with are.
- Listen/participate. Participate authentically.
- Contribute/Experiment
- Energize/Support.
- Embrace/Empower.

Lessons about Social Networking
- Invest time in community building- if you take the time, you will get support.
- Allow publications and reading material to be easily accessible by having them digitally available (pdf, word attachments, etc)
- Copyright the material you would not liked to be re-used by others.
- Specify permissions of use- what can and can't be done with your content
- Check out who's talking about you- Digg (digg.com) and Technorati (www.technorati.com) and Google Alerts
- Be open to positive and negative feedback.

Social Networking Case Studies

Case Study #1 – Support the Monks' Protest in Burma

There are many ways people are using Facebook. Users can join and create groups. Share photos, messages their friends, colleagues and classmates. The best ways for an organization to use Facebook include setting up a Facebook Group and a Fan Page. Through a Facebook group an organization can share their advocacy message and recruit support from several hundred members. TakingITGlobal currently has hundreds supporters on its Facebook page. Like Facebook groups, Fan pages creates a connection with supporters of the organization. Through a Fan page you will have the ability to gather insights on who's engaging with your Facebook page and clicking on your social ads. Example: **Support The Monks' Protest In Burma Fan Page got the support of 375,266 fans.**
http://www.facebook.com/pages/Support-The-Monks-Protest-In-Burma/29132528736

Case Study #2 – Human Rights 60th Anniversary

TakingITGlobal is a site that individuals and organizations utilize to bring attention to issues that are important. TakingITGlobal members express themselves through writing, discussion boards or blogs. Organizations partner with TakingITGlobal to encourage an understanding and dialogue among youth. TakingITGlobal joined the Canadian Association of Statutory Human Rights Agencies (CASHRA) to celebrate the 60th anniversary of the Universal Declaration of Human Rights. This allows young people to learn about some the crucial human rights issues we face today. (www.takingitglobal.org/themes/udhr60)

Facts about some social networking sites:
They are not often accessible by all – check out http://www.w3.org/WAI/ to learn more about the Web Accessibility Initiative (WAI)

Case Study #3 – Bandwidth for Belonging Project
Check Your Head worked with The Belonging Initiative and TakingITGlobal to design a participative action learning process whereby young people with a broad range of abilities and disabilities are brought together to explore the task of ending isolation and loneliness. In 2007, this project went to Richmond, BC; Regina, Sask: St, John's, NL; Montreal, Que; and, St. Catherine's, Ont. It involved over 30 young people within Canada and globally. **http://projects.takingitglobal.org/b4belonging**

Case Study #4-Change That Clicks Timmins March Break Program
Change That Clicks is an innovative program which facilitates youth-led change in local, national and global communities through online and offline youth engagement. To provide youth with the educational resources necessary to use Information and Communications Technologies (ICTs) safely and effectively, as well as raise awareness of regional and global community issues. Through the program 15 young people have been involving who are inspiring more young people. **http://projects.takingitglobal.org/ctctimminsmarchbreak**

Blogging

A **blog** is a web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. (Wikipedia)

Some reasons why an organization should consider blogging:
- 30-50 million blogs around the world now ("Blogging the Cat"- people who write about anything)
- Powerful communications vehicle;
- Can keep your network/supporters informed with your organization's latest news;
- If an organization has a limited budget this can be a great marketing/ promotional tool;
- Unlock your organizational stories;
- Culture of personal blogging at the moment;

General Blogging Sites:
- Wordpress (www.wordpress.com)
- Blogger (www.blogger.com) and Blog.com
- Technorati (www.technorati.com) a good place to keep up-to-date with the world of blogging and is also a good place to find out what others are saying about your organization

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TIPS
- Network to be a successful blogger (see 101 Essential Blogging Resources at http://www.blogtrepreneur.com/2007/05/23/101-essential-blogging-resources
- "Simplicity is the ultimate sophistication"- don't use too many features in your blog

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Blogging Case Studies

Case Study # 1 - Jane Goodall Institute
www.janegoodall.org
Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research of chimpanzee behavior -- research which transformed scientific perceptions of the relationship between humans and animals. JGI does some pretty amazing work, but their work is most often conducted in far off, remote places. The organization has chosen to use blogging as a way for them to connect their supporters (on an ongoing basis) to their work. Their bloggers tend to be scientists working in the field. The Gombe Chimpanzee Blog (http://www.janegoodall.org/Gombe-Chimp-Blog/default.asp) They also use Google Earth to show people location information. Google Earth is a really cool program that allows you to explore the world from the comfort of your home.

Case Study # 2 - It's Getting Hot in Here
www.itsgettinghotinhere.org
It's Getting Hot in Here is the voice of a growing movement, a collection of voices from the student and youth leaders of the global movement to stop global warming. Originally created by youth leaders to allow youth to report from the International Climate Negotiations in Montreal, It's Getting Hot in Here has since grown into a global online community, with over 100 writers from countries around the world. Using Blogging to connect youth and students from around the world in the fight against global warming

Case Study # 3 - TakingITGlobal
TakingITGlobal members can blog in 10 languages. TIGblogs is where young people reflect on events, talk about their travels, comment on the news, or just chat about the day. TIG members have access to reading others blogs regardless of language as it can be read in the preferred language of their choice. See: http://jenergy.tigblog.org/

Other Blogging Sites:
- Tree Hugger (www.treehugger.com)
- Nothing But Nets (www.nothingbutnets.net)
- Share Your Story (www.shareyourstory.org)
- Xanga (www.xanga.com)

![RSS icon] RSS - Really Simple Syndication

You may have noticed recently that lots of websites now contain little graphical buttons with the word XML on them. For example: **XML** When you click on the button, all you see is a bunch of jumbled text and computer code. What's this all about? It's an RSS feed, and they're changing the way people access the Internet.

RSS, or Really Simple Syndication, is a technical format that allows online publishers to share and distribute their content to other websites or individual Internet users. It's commonly used for distributing headlines on news websites. Bloggers use it to distribute summaries of their blog entries as well. RSS is written in the Internet coding language known as XML, which is why you see RSS buttons labelled that way. **(**http://www.digitaldivide.net/articles/view.php?ArticleID=68)

Building and Using an RSS Feed for aggrigating information
Example: TakingITGlobal have RSS feeds for most of the content on TakingITGlobal.org. If you use My Yahoo! or iGoogle, you can have the latest TIG content on your personalized homepage. You can also visit your country site and subscribe to a local RSS feed for the latest content from your country.

Using RSS to share your blog across multiple blogging sites
If you have a Blog on a mainstream blogging site like Blogger, WordPress, or LiveJournal, you can use the RSS feed from your blog to "connect" it with your profile on TakingITGlobal, enabling your blog entries to automatically be populated on the TakingITGlobal site too! In order to do so, put the URL of your blog into the section of TIG where you manage the setting of your blog:
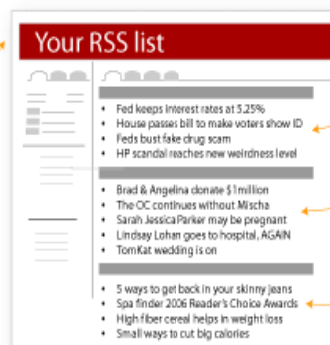http://www.takingitglobal.org/connections/tigblogs/manage/

Photos & Images

Flickr.com

With over one million users, **Flickr (www.flickr.com)** is one of the most popular photo-sharing websites (if not the most popular). Flickr members upload their pictures to make them accessible and tag the photos with keywords so that they are easy to find. Setting up an effective Flickr account will take an organization less than an hour and is an easy way to have an online presence as it does not need to be up-dated daily.
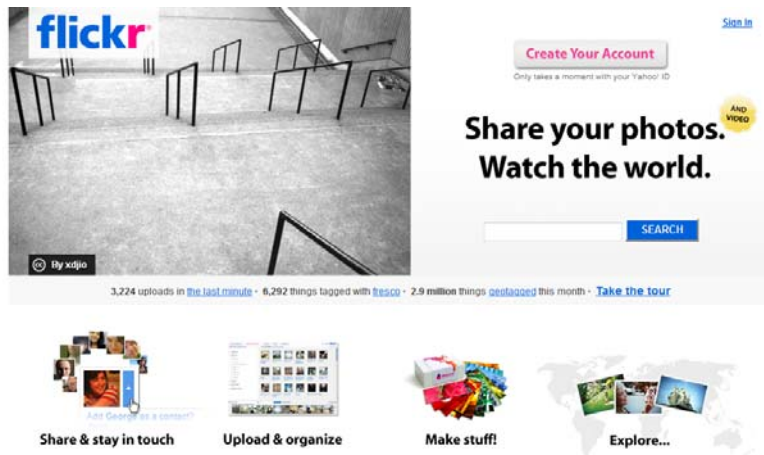
One of the most important things that the participants can learn is about **tagging**. Show the participants a photograph and ask them to think about the words they would use to describe the photograph. Flickr was one of the first web sites to use the concept of tagging.

Photo- Case Studies

Case Study #1 – Esperanza
Greenpeace has an account dedicated to photos from its ship, the Esperanza (http://flickr.com/photos/greenpeace_esperanza). As it sails on a year-long voyage, Esperanza upload snapshots of the anti-whaling actions they take, along with pictures and landscapes that they encounter.

Case Study #2 – International AIDS Conference, Mexico 2008
On the TakingITGlobal.org events pages, it is possible to import the photos that you upload onto flickr. In order to do so, you first need to have a common tag for the photos that you upload onto flicker. Then, on the TakingITGlobal.org website, you enter the name of the tag with your flicker ID and the photos will automatically import! Here is an example of the events page for the International AIDS Conference in Mexico 2008 with imported photos:
http://events.takingitglobal.org/aids2008/photos/

**TIPS:** Other websites to check out: http://www.istockphoto.com (a place where you can find reasonably priced photographs to buy for your web site), Stock.xchng (leading place to get free photos. See Creative Commons) and www.bubbleshare.com

Case Study #3:

Genocide Intervention Network (www.genocideintervention.net)
The Genocide Intervention Network empowers individuals and communities with the tools to prevent and stop genocide. Their members envision a world in which the global community is willing and able to protect civilians from genocide and mass atrocities. As part of the anti-genocide movement, they raise both money and political will for civilian protection initiatives around the world.

In less than two years they have managed to transform themselves from a small student group to a national non-profit. How did they do that? Among other methods they used sites like Flickr to reach young people who are their core supporters. See their work on Flickr here (http://flickr.com/photos/genocideintervention)
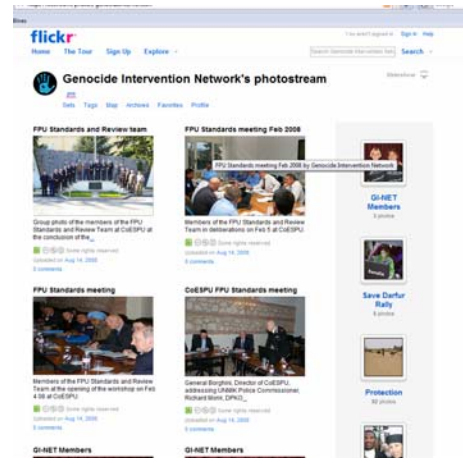
Idealware has written a full profile of Genocide Intervention Network's work in using social networks for growth. Read the article (www.idealware.org/articles/social_networking_genocide.php)

Case Study #4:

Oxfam Starbucks Petition (Some information taken from Oxfam America Workshop @ NTEN)

Oxfam America has joined a broad coalition of student groups, nongovernmental organizations, and Ethiopian community members, all calling on coffee roasters to help Ethiopian farmers make more off their most celebrated crop.

Oxfam is calling on coffee industry leaders to sign agreements that recognize Ethiopia's right to control the use of its coffee 'brand names.' With these agreements in place, Ethiopians could occupy a stronger negotiating position with foreign buyers, capture a larger share of the value associated with their names, and better protect their brands – regardless of whether the trademarks were granted.

They have chosen to use Flickr as a way for their supporters to show their support in this campaign. See their work on Flickr here: (www.flickr.com/groups/starbucksphotopetition)

Supporters engaged in the issue and did a photo petition:
An e-mail was sent out to their supporters to just hold a sign saying "They Supported Ethiopian Farmers' to put a public face on this campaign.
Response
After months of campaigning Starbucks signed the licensing agreement- rare for an organization to have such a clear win. A lot of credit can be from the online work as this was a key component of the campaign. As a result, farmers are getting higher wages for their products.

Keys to keeping your brand online:
- Make sure logo is visible on publications and materials
- Be consistent with your messaging
- Always provide links to your action pages or web sites
- Remember to up-date people about your campaign
- Up-date people and have them have action points to work on

Video
YouTube.com

YouTube (www.youtube.com) is the world's
largest user-generated video-sharing web site
on the Internet. The majority of the videos
submitted are created by amateur video
makers. The videos are then ranked by user
votes and the editor's favorites are
showcased on the homepage.

Organizations can really make use of
YouTube (or any other video sharing web
site) as this platform can really be used to
share your advocacy videos with a wide
audience. YouTube attracts approximately 22
million registered users and receives over
100 million page views per day.
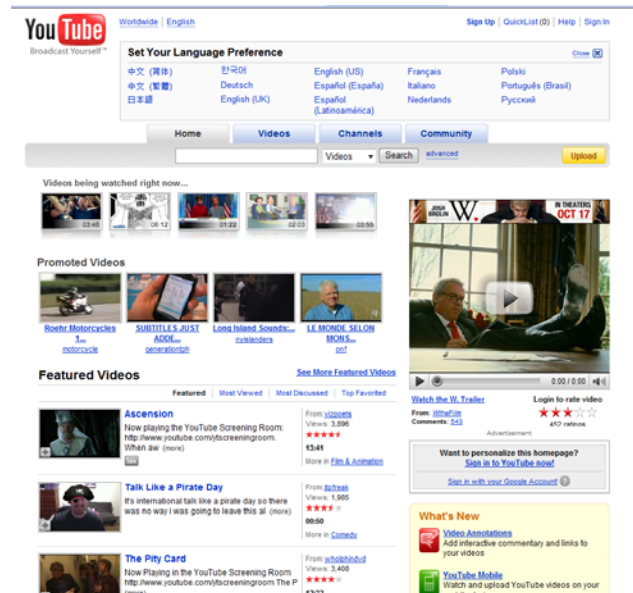
The flip side of this is that most YouTube videos produced by nonprofit organization receive a
modest number of views. Your organization needs to upload videos that appeal to the YouTube
viewer. By doing this your videos have the chance to receive hundreds of thousands or even
million of views. When signing up to YouTube request a director's account as this will allow you
to upload your organization's logo and include it on all your video pages. One of the things that
is also useful to do is to include a link to your organization on your profile page and on each
individual video page.

Video Case Studies

Case Study #1 - Does HIV Look Like Me?
The DOES HIV LOOK LIKE ME? campaign, produced
by Hope's Voice, features videos of young adults
living with HIV or AIDS from around the world. The
ambassadors are human rights leaders standing up
to fight misconception, stigma and inequality with
their faces, voices and personal stories. DOES HIV
LOOK LIKE ME? validates and gives the opportunity
for young people living with HIV or AIDS to become

involved by telling their story. The ambassador's stories are told in their own words. The
campaign not only educates the general public, but shows young people living with HIV and
AIDS that they are not alone. http://www.doeshivlooklikeme.org/
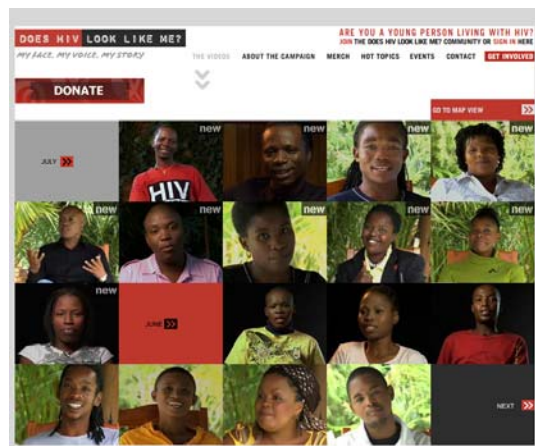
Case Study #2 - Queen Rania on YouthTube
Queen Rania's official YouTube Channel serves to engage in a discussion with Queen Rania from Jordan to breaking down stereotypes about the Arab and Muslim worlds and to bridging the East-West divide. This initiative is a great catalyst for youth to reflect on misconceptions they may hold in their own minds and to participate in an exchange of combating misunderstandings.
www.youtube.com/queenrania

Case Study #3 - Hometown Baghdad
Hometown Baghdad is an online web series about life in Baghdad. It tells the stories of three young Iraqis struggling to survive during the war.
The series was created by Chat the Planet which connects young people from around the world to talk about everything from politics, prejudices and war to sex, music and life in general. Chat the Planet is uncensored, unscripted and unlike anything else in the mainstream media.
To watch the videos in the series go to Chat the Planet's YouTube Channel (http://www.youtube.com/chattheplanet)

Case Study #4 - Putting Tunisian Prisons on the Map
Sami Ben Gharbia, a Tunisian exile blogging from the Netherlands at Fikra, has made an important contribution to contextualizing and situating human rights abuses in Tunisia. Using "mashup" technology to match a database to Google Earth maps, he has produced an interactive online Tunisian Prison Map.
This is a great example to showcase how tools such as videos are used in advocacy efforts. In this case Gharbia is hoping to showcase human rights violation in Tunisia. http://kitab.nl/tunisianprisonersmap

Case Study #5 - World Youth Congress
The 4th World Youth Congress brought 600 of the world's most dynamic young activists in the field of sustainable development to Québec City, Canada from 120 different countries. The World Youth Virtual Congress was developed in partnership with TakingITGlobal. The World Youth Virtual Congress was a space where those delegates

who attended the Congress could update others about what was happening throughout the 4th World Youth Congress in Quebec City. Those who visited the site were able to watch live webcasts, watch photos and videos and blog. The World Youth Virtual Congress produced 27 webcasts, 1 live chat, over 1000 photos and videos. www.wyc2008.qc.ca/virtual

If you would like to embed a YouTube video on TakingITGlobal, you can do so in your profile and TIGblog by going to your settings and including the embedding code found on the YouTube page.

Case Study #6 – Give Refugees a Hand
As part of a fundraising campaign, the United Nations Refugee Agency (UNHCR) has utilized YoutTube for a fundraising and awareness campaign. For each video downloaded, $5.00 is donated as part of the Give Refugees a Hand Campaign.
http://www.youtube.com/watch?v=LgS1GZu6v2Q&feature=user

TIPS

- Perhaps get representatives from your organization to record a short video- good to add a personal touch to your organization

- Check out **Quantum Shift TV** (www.quantumshift.tv) a web video network focused on solutions, from global warming to human rights, education to economics, medicine, technology, design, and more.

- **Creative Commons** (CC) is a non-profit organization devoted to expanding the range of creative works available for others to legally build upon and share. The organization has released several copyright licenses known as Creative Commons Licenses These licenses, depending on the one chosen, restrict only certain rights (or none) of the work instead of traditional copyright, which is more restrictive.

Attribution. You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give you credit.

Noncommercial. You let others copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.

No Derivative Works. You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

Sharealike. You allow others to distribute derivative works only under a license identical to the license that governs your work.

Wikis

A **wiki** is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified language. Wikis are often used to create collaborative websites and to power community websites. (Wikipedia)

The Different Types of Wikis *(Tech Soup)*
Generally speaking, wikis can be divided into three basic categories: public, protected, and private.

Public: A wiki with an active and engaged community of users can come to be a valuable vault of shared knowledge that evolves and expands over time. Public wikis like Wikipedia (http://en.wikipedia.org/wiki/Main_Page) allow anyone on the Internet to view, create, and edit pages.

Protected: Protected wikis, on the other hand, are visible to the general public but can only be changed by authorized users. Most wikis have a designated administrator (or wikimaster) who grants users the permissions required to edit, add, or delete information. The wikimaster also makes general rules and enforces standards of conduct to help maintain the integrity of the content.

Private: Private wikis are most often used for internal communications within a company or organization; only those who are authorized by the administrator can even view the wiki, let alone edit it. If your organization is setting up a protected or private wiki, the designated administrator can ensure that only trusted users are allowed to contribute content or edit pages. However, if you decide to open your wiki to the general public, you should be prepared to remove undesirable or off-topic content that users might add.

Benefits of:
- Can be collaboratively edited by everybody instead of sending documents back and forth.
- Is a great way to build an information source- think about what sort of knowledge that your organization wants to build;
- Can be a way to collaboratively take notes at a conference;
- Useful for intranets in organizations- useful way to let your team know what is going on
- You can write agendas for events
- Have a collection of documents that are hyper-linked to one another

Some interesting Wiki sites to check out that offer wiki based collaboration tools:
http://www.wetpaint.com
http://www.wikibios.com
http://pbwiki.com
http://www.wikispaces.com/

Wiki Case Studies

Case #1 - Never Again (Taken from Exploring the World of Wikis, by Brian Satterfield, 2006)

Never Again International, a nonprofit network dedicated to promoting peace and preventing genocide, has members throughout the world, with chapters in Rwanda, Burundi, America, Canada, the United Kingdom, and China. With so many people dispersed around the globe, the organization needed a way to communicate, centralize information, and ease collaboration. "Because we are scattered," said Never Again's Communications Coordinator Clare-Marie White, "it is very difficult to know what [members] don't know, so we really need ways of sharing knowledge when people travel." To overcome this obstacle, Never Again adopted a wiki.
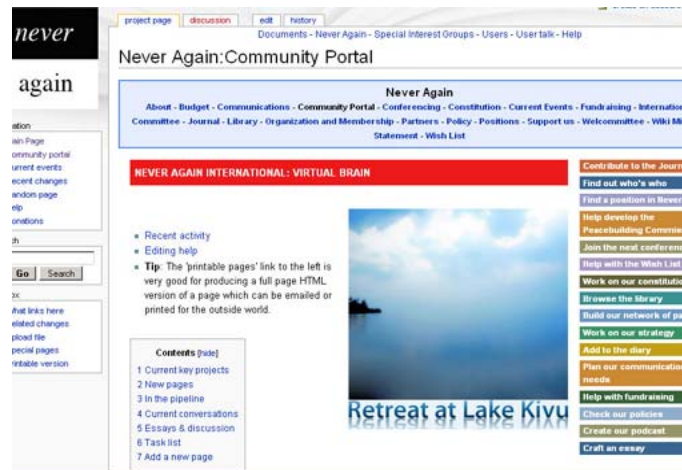
Case # 2 - TakingITGlobal`s Climate Change Page

In the Understanding Issues section of TakingITGlobal, each of the various issues include wiki-based content providing an overview on the issue and why it is critical to address. TakingITGlobal members have contributed to the evolution of the content, along with issue editors, partner organizations and academic advisors. (http://wiki.takingitglobal.org/index.php?loggedin=true&title=Understanding_climate)
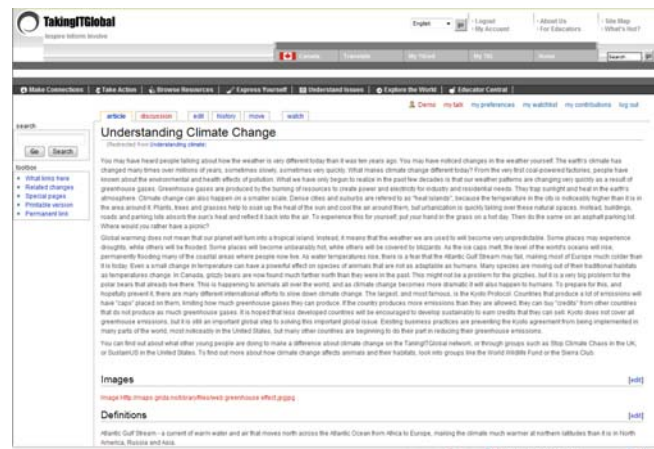
TIPS

Create an account on wikipedia and look up your organization to see if the information is updated. You can also subscribe to watchlist as you want to know what people are writing about you and your organization.

Mobile Phone Technology

Mobile Phones aren't just for calling these days. In fact, in recent years there have been quite a few successful examples of them being used successfully by individuals who are protesting:

Mobile Phones and Protest (Economist)
Frontline SMS- good example of technology and has some articles on how mobile phones have been used.

Mobile Advocacy Training Materials
1. *Strategy Guide #1: Using Mobile Phones in Electoral and Voter Registration Campaigns* (MobileActive, 2007), Notes: also available in Arabic
2. *Strategy Guide #2: Using Mobile Phones in Advocacy Campaigns* (MobileActive, 2007), Notes: also available in Arabic
3. *Strategy Guide #3: Mobile Phones in Fundraising Campaigns* (MobileActive, 2007), Notes: also available in Arabic
4. *Strategy Guide #4: ¡Acción Móvil¡ Guía de Móvil Activismo para Latino América* (MobileActive, 2007)

Mobile Phones can now be connected to many social networking sites where you can stay updated while on the go. Examples of some sites that use mobile technology:
Itsmy www.itsmy.com
Facebook www.facebook.com
Jaiku www.jaiku.com
Twitter http://twitter.com
MocoSpace www.mocospace.com

Podcasting

A **podcast** is a collection of digital media files which is distributed over the Internet, often using syndication feeds, for playback on portable media players and personal computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also termed **podcasting**. The term podcast should not be used to describe individual files. The author of a podcast is often called a **podcaster**. (Wikipedia)

Case # 1 – AIDS 2006 YouthForce In 2006, coalitions of global youth NGO's, student groups, and networks including The Global Youth Coalition on HIV/AIDS, Taking IT Global, Family Health International, and United Nations Population Fund, amongst others were a collective voice of young people at the International AIDS conference in Toronto, Canada. Over 1000 youth attended the Congress and had their voices heard through the use of the Youth AIDS site which featured blogs, photos, videos and podcasts. Podcasting was a popular mechanism used by the young people who were present at the conference. Over 50 podcasts were created to allow others to get informed about the stories, interviews and issues at AIDS 2006. See:
http://youth.aids2006.org/en/interact/podcasts.html

Chapter 3: The Workshop

* before beginning the workshop ensure that you are familiar and comfortable with Web 2.0 tools

Objectives of Workshop:

- Help youth and youth serving organizations and individuals better understand and make use of Web 2.0 tools in their work relating to social change;
- Increase organizations' knowledge of TakingITGlobal, its work, and how they can use TakingITGlobal as a resource to engage young people and/or TakingITGlobal tools (e.g. Databases, Events Calendar)

Estimated time of Completion:
- It can be customized to the needs of the audience, ranging from half a day to two days

Resources Needed to Run Workshop:
- Projector
- Projection Screen
- Laptops (each participant should have their own laptop as the workshop is meant to be hands-on and interactive)
- Internet Access (preferably that all participants can access)
- Whiteboard or Flip Chart
- Markers
- Video Clips
- Camera (take photos of the workshop)

Tips to having a Successful Workshop:

One week before:
- Find out from the organization what they are hoping to get out of the workshop and who the participants are and how many there are. This workshop has been designed generically and can be tailored to fit different audiences.
- Do they have any knowledge of Web 2.0 at all?
- Are they interested in learning more about how these tools can be used for their organization to have a better web presence?
- Do they want their organization to have better impact in their field of work?
- What is their knowledge of TakingITGlobal?
- Be prepared and let the organization know what resources you will need to successfully run this workshop. Ask them about their facilities as this is one of the things most likely to cause stress on the day of the workshop. Things to think about:
  - Room layout
  - Is there normally a projector/projection screen set-up in room?
  - Internet Access!

- Research the organization yourself and make yourself familiar with who they are and what their mission is;
    - Take a look at their existing web site and see (if any) what tools/resources they already have and how they use them. For example, do they have a blog or videos?
- Be prepared for anything! Things have a strange way of popping up unexpectedly (e.g. no Internet) and it is key that you have the flexibility to run the workshop in all situations
    - Scenario to think about: How would you organize the workshop if you did not have a working Internet connection or if everyone doesn't have a computer?

Prior to Workshop:
- Put together the participant packages (agenda, hand-outs)
- Contact the organization for final numbers of participants and make sure the requested resources are available
- Have a run through of the workshop and familiarize yourself with the materials/resources you plan to use

Day of Workshop:
- Arrive early so you have time to set-up and familiarize yourself with the space that the workshop will be run in;

- Do a "Tech Check"
    - Does the Internet work?
    - Have you connected your computer to the projector, so your presentation is ready to go?
- Pull up any relevant web sites that you will need for workshop (e.g. Facebook, YouTube, TakingITGlobal) as this will allow you to easily transition;
- Adjust accordingly- each workshop will be different and will have a unique feel. In some groups, participants may be keen on having more discussions (encourage this!) and in others they may be a quieter group;
- Hand-out evaluations after workshop;

After workshop:
- Compile feedback from workshop and see what the strengths and weaknesses were. These will be shared with other staff at TakingITGlobal;
- Write to organization and thank them for participating and see if there is any additional follow-up!
- Invite to TakingITGlobal Group that is set-up for follow-up

Sample Format

Introductions

> *Invite participants to share their experiences with web 2.0 and expectations for the workshop. Once everyone has had a chance to speak, reflect on the objectives of the workshop in relation to their expectations. You may need to explain some of the limitations of what will be covered and be flexible for some adaptation based on the needs of the group. Assure people that they do not need to be high-tech in order to benefit from the potential of new technologies.*

What is Web 2.0 and what does it mean to and for you?

> *Facilitate broader input from groups on the question of defining web 2.0 (i.e. What does Web 2.0 mean to you and how does it apply to your daily life?) and talk about the implications for civil society organizations. Explain that the workshop and materials are structured in a way that provides case studies and examples of how non profit organizations are using the tools. Perhaps ask what challenges and opportunities exist for their organization in taking advantage of new technologies?*
> *Assuming the participants are from youth-serving and/or youth-led organizations, discuss the role of youth in the knowledge and information society and how web 2.0 tools can be utilized as a means of engaging youth using tools they are comfortable with*

Social Media Tools

> *This facilitators guide has provided an overview of various social media tools. Depending on the time allocated for your workshop, you may want to focus on a few select tools to provide more in-depth training and discussion on case studies. If you do not have the time to cover each of the tools in depth, it is still encouraged to provide an overview of all the tools available at the end of the workshop and provide handouts at the end.*

> *Ideally, for each tool, an introduction is provided with discussion on case studies that are both provided in this guide, along with inputs form the participants on their own experiences. Document examples shared and add them to the online version of the guide. Once the broader discussion takes place, it is recommended to have hands on experience with the tools. Ideally, they will come to the workshop with an existing TakingITGlobal.org account, and time permitting, they can utilize the various social media tools and connect them to their TIG profile, organization account etc.*

Wrap Up

> *Allow for reflection time at the end of the session in order to invite participants to share what they gained from the workshop. If there is limited time, ask people to say what they will take fro the workshop in a single word – otherwise, they can share a few sentences.*
> *Draw attention to the various handouts provided along with a link to the online project page on web 2.0 for social change.*

Resources

Recommended Readings
<u>Online Publications</u>

United Nations, *World Youth Report, 2007*
The World Youth Report 2007 explores major issues of concern to youth development, including employment, education, health, poverty and violence. At the same time, it highlights youth as a positive force for development and provides recommendations for supporting their essential contributions.
http://www.un.org/esa/socdev/unyin/documents/wyr07_complete.pdf

TakingITGlobal, *National Youth Council Report, 2006*
http://www.takingitglobal.org/images/resources/tool/docs/762.pdf
National Youth Councils have emerged in many parts of the world. For youth organizations they play an important facilitative role in the coordination of youth work, while for governments they serve as a go-to point for expertise on youth issues and concerns.

World Bank*, World Development Report 2007: Development and the Next Generation, 2007*
www.**world**bank.org/wdr**2007**

United Nations Population Fund (UNFPA), *Supporting Adolescents and Youth***, 2003**
http://www.unfpa.org/adolescents/
UNFPA is working with a wide range of partners and with young people themselves to encourage their healthy development through programmes that are participatory, rights-based, culturally sensitive and locally driven.

Global Youth Action Network, *Model of Youth Organizing, 2003*
http://www.youthmovements.org/pi/1.0Partnership-Initiative-All-Docs.doc
This document summarizes the role and need for youth participation in global decision-making and international problem solving.

United Nations, *Convention on the Rights of the Child, 1999*
http://www.unhchr.ch/html/menu3/b/k2crc.htm

TakingITGlobal, *Guide to Action, 2003*
http://www.takingitglobal.org/action/guide/Guide_to_Action.pdf

<u>Research</u>
- http://www.avaaz.org/ - now has over 2 million members after only launching 1 year ago
- http://digiactive.org/ website about tools/application for activism
- The Berkman Centre has many other case studies on the use of technology for activism
- http://blogs.law.harvard.edu/idblog/
- The Citizen Journalism Web Site 'OhmyNews' and the 2002 South Korean Presidential Election http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1077920
- The Role of Digital Networked Technologies in the Ukrainian Orange Revolution http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1077686
- Using Technology for Good: Free Rice (improve your vocabulary and give back)

<u>**Useful Tools**</u>
- [NTEN](#) is the membership organization of nonprofit professionals who put technology to use for their causes
- [NetSqaured](#) (useful for how-tos and general up-dates on what`s new in technology)
- [Alexa](#) (lets you know how your web site is doing)
- [LinkedIn](#) useful for professional networking
- [Frogloop](#) Care2's Nonprofit Communications and Marketing Blog
- [Media Rights](#)

<u>**Canadian Specific Online Resources:**</u>
Cross Canada Mapping of Youth-Led and/or Youth Engaged Initiatives (TakingITGlobal)- http://tig.phpwebhosting.com/clc/report/CLC-Report-2006.pdf
This final report summarizes the findings and final recommendations of the Cross-Canada Mapping of Youth-led and/or Highly Youth-engaged Initiatives project, conducted between November 2005 and April 2006, voicing the perspectives of youth across Canada with regards to youth participation.

<u>**Online Newsletters to Subscribe to:**</u>
UN Connections (The World Federation of United Nations Associations Newsletter)- www.wfuna.org
A great simple resource that quickly explains what is happening at the United Nations.

Ashoka Ashoka is the global association of the world's leading social entrepreneurs www.ashoka.org

OIYP (Oxford International Youth Partnerships) - iypvoice@oxfam.org.au
Oxfam International Youth Partnerships (OIYP) is a global network of young people working with their communities to create positive, equitable and sustainable change.

<u>**Video**</u>
Make Some Noise-http://youtube.com/watch?v=SGDy_isZ9aQ
This clip is a look at TakingITGlobal on CBC's Make Some Noise.

Local Voices, Global Visions- http://www.ourmedia.org/node/349

Youth Media Exchange a collaborative project created by TakingITGlobal and Global Kids, in association with Asia Society. It is an online social network for youth interested in using digital media tools to share information on major global issues. http://ymex.org/

<u>**Books**</u>
Hart, Robert. (1992) *Children's Participation: from Tokenism to Citizenship*. Florence: UNICEF
Tapscott, D et al. (2006) *Wikinomics: How Mass Collaboration Changes Everything.* New York: McGraw-Hill Companies Inc.
Mohamed, I.A, Wheeler, W. (2001). *Broadening the Bounds of Youth Development: Youth as Engaged Citizens.* The Ford Foundation and the Innovation Center for Community and Youth Development. New York, NY.
Woollcombe, David. (2004) *Youth-led Development- a Toolkit for Action.* Buntingford: Peace Child.
Zeldin, S. (2000) *A Study on the Impacts of Youth on Adults and Organizations.* Innovation Center/ Tides Center University of Wisconsin Extension.

Masters Major Project Report:
Corriero, J. (2006) *Youth Led Action in an International Context.*

Resources and sites on the Internet
Non-profit Organizations: A Blog Can help http://blogbusinessworld.blogspot.com/2005/11/non-profit-organizations-blog-can-help.html)
How to write for the Web (http://www.ojr.org/ojr/wiki/writing/)
Blog for a Cause
(http://advocacy.globalvoicesonline.org/wpcontent/downloads/gv_blog_advocacy2.pdf)
YouTube Tutorial on How to Set-up a Wordpress
(http://www.youtube.com/watch?v=qWy4hJgOedU&feature=related/)
Doing Videos for Change
(http://www.witness.org/index.php?option=com_content&task=view&id=277&Itemid=207&limit=1&limitstart=1/)
Social Network ROI Calculator
(http://www.frogloop.com/care2blog/2007/7/17/is-it-worth-it-an-roi-calculator-for-social-network-campaign.html)
Social Citizens Civic Participation in a Digital Age
http://www.casefoundation.org/spotlight/social-citizens
Go2Web20.net A directory of web 2.0 applications and services
http://www.go2web20.net/
YouthNoise YN is a social networking site for people under the age of 27 who like to connect based on deeper interests and want to get engaged within a cause. www.youthnoise.com
ThinkMTV Think is a community where you, your friends, and your favorite celebrities can get informed, get heard and take action on the issues that matter to you most. http://think.mtv.com
Do Something Do Something believes you have the power to make a difference.
http://dosomething.org/about
The glue network The Glue Network is ON and OFF-line brand and community that exists to inspire and empower people to be the change they want to see in the world. http://thegluenetwork.com/
SocialVibe a new social media platform that facilitates interaction between people, the brands they love and the causes they care about. www.socialvibe.com
Invisible Children Motivated by the unseen war in Northern Uganda, Invisible Children was created by three young filmmakers with a singular mission: To use the power of stories to change lives around the world www.invisiblechildren.com
Peta2 an animal rights group that takes on *anyone* who abuses animals. www.peta2.com
Ashoka Youth Venture inspires and invests in teams of young people to design and launch their own lasting social ventures, enabling them to have this transformative experience of leading positive social change. http://www.genv.net
The Hip-Hop Association to facilitate critical thinking, foster constructive social change and unity to instill tolerance, civic participation, social reform, and economic sustainability, while advancing Hip-Hop's culture through innovative programming. http://www.netvibes.com/hiphopassociation#H2A
Orkut an online community designed to make your social life more active and stimulating.
http://en.wikipedia.org/wiki/Uniform_Resource_Locatorwww.orkut.com

10 Ways Nonprofits Can Use Blogs
http://www.netsquared.org/blog/britt-bravo/10-ways-nonprofits-can-use-blogs

Blogging Tips for Beginners
http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/

Exploring the World of Wikis
http://www.techsoup.org/learningcenter/webbuilding/page5511.cfm

An Introduction to Effective Use Audio on the Web
http://www.ictknowledgebase.org.uk/webaudio

10 Reasons Nonprofits Should Use RSS
http://www.digitaldivide.net/blog/marniewebb/view?PostID=929

Social networking for social good
http://www.takingitglobal.org/tiged/bp/

A beginner's guide to Facebook for non-profits
http://www.wildapricot.com/blogs/newsblog/archive/2007/05/23/put-your-non-profit-on-facebook.aspx

A survey of most popular social networking sites
http://blog.mobilevoter.org/social-networks.html

Thirteen tips for effective Tagging
http://www.techsoup.org/learningcenter/webbuilding/page5508.cfm?cg=searchterms&sg=tagging

Make Internet TV: Shoot, edit, Publish and promote your videos
http://makeinternettv.org/

Photo and Video Editing Resources
http://blog.mobilevoter.org/photo-and-video-editing-r.html

See: 4th World Youth Congress Webcasts
http://www.wyc2008.qc.ca/virtual/

Glossary

Blog

A **blog** is a Web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or videos. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic.

Wiki

A **wiki** is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites.

Podcasting

A **podcast** is a series of audio or video digital-media files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers.

RSS format and Web feed

RSS is a family of Web feed formats used to publish frequently updated works such as blog entries, news headlines, audio, and video in a standardized format.

Social networking

Social networking sites (Facebook and TakingITGlobal are two examples) connect users who share similar interests and facilitate the transfer of relevant information. For organizations, these sites offer an inexpensive way to increase visibility, promote a cause and reach potential members. These tools are especially effective in reaching youth and students.

Tagging

Tagging results from associating a keyword, or tag, with information found or posted on the Web to make it easier to store and search. Assigning such keywords to on-line content produced by an organization can generate visibility.

Digital video sharing

Digital video broadcasts can be an effective way to reach young people by informing them about a cause, project, etc. Digital videos are becoming increasingly cost-effective to produce and distribute through sharing sites like Youtube and YMEX.org. Video production can also be a stimulating means of tangibly reaching young people through workshops and contests.

Webcasting

Webcasting consists of broadcasting audio or video content, live or recorded, over the Internet. For people located outside the major cities, it provides an effective means of attending conferences or training not available nearby. From an organizational perspective, it is also an effective way to reach a larger number of people during (and after) events by broadcasting and archiving online. Consideration must be given to the type of internet access available to the target audience in order to ensure that video content can be viewed.