

Get webbed - it's easy!

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Web 2.0

... a perceived second generation of web-based communities and hosted services ... that aim to facilitate creativity, collaboration, and sharing between users

en.wikipedia.org/wiki/Web_2.0

Web 1, 2, 3

Web 1.0 - read-only web

Web 2.0 - read-write web

Web 3.0 - read-write-execute web

Community information

Community information helps people to deal with daily life problems and to participate in the life of their community.

Community information can help to improve the quality of life for individuals with benefits as well to the broader community – but only if it is accessible to them and able to flow from its source to where it is needed.

Community groups

Both formal and informal community groups contribute to the building and maintenance of a healthy civic society. They offer social participation, social interaction, physical activity, intellectual stimulation and the possibility to widen social networks of their members.

Information flow

For information to flow through the many personal and organisational networks from where it originates to where it is needed, it is increasingly important to place it on the web so that it can be discovered by potential users.

Why get a website?

It provides a communication link between existing and prospective members, other stakeholders and the community at large. It is an ideal medium for engaging with and acknowledging sponsors.

Problems

Websites can be

- Expensive
- Technically challenging
- Difficult to maintain
- A liability rather than an asset

Solution

Web 2.0 tools are

- Available
- Adaptable
- Accessible
- Free

You can use them in simple ways to do simple but beneficial things eg create a website that you can manage

Examples

Here are some websites that have been created using free Blog and Wiki platforms:

parkinsonssa.wordpress.com

www.accompanist.org.au

weaversguild.wordpress.com

www.massbug.org.au

Limitations

- Skills needed to customise look and feel
- Basic information design
- Limits to interactivity
- While blogs are essentially simple, they offer many options that can be confusing for users who are not skilled in managing information

How to choose a platform

There are many to choose from.

Compare what's available to make the best choice.

- www.wikimatrix.org
- www.ojr.org/ojr/images/blog_software_comparison.cfm

Information architecture

Information architecture is explicit on the site
– links to all pages are visible.

Pages can be arranged in a hierarchy.

Domain name

- It is possible to have your own domain name mapped to a blog. Providers of blogs eg WordPress and Blogger are now offering this to their users

How to begin

1. Play around yourself - set up a test or a real website using a blog or a wiki.
2. Write and publish a 1 pager on how-to on develop a free website
3. Run a workshop series to get your community started
4. Keep it simple