

Modern Internet-based Communication Systems and Strategies: *Cookbook*

I. Glossary Terms

Blogs – Allow for users to respond to an author’s work.

Content Management System – Or CMS is a type of website building platform that let’s a person build a website without dealing directly with the code itself. Benefits of this platform include: a lower learning curve, easy to install modules or functions of the site, and an online community of support.

Databases - Matches data by using common characteristics found within the data set. The resulting groups of data are organized and are much easier for people to understand.

Facebook – is a highly popular social networking site with multi-media capabilities.

Forums – Cater to many user’s posts at once.

Flicker – is a photo sharing network.

HTML - Stands for HyperText Markup Language, is the predominant markup language for web pages. A markup language is a set of markup tags, and HTML uses markup tags to describe web pages.

HTML Email - Means that code is written into the email to allow it to display other visual or functional features beyond basic text.

Living Websites: Or “web 2.0” is comprised of services that facilitate interactive information sharing, user centered design and collaboration on the World Wide Web.

Module – Is Pre-written segment of code that serves a specific purpose and can be installed into a CMS-based website via the back-end (or under the hood) of the site.

Opt-in - A mailing list that requires a person to actively agree to receive emails from an email list, usually by ticking a checkbox. The opposite is opt-out which requires a user to tick a box not to receive emails.

Spam Law – Each email that is in violation of following rules of the CAN-SPAM Act is subject to penalties of up to \$16,000:

- False or Misleading Header Information Lines
- False or Misleading Subject Lines
- If it’s an Advertisement it must be labeled as such
- The message must include a physical address

- An “opt-out” option must be available
- If your marketing affiliate is marketing on your behalf your liable for their actions

Text-based Email – Means that only text is featured in the email.

Twitter – which is a micro-blog feed of 140 characters a person can send to their “followers.”

Video – Is important because it has the power to go viral (meaning it can spread out of interest via viewers for free).

II. Laying a Foundation for a Living Website/ Using Web 2.0 Technology

- Web 2.0 incorporates social networking and multi-user relationships into various services that can be incorporated into your website. Google’s Gmail service provides a good email address through which to register your various Web 2.0 hubs. Please remember to keep all image and design at a professional and consistent level, these fields are highly competitive and public exposure without strong branding could potentially be detrimental to public opinion.
 - Decide upon what features are important to integrate into your site for example:
 - Registering for Facebook
 - Visit www.facebook.com
 - Click the small link at the bottom right of the page that says “**Create a Page for a celebrity, band or business.**”
 - Fill out the field to the right, labeled “official page.”
 - Select Non-profit
 - Continue to fill out the form as directed
 - Utilizing Facebook
 - Facebook is a multi-media social marketing platform.
 - It can service members only or be visible to the general public.
 - Facebook is very advanced now days there are many areas to study that service various segments of needs.
 - Most importantly:
 - There is a difference of tone between a personal Facebook account and a Organizational account

- Less is more
- Grow your friend network according to specifications.
 - Such as members only
 - Those who might be interested
 - Delineating between such categories allows for greater targeted results.

III. Developing Your Database

- Define key categories for your data.
- Be diligent at inputting all new data into correct field categories
- Be creative about what metrics are useful in your strategies
- Can be done in Microsoft Xcell or in a Relational Database software service such as Microsoft SQL Azure
- Be diligent at checking for dead or bad information regularly
- Make sure to remove all people who may have “unsubscribed” immediately

IV. Website Analytics

- Google provides a free website analytics service.
 - Visit <http://www.google.com/analytics/>
 - Click the “sign up” link underneath the “Access Analytics” button
 - Create and new Google account if you don’t already have one
 - Google Analytics has many options to use to describe here
 - For more information use their detailed videos, quizzes and more under the “education” tab at the top
- PiWik is also a free easy to use alternative service for Analytics in software format.
 - <http://piwik.org/>

V. Email Marketing

- Some email marketing can be done by using a normal email account.
- If sending in bulk, services exist to help you, design and send, as well as monitor your results and manage your email list for optimum results. Examples of such services are:
 - Constant Contact: This company offers software at a low monthly rate
 - Works well for beginners

- Variable fee structure
 - Tutorials available on website
 - Low cost
 - www.constantcontact.com
- Send Blaster: \$135 to own
 - Beginner friendly with advanced options
 - Fixed Cost
 - Tutorials available on website
 - www.sendblaster.com