



RSS feeds

(Bloglines, Google Reader)

Organise and keep up to date with online resources straight to your desktop; news feeds alerts for breaking stories, blog entries, latest articles, movies or books.

Wikis

Online collaborative site allowing many people to contribute and edit the content.

Frequently used for staff projects and public programs, also a great tool for professional development programs.

Online Processing Applications

(Google Docs)

Free online word processing now enabling people to create and store word documents and spreadsheets online.

Available wherever there is internet access.

Social Bookmarking

(del.icio.us)

A way to find, organise and categorise and share online resources.



Who should attend?

Staff in:

- Marketing and Communications
 - Human Resources
 - Community Engagement & Liaison
 - Project Management
 - Customer service
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Web 2.0

**Effective ways to connect
to your community and
engage your staff**





What is Web 2.0?

Web 2.0 is the interactive, participative web - the more people use it the more powerful it becomes.

A driving force in today's business and social world, **Web 2.0** is not a new technology, it is *new ways of using technology* to connect people and build communities.

In an age where people are gathering less and less around mass media, causing their associated markets to fragment, **Web 2.0** offers a medium whereby organisations can reach their target audiences.

Web 2.0 tools need to be strategically adapted to be effective. Our **Web 2.0** technology training and support is hands on and can be tailored to suit your unique needs.

What we have to offer:

1. One day introductory workshop
2. Assistance to customise **Web 2.0** technology to suit your organisational needs.
3. Advice and support for in house staff working with **Web 2.0** technology

Training Delivery

This one day workshop will introduce you to some of the more popular and increasingly utilised **Web 2.0** applications and demonstrate the enormous possibilities each of the applications offer.

Lynette Lewis and Leslie Sharples from Yarra Plenty Regional Library will facilitate your learning.



Training Topics

Blogging

(Blogger, WordPress)

A term short for 'Web-Log', similar to an online diary. The author can share ideas, photos, and links with the public or a select few.

Blogs have been used as review sites, staff intranets, political forums, 'citizen publishing' (online instead of traditional publishing) and for educational programs.

Photo & Video Sharing

Online sites such as Flickr and Photobucket allow you to upload, store and share your videos and photos, giving access to anyone, or no one.

Podcasting

(Audacity, Odeo)

Podcasts are the recording and broadcasting of an audio transcript. Increasingly used for staff development, service and product exposure, delivery, and educational programs.

