

1+1>2

Using free web tools
for communication and promotion

Karin Holmqvist, CIF-Sweden
Workshop, 4/5 August 2009
CIF International Conference
Kiljava, Finland

Internet is ONE way to meet people

Workshop complement

Supplement and Internet links to this workshop can be found at www.tanketal.se
Choose CIF International from the dropdown menu "Välj utbildning"
PowerPoint presentation from workshops can be found there as well

CIF International forum

www.cifinternational.com/eforum



Discussion and information within CIF/CIPUSA on international BD level
To reduce email overflow, keep discussions together and not drop comments
Evaluation to BD meeting 2010
3 members from each national branch
Manual is sent together with username and password

Using protected blog in NB

Discussion and information within a national branch
Store and archive document
Share photos from events
Make it easy for members to take part
Don't forget members who don't have Internet access (e.g. print and send to them regularly)



Share document

Share within a specific and invited group of people

Everyone will have the same version and can edit it

Share with the public by sending/publishing a link to a document

Use referral links in the website to gain more space



Work together on document

When you like to work simultaneous, at the same time, on a document use Google Docs

Easier when combined with web/telephone conference



Meet people where they are

*Nobody can do everything
but everybody can do something*

Networking 1+1>2

CIF websites

13 national websites

International site and CIPUSA

NB are responsible for getting content to their website – it's not the responsibility of their Webmaster

More networking with other websites/blogs to be more visible and get better ranking on e.g. Google
Everybody can promote our websites in their networking on Internet

Cooperation is desired between webmaster/mistress to learn more about networking/page ranking and helping each other

Squidoo



Website "light" for branches without website
Even create Squidoo pages about CIF, special events ...
Can bring a small amount of money to creator

Photo gallery

Easy photo gallery with Dropbox and Sugarsync – post/publish link
Sugarsync can publish direct to Facebook



Better layout with community photo gallery
Open, half open (need a link) and protected gallery
Search function



More flexible
Use free space or publish on own website

Document gallery



Share PowerPoint presentations and Word documents

Share documents like program invitation/description and folders



Share magazine e.g. CIF WorldNews

Communities

Cooperation within communities by creating groups and pages.

Encourage CIF/CIP members who are using it to create/join CIF/CIP groups and pages



Twitter

Microblog with followers and following

Search and collect function



Social bookmarking

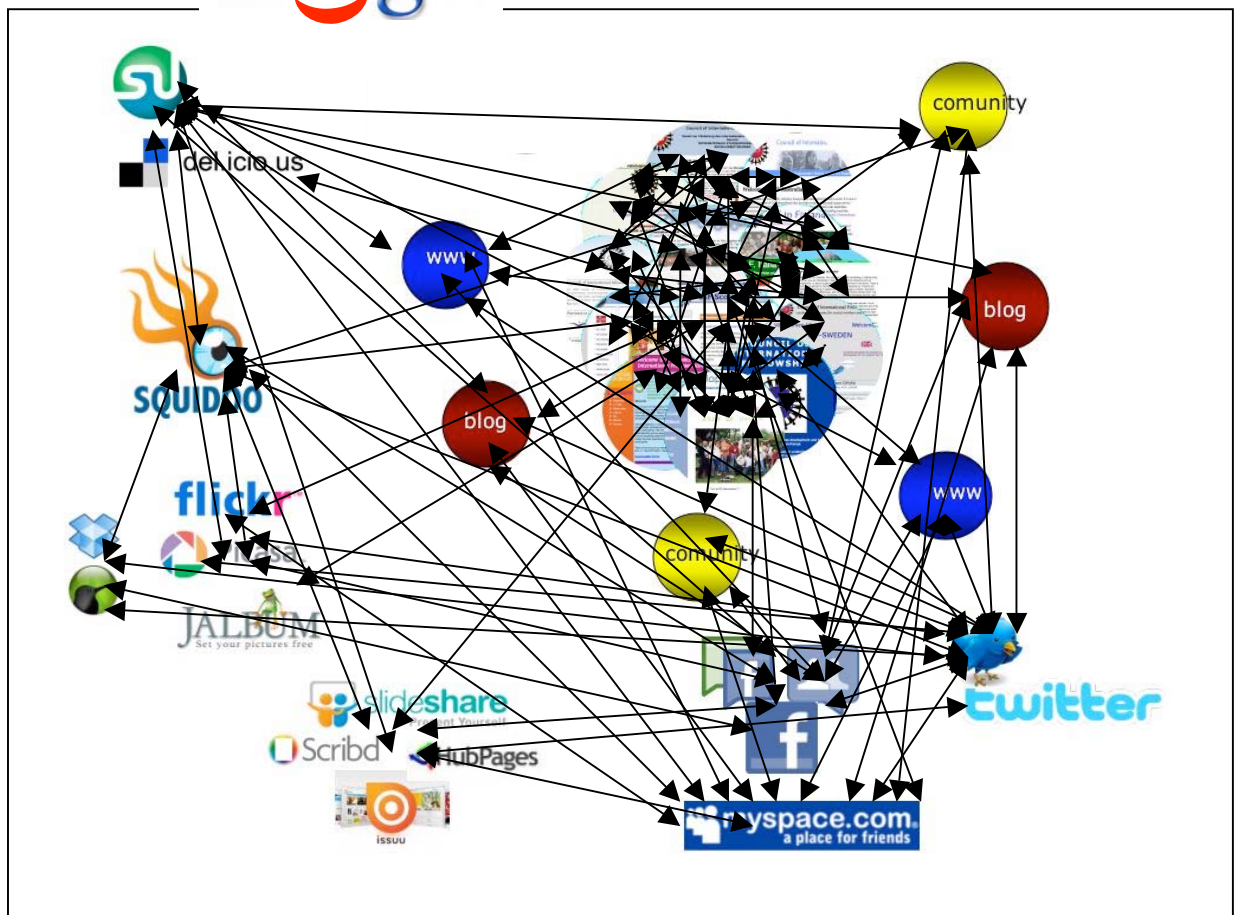
Bookmark and describe websites/pages.

Share and search bookmarks



del.icio.us

Google Network



*Those who can...do
Those who can do more...volunteer*