

The Web and Social Change

Innovation in
Action

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What I Learned Building Websites

Data won't save the world

Orgs didn't know their audiences

Orgs doing too many things;
not enough programs resilient

Amazing, visionary people; but
under-supported and overwhelmed

Audiences weren't coming to these
sites. Not using the tools

We weren't having a big
impact on mission



Why Build **Another** Website?

We Live in Times of Massive Change

What We're Doing Isn't Working

Professionalized social services;
regular people can't get engaged.

Funding models are broken.

Citizens are over-marketed to.
They aren't listening.

People see interconnections yet
sectors are rigid and don't collaborate.

We are all tired.

Not enough focus on innovation,
audacious new visions, risk taking,
and acceptance of failure.



Everyone Wants to



Reach more people
Engage them in new ways
Raise more funds
Make more change

CCSD Wants to



Disseminate Ideas better
Collaborate and share knowledge
Understand a changing world
Make more change

Web 1.0
=
Publishing



Web 2.0 = Conversation



It starts with a conversation...

Web 2.0 Technologies

- **Blogs**: expressing + engaging
- **Rich Media**: compelling storytelling
- **Social Network / Facebook**: building relationships and connections
- **Social Bookmarks** and **Wikis**: knowledge sharing and collaboration
- **RSS**: staying connected, easily
- **Online Community**: tying it all together

Collaboration

Transparency

Participation

Listening

Web Thinking

Collaboration

Transparency

Participation

Listening