

# Setting Technology Policies That Make Sense in a Web 2.0 World

HRA-NCA Annual Conference

Tuesday, May 12, 2009

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**BEACONFIRE**  
CONSULTING

It's only *technology* if it was created after you were born.

# With all apologies to Edwin Starr....

**Web 2.0 (HUNH! Good God!)**

**What is it good for?**

**....Actually, a lot of things**

# What is Web 2.0?

And how does it differ from Web 1.0?

**Key: *Collaboration***



## Social Media in Plain English

# Social Media In Plain English





# Social Networks: Women in Tech

**LinkedIn** People Jobs Answers Companies Account & Settings | Help | Sign Out | Language

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations Search People Search Advanced

**Groups** My Groups | Groups Directory | Create a Group | FAQ

## WIT Women in Technology (WIT)

Overview Discussions News Jobs Updates Members Settings Group Profile

Share group

### Discussions

Start a Discussion

Recent Activity Recent Discussions Most Comments

**WIT on Twitter: Has anyone seen WIT on Twitter? I'm looking for the URL.**  
By Brianna Carroll Boyle 23 hours ago  
Follow | 2 comments »

**Workforce Development Committee - Making First Minute Magic: Aligning Your Professional Image and Your Message.**  
By Nancy Solorzano 1 day ago  
Follow | Add comment »

**Virtual Assistant for Growing Business -- Need Referral. I'm looking for a local NoVa virtual assistant to support my business 10-15 hours each month.**  
By Robyn Rickenbach 1 day ago  
Follow | Add comment »

**Tuesday 4/28 WIT Luncheon at Maggiano's "Meet the WIT Board" 11:30 to 1:00pm**  
By Trudy McCrea 16 days ago  
Follow | 2 comments »

**Want to Advance your Career?**  
By Trudy McCrea 14 days ago  
Follow | Add comment »

My discussions | My comments | See all discussions »

**Activity: Last 7 Days**  
8 New discussions

**Ads by LinkedIn Members**  
[Become a teacher](#)  
Earn a prestigious online Master's degree from USC!  
mat.usc.edu  
From: Master of Arts in Teaching

[Become a teacher](#)  
Earn a prestigious online Master's degree from USC!  
mat.usc.edu  
From: Master of Arts in Teaching [What's this?](#)

**Updates: Last 7 Days**  
**Today**  
**Robin Foster Bectel** commented on: **WIT on Twitter: Has anyone seen WIT on Twitter? I'm looking for the URL.**  
2 comments

**Tuesday**  
**Nancy Solorzano** started a discussion:

**Home**  
**Groups**  
**Profile**  
**Contacts**  
**Inbox (1)**  
Compose Message  
Received (1)  
Sent  
Archived  
**Applications**  
**Add Connections**

**Elizabeth Weaver Engel**  
Senior Consultant at Beaconfire Consulting  
Elizabeth Beaconfire releases FREE white paper on multivariate testing - : <http://www.beaconfir...>  
20 days ago [ Edit ]

**PDF**  
Adobe

## IGDA

### Org News & Site Updates

- SIG > [New IGDA Magazine to Debut](#) <Apr-30>
- Web > [April Newsletter: Quality of Life, New Magazine, Last Call for LF 09 Proposals](#) <Apr-27>
- SIG > [IGDA Flash SIG Announces Membership Drive](#) <Apr-27>
- Org > [Board Memo: Quality of Life Update](#) <Apr-15>
- Web > [Culture Clash - Winning Hearts and Minds - The perception problem](#) <Apr-14>
- Org > [IGDA Releases Executive Director Position Description](#) <Apr-14>
- SIG > [Game Preservation SIG/White Paper/Before It's Too Late: A Digital Game Pres](#)

## AEA

### What feeds does AEA offer?

AEA currently offers four RSS Feeds:

- AEA Journal Table of Contents Alerts:** This feed includes Tables of Contents (TOCs) from the journals available electronically to all members of the American Evaluation Association: *The American Journal of Evaluation*, *New Directions for Evaluation*, *Evaluation and the Health Professions*, and *Evaluation Review*.  
**Frequency:** 18 times per year as TOCs as journal content becomes available online to AEA members.  
[Learn more and access the subscription page](#)
- AEA Career Center Job Postings Feed:** This feed includes the names and locations of new positions added to the AEA job bank.  
**Frequency:** Each weekday in which new job postings have been added within the last 24-hours.  
[Learn more and access the subscription page](#)
- AEA eLibrary Updates:** This RSS feed lists new resources posted to the American Evaluation Association members only eLibrary.  
**Frequency:** Each weekday in which new postings have been added to the eLibrary.  
[Learn more and access the subscriptions page](#)
- AEASWeb:** This feed includes very short informal updates on items of interest in the AEA Community. It may also be followed on Twitter.  
[Learn more and access the subscriptions page](#)


## AFSCME

### NEWS CLIPS

- ▶ [Governors Want Kids' Insurance Expanded](#)
- ▶ [Economy Prompts GOP Defections](#)
- ▶ [Editorial: A Stimulating Senate](#)
- ▶ [Editorial: A Lame-Duck Budget](#)
- ▶ [U.S. Loses Jobs for First Time in Five Years](#)




# Blogs: Acronym



# Acronym

A VERITABLE ALPHABET SOUP OF IDEAS FOR THE ASSOCIATION COMMUNITY




MAY 7, 2009

## Shirky: Associations must be the broker of connections

*Community* is one of those words that an old journalism professor of mine told me to never use because it doesn't mean anything. Or, more to the point, it can mean about 100 different things depending on context, so you should always find a more specific word to use.

Well, *Acronym* is going to focus on *community* this month anyway, and we'll embrace it for all its different meanings.

First up is some keen insight from Clay Shirky, author of *Here Comes Everybody* and a Thought Leader at the 2009 Annual Meeting & Expo this August. He spoke at the *Digital Now* conference in April, and I had the good fortune to pick his brain for about 30 minutes. He offered some great thoughts on how *community* is evolving for associations.



**On gathering people around knowledge:**

"With this forwarding and forwarding and forwarding possibility, the ability of organizations to use what they have and know as kind of bright, shiny objects to attract the population they'd like to be serving or addressing—whether it's their own members or potential members, or even just the sort of penumbra of interested people—means that anyplace you can get sharing to happen at low enough cost and high enough redistribution value, there's a model available now that didn't used to be available."

**On the survival of conferences and meetings:**

"If I want information about a Cisco product, I'm so much better off getting it from Cisco's [web]site than I am going to a conference and hearing about it. The reason to go to a conference is to be around the other people. ... The conference business that struggled ... were the ones that assumed that a conference business was basically a way of broadcasting information to a passive audience. And the conference businesses that have done well are the ones that say, 'You're going to be in a room of people you'll be glad to be in a room with, and in the design of the conference we're going to respect that by carving out some space for you all to create value for each other.'"

**On connecting your audience members to each other:**

**PUBLISHED BY**  
ASAE & The Center for Association Leadership

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[acronym@asaecenter.org](mailto:acronym@asaecenter.org)

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Search this blog:

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[\[What is a feed?\]](#)

**RECENT POSTS**

- [Shirky: Associations must be the broker of connections](#)
- [Are you picking up what I'm putting down?](#)
- [The wrong way to renew](#)
- [Be fine with members leaving the room](#)
- ["Green Desks!": An Option for Meeting Attendees?](#)
- [E-mails to Myself?](#)
- [Getting to the real answer](#)
- [The Power of A](#)
- [Hand Hygiene for Grown-ups](#)
- [More association responses to the swine flu outbreak](#)

**ARCHIVES**

- [May 2009](#)
- [April 2009](#)



# Twitter: digitalNOW

twitter

#dn09

Search

[Advanced Search](#)

## Realtime results for #dn09

0.06 seconds



**TBarkan:** [@dankreitz](#) Here is a visual description of a social media strategy you might like. <http://tinyurl.com/cksjtu> (expand) **#dn09**  
6 days ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**twHIVE\_W20:** [-O] Looking forward to giving a Web 2.0 tools session for my members in Denver. Any **#dn09** buddies have some.. <http://tinyurl.com/c5fr4s> (expand)  
8 days ago from *twitterfeed* · [Reply](#) · [View Tweet](#)



**dankreitz:** Looking forward to giving a Web 2.0 tools session for my members in Denver. Any **#dn09** buddies have some slides decks they could share?  
8 days ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**georgedearing:** [@rcgranger](#) also use [@twazzup](#) // see results here // <http://tinyurl.com/dfvw3t> (expand) **#dn09**  
9 days ago from *web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



**majoboajrod:** <http://bit.ly/15w5sD> (expand) **#dn09** msg to and fro family via wii - 50million have been sold! see wii slot flashing blue; only answer msgs at r&r ...  
9 days ago from *Pageflakes* · [Reply](#) · [View Tweet](#)



**rcgranger:** [@GeorgeDearing](#) Thanks! I want to download all of the wisdom from **#dn09** tweets without copying and pasting each search page result manually.  
9 days ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



**LLiu:** "Increasing [Community] Membership w/ New Media" session **#DN09** - Slideshare <http://bit.ly/X9BNA> (expand) | audio <http://tr.im/jmSl> via [@georgedearing](#)  
9 days ago from *twhirl* · [Reply](#) · [View Tweet](#)



**DigitalNow:** RT@GeorgeDearingThe Five Eras Of The Social Web // <http://tinyurl.com/cbaaww> (expand) **#dn09**

[Feed for this query](#)

[Twitter these results](#)

Show tweets **written in:**

Any Language

**Trending topics:**

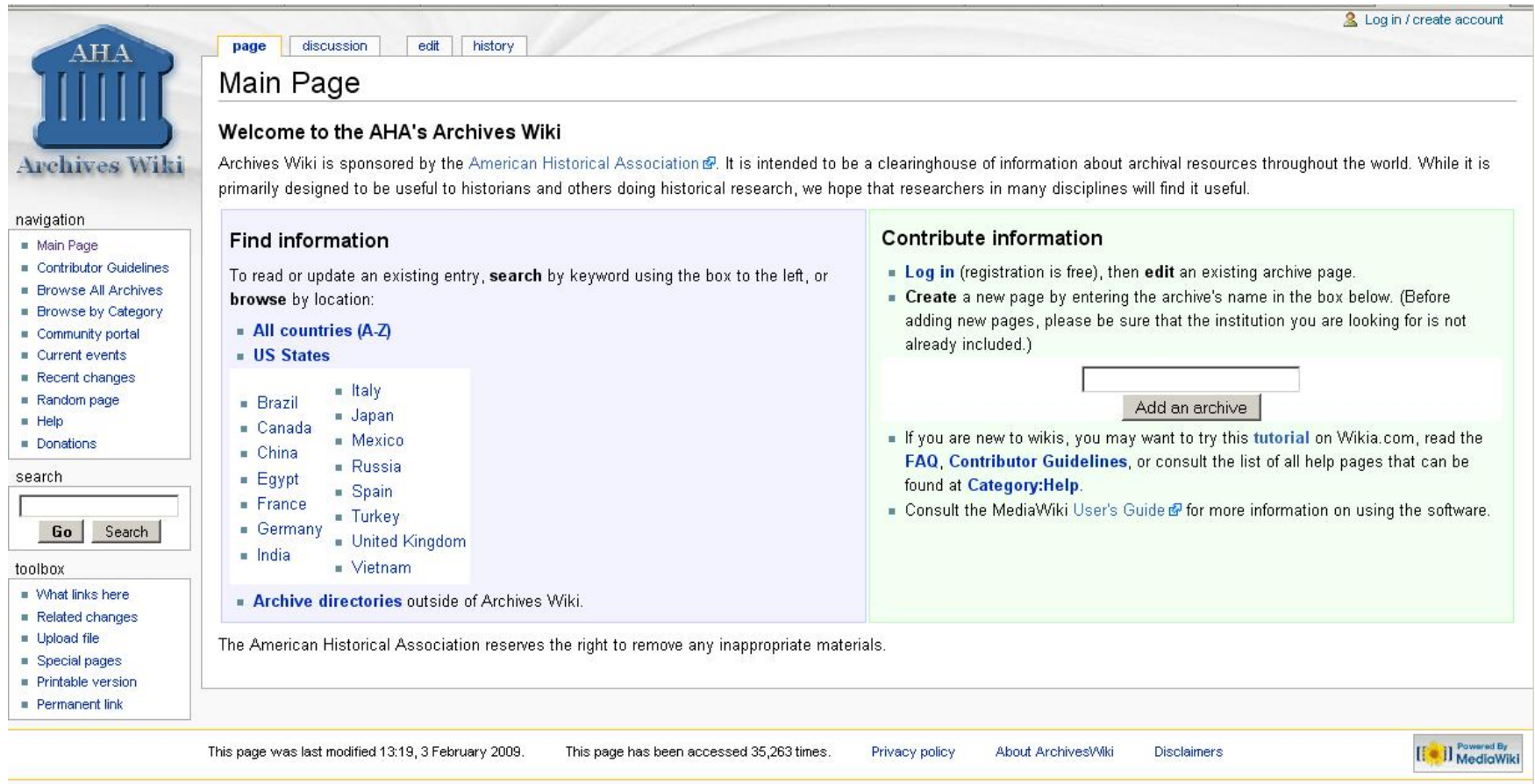
- [Star Trek](#)
- [Prayer](#)
- [Allison](#)
- [Swine Flu](#)
- [KFC](#)
- [AT&T](#)
- [Duke Nukem Forever](#)
- [#onaslive](#)
- [H1N1](#)
- [Twitter Search](#)

**Nifty queries:**

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)



# Wikis: Archives (AHA)



The screenshot shows the main page of the AHA's Archives Wiki. At the top left is the AHA logo, a blue classical building facade with the text 'AHA Archives Wiki' below it. To the right of the logo are navigation tabs: 'page', 'discussion', 'edit', and 'history'. In the top right corner, there is a user icon and the text 'Log in / create account'. The main heading is 'Main Page'. Below it is a welcome message: 'Welcome to the AHA's Archives Wiki'. The text states that the wiki is sponsored by the American Historical Association and is intended to be a clearinghouse of information about archival resources. There are two main content areas: 'Find information' and 'Contribute information'. The 'Find information' section includes a search box and a list of countries and states. The 'Contribute information' section includes a list of instructions for logging in and creating new pages, and a form to 'Add an archive'. At the bottom of the page, there is a footer with the text 'This page was last modified 13:19, 3 February 2009.', 'This page has been accessed 35,263 times.', 'Privacy policy', 'About Archives/Wiki', 'Disclaimers', and a 'Powered By MediaWiki' logo.

Log in / create account

page discussion edit history

## Main Page

**Welcome to the AHA's Archives Wiki**

Archives Wiki is sponsored by the [American Historical Association](#). It is intended to be a clearinghouse of information about archival resources throughout the world. While it is primarily designed to be useful to historians and others doing historical research, we hope that researchers in many disciplines will find it useful.

### Find information

To read or update an existing entry, **search** by keyword using the box to the left, or **browse** by location:

- All countries (A-Z)
- US States
  - Brazil
  - Canada
  - China
  - Egypt
  - France
  - Germany
  - India
  - Italy
  - Japan
  - Mexico
  - Russia
  - Spain
  - Turkey
  - United Kingdom
  - Vietnam
- Archive directories outside of Archives Wiki.

### Contribute information

- Log in** (registration is free), then **edit** an existing archive page.
- Create** a new page by entering the archive's name in the box below. (Before adding new pages, please be sure that the institution you are looking for is not already included.)

Add an archive

- If you are new to wikis, you may want to try this [tutorial](#) on Wikia.com, read the [FAQ](#), [Contributor Guidelines](#), or consult the list of all help pages that can be found at [Category:Help](#).
- Consult the [MediaWiki User's Guide](#) for more information on using the software.

The American Historical Association reserves the right to remove any inappropriate materials.

This page was last modified 13:19, 3 February 2009. This page has been accessed 35,263 times. [Privacy policy](#) [About Archives/Wiki](#) [Disclaimers](#)

Powered By MediaWiki



# Data, Data, Who's Got the Data?

- **Association Global Services, Inc. - *Social Networking & Associations***
- **Principled Innovation: *Association Social Technologies – Exploring the Present, Preparing for the Future***
- **The Economist: *Serious Business – Web 2.0 Goes Corporate***
- **Facetime: *Greynets in the Enterprise***



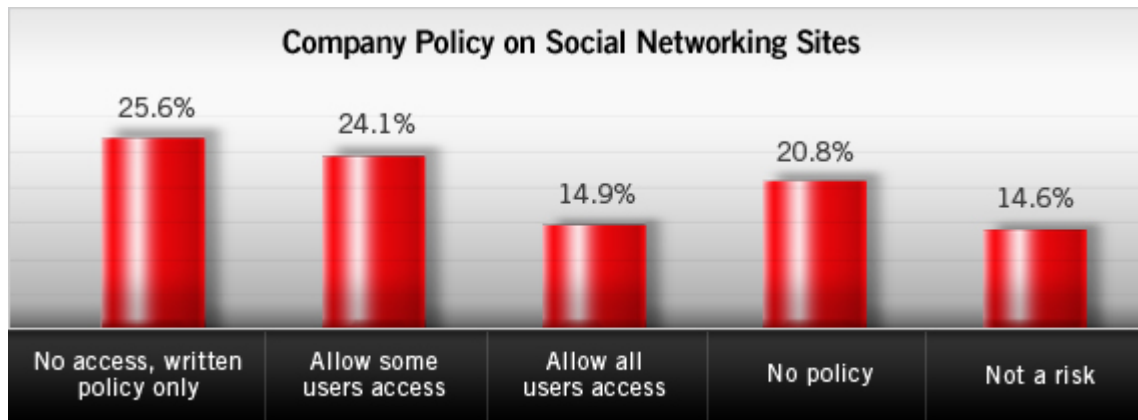
# Concerns about Web 2.0

- Legal risk
- Staff wasting time
- Loss of control
- Negative comments
- Network security
- Network overload



# Policies

**While over 93% of organizations report some level of social media use...**



Source: Facetime/NewDilligence Survey - <http://www.facetime.com/survey08/summary/>

**Advice:**



***"The true goal of every type of social media or web policy should be to make interacting on the social web easier, more comfortable, and safer for your stakeholders."***

<http://associationmarketing.blogspot.com/search/label/social%20media%20policies>

**Advice:**



**Need to address:**

- **Unofficial outposts**
- **Official outposts**
- **Home base**

**Set *constructive* boundaries.**

<http://associationmarketing.blogspot.com/search/label/social%20media%20policies>

# Sample Policies:



- **Be trained**
- **Provide unique perspectives**
- **Post meaningful content**
- **Be respectful and responsive**
- **Respect confidentiality**
- **Transparency**
- **Follow the Intel Code of Conduct and Privacy Policy (*you do have those, right?*)**

[http://www.intel.com/sites/sitewide/en\\_US/social-media.htm](http://www.intel.com/sites/sitewide/en_US/social-media.htm)

# Sample Policies:



- **Follow all existing Mayo Clinic policies**
- **Write in the first person**
- **Disclose your relationship**
- **Use personal contact information**
- **Be respectful**
- **Get your job done**
- **Ask!**

<http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/>

# Policy Advice: Dave Fleet

- Review existing policies
- Intellectual property
- Confidentiality
- Transparency

<http://davefleet.com/2009/05/social-media-policies-company-internal-policies/>

# As my friend Andy says....

- ***Hope* for the best, but *plan* for the worst**

**And**

- **It's easier and cheaper to *keep* yourself out of trouble than to *get* yourself out of trouble**

# You've got risks?

**We've got remedies...**

- **Community policing**
- **User agreements**
- **Advanced opt-outs**
- **Disclaimers**
- **Insurance**
- **Indemnification**

# Best practices in policies

- **DON'T start with banning**
- **DO have a reason**
- **DON'T be draconian**
- **DO keep it simple**
- **DO be flexible and realistic**
- **DON'T allow anonymous participation**
- **DON'T make technology a scapegoat**

# Don't Be a Stranger!

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