



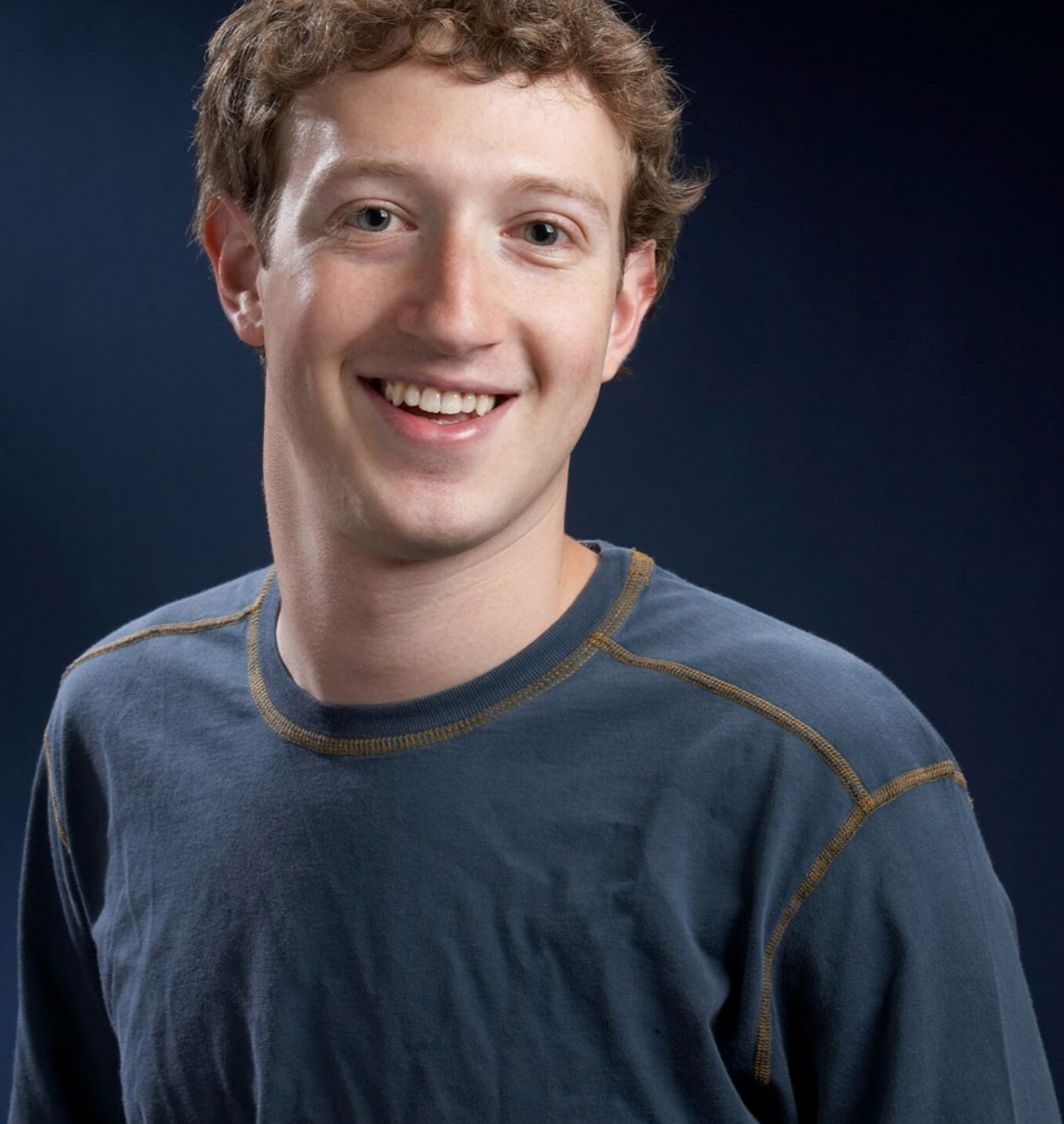
Fellesforbundet

styrke
og troverdighet

“Online communication - tools and trends”

Vidar Grønli, Fellesforbundet

Sixth meeting of the EMF Press Group, Rome, 3 April 2009



**Mark
Zuckerberg,**
born
14th of May
1984 (25 next
Month)



Brief history

- 1981 First Personal Computer (PC), IBM(MS-Dos)
- 1989 World Wide Web (www), developed by Tim Berners-Lee
- 1991 www become a public area for the first time, HTML (Hyper Text Markup Language), HTTP (Hyper Text Transfer Protocol) and URL (Universal Resource Locator) defined and browser developed
- 1992: First browser called “Mosaic”
- 1993: Internet Talk Radio starts broadcasting
- 1994 First social network, Theglobe.com, Netscape launches Navigator, first commercial browser, first net shop and net bank opened
- 1995: Microsoft launches Internet Explorer as a part of Windows
- 1996: First seeking engines
- 2004: Web 2.0 (social media)



Social media(software)

A definition:

- Social media (software) is the new generation of technology and user model on Internet, characterised by users who shares content, information, experiences, meanings, knowledge and media with each other
- Social media is called user controlled media - users generate content and keeps the channel alive and makes it attractive for the other users
- Social media uses text, sound, pictures and video



Social Networking websites



- Theglobe.com (1994)
- Friendster.com (2003)
- Facebook.com (2004)
- MySpace.com (2005)

- List of social networking websites



Three main groups

- Websites for producing content and share of knowledge
- Social network websites
- Websites for feedback, assessment and recommendations



Websites for producing content and share of knowledge

- **Blogs**
- **Flickr**
- **SlideShare**
- **Wikis**
- **Youtube**





Social network websites

- Facebook



- Myspace



- Origo



- Second life



- Twitter





Feedback, assessment and recommendations

Digg



Delicious





Another website of interest

- **Google adwords** - Create ads and choose keywords, which are words or phrases related to your trade union
- [Google Adwords](#)





•Site of interest for trade union's

- <http://www.labourstart.org/>
- www.slunionisland.org
- <http://www.newunionism.net/>
- <http://www.unionbook.org/>



Why use this tools in our unions?

- Gives us a new channel to communicate
- Gives us opportunity to speak to new groups of people
- Recruitment/getting new members
- An effective way to spread information
- Training and course
- Communicate with rank & file members



• **How can we use social media?**

- Publish video's
- Link to articles or the Unions homepage
- Create discussions and activity
- Create interest for our topics/policy
- Getting participates for meetings and events
- Campaigns



•Examples

- Barack Obama
- UNI Global Union
- IF Metal
- Norwegian Labour party



What about the future?



"On the Internet, nobody knows you're a dog."

- Autumn 2009: You can buy your own top-domain-name!
- New trend: website's going to be social media, keyword: **SHARE!**
- Beware:
We cannot ignore the development, but we can discuss how much we will participate in the "technological race"
- What can the Press group do?
- And note: the Future is here now!

But I hope it will be possible to make love, listen to an opera performance or drink some good wine without sharing with everyone on the net!



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...takk for oppmerksomheten!

www.fellesforbundet.no

.....thank you!