

# LEADING WITH NEW MEDIA



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# LEADING WITH NEW MEDIA

Evolution of New Media

New Media <vs> Traditional Media

The 5 STEP New Media Action Plan

The Future Web

The Results

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# What is NEW MEDIA ?

“ New Media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback and creative participation ”

Wikipedia

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# Evolution OF NEW MEDIA

Web 1.0 > Web 2.0 > Web 3.0  
( < 2000 ) ( 2001 - 2010 ) ( 2010 > )

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# Evolution OF NEW MEDIA

## Video: Media Revolution 2013

(<http://vimeo.com/62270902>)

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# New Media

## VS. TRADITIONAL MEDIA

	Traditional Media	New Media
Control	Internal	Internal & External
Reach	Limited	Unlimited
Flexibility	No	Yes
Restrictions	Many	Minimal
Accessibility	Limited	Multiple platforms
Tracking	Limited	Detailed
Lifespan	Low	High
ROI	Low	High

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# The 5-STEP

## NEW MEDIA ACTION PLAN

### STEP 1: Develop the mindset, then skills

- ✓ Social media strategy
- ✓ Policy and procedure
- ✓ Understand the risks

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# The 5-STEP

## NEW MEDIA ACTION PLAN

### STEP 2: Connect with your audience

- ✓ Content strategy
- ✓ Device adaptation
- ✓ Tracking and analysis

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# The 5-STEP

## NEW MEDIA ACTION PLAN

### STEP 3: Content Creation

- ✓ Rich compelling content
- ✓ Video and visuals
- ✓ Imperfection counts

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# The 5-STEP

## NEW MEDIA ACTION PLAN

### STEP 4: Content Distribution

- ✓ Engage
- ✓ Encourage
- ✓ Evoke

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# The 5-STEP

## NEW MEDIA ACTION PLAN

### STEP 5: Communication Management

- ✓ Avoid “Socialboarding”
- ✓ Social media policy
- ✓ Consolidation (HootSuite & HubSpot)

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# Embrace

## THE FUTURE WEB - Web 4.0?

### What's to come?

- ✓ Personalized widgets and apps
- ✓ Intelligent “personal agents”
- ✓ The Web takes over our lives!

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# The RESULTS

Become trusted advisors and build credibility by

- ✓ Listening
- ✓ Motivating
- ✓ Leading

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# Thank you!

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