

DIY NEW MEDIA for Activists | June 2010 @ the USSF

Overview: The goal of this presentation is to relay vital how-to new media strategies for people with limited to moderate internet experience and no to moderate capital.

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Reference webpage: <http://www.hartcollective.com/diy.html>

Recommended Freeware: Kompozer [web design] Audacity [audio] WordPress [blog] GIMP [image editing]

1. Terminology

- a. Website
- b. Blog
- c. Web 2.0
- d. URL/Domain Name
- e. Hosting/Server
- f. Content
- g. Freeware/Shareware
- h. WYSIWIG
- i. Code: HTML, CSS, Javascript
- j. SEO

2. Getting Yourself Online

- a. PLAN – Preparing To Make Your Web Presence
 - i. Plan what goes on your site **first**. Organization is your friend and disorganization will fudge your project.
 - ii. Gather all writing, press, quotes, links, images, songs, etc. you want on your site. Look at it all to determine what your best organization is.
 1. Music s/b mp3, images 72 dpi .jpg or .gif – both keep files small, faster loading!
 - iii. Keep a list of other sites you like and why [color, navigation, content, etc.]
- b. ENTRYWAY: Give Yourself a GREAT Name! Domain Name
 - i. Think of a good title & extension [.com, .net, .org]
 - ii. Register your domain: Godaddy.com, Dotster.com, Yahoo small business
 - iii. Registration Options: Length of registration (1yr +), Privacy options (Domain by Proxy)
- c. Where does it go? Hosting
 - i. Hosting is a service that stores the files that make up your webpage
 - ii. You get your files to your host using FTP software or web-based FTP [who's down with FTP? Yeah you know me!]
 1. Cyberduck is a good, free Mac FTP
 - iii. HOSTS: sites.google, free-webhosts.com [free], Dreamhost [\$ but collectively-owned!]

3. Build Your Presence

- a. **How can you 'make' a webpage or blog?**
 - i. Use an online coder – “WYSIWYG” type often come thru the hosting service site
 - ii. Use software: Kompozer, NVU [free] Dreamweaver [expensive], Wordpress.org
 - iii. Online references, templates, charts/cheats and forums. VERY useful!!
- b. **What is a webpage made of: HTML 101**
 - i. Hyper Text Markup Language – a simple text system of “tags” that describe what your page content looks like; AND Cascading Style Sheets – a series of commands that stylize the tags.
 - ii. Tags and CSS can be used on sites, blogs, myspace, etc.

Basic Tags: →

- iii. Tags are code that tells the browser what to do
- iv. ALWAYS open and close your tags using < > to start and </ > to end
- v. Use online resources for reference!

```
<html>
  <head>
    <title>Website
Name</title>
  </head>
  <body>
    <H1> Heading</H1>
    <P>Text Text Text</P>
  </body>
</html>
```

c. **Intermediate I:**

- i. `<div></div>` *DIV is used for formatting structure, blocks of text.*
- ii. `Link`
- iii. `` *Tells the browser how to post an image. 72dpi is standard.*
- iv. `<table></table>` *Tells content how to be arranged in rows and cells. Tidy.*
- v. Attributes: `border="1" align="left"` w/i tags.

```
...
  <body>
    <div style="color:red">
      <H1>My Website Heading</H1></div>
      <P><a href="page.html">Text</a>Text
Text<BR>
      </P>
    </body>
  </html>
```

d. **Intermediate II**

- i. Linking
 1. External: `Sample Site`
 2. Internal: `Click here for my art.`
- ii. Embedding: `<embed>` for mp3's & video
- iii. CSS/Styling: The new standard in styling & positioning. Ex. `{text: Arial;}`
- iv. CSS can go in the `<head>` tags or be attributed to other elements such as a `<div>`
- v. Can be linked externally and applied to numerous pages. Ex: `<rel="stylesheet" type="text/css" href="style.css">`

```
...<title>My Website Name</title>
  <rel="stylesheet" type="text/css" href="style.css">
</head>
<body>
  <H1>My Website Heading</H1>
  <div ID="top"><P><embed SRC="movie.mov" height=200 width=250> </P></div>
</body> ...
```

4. **Blogging: Used not only for immediate content creation, but also for viewer/creator interaction and feedback as well as for SEO.**

- Good: blogs are easy.
- Bad: blogs are restrictive in terms of layout, content, can be difficult to set up to "make easy."
- a. Free blog software and templates exist and may be easily installed by your host. Additionally, if you just want a blog, you can have your URL forward directly to the blog.
- b. Sites: Blogspot.com, livejournal.com, etc. Software: WordPress, Moveable Type, etc.

5. **Utilizing Web 2.0: Networking and building a public face for your project!**

- a. Xx
- b. RSS Feeds: content delivered via .rss file from your page/blog to readers.
 - i. You needn't have a blog to have an RSS feed!
 - ii. You need:
 1. Feed editor [or DIY? → notepad]
 2. Feed validator/burner to distro [FeedBurner [validates .rss]
 3. Feed reader to receive other's RSS content. Ex: iTunes [is a feed reader for podcasts use RSS],
- c. Social Networking [Ex, FaceBook, LinkedIn, Twitter, xxxxx.ning.com]
 - i. Can be used to reach 2nd, 3rd, and further degree friends and business associates as a free promotional tool.. Also good for SEO.
- d. Other Web 2.0 Technology
 - i. Flickr, Picasa, GoogleDocs, WE.riseup.net, OpenPlans.org, maps.google.com: Various 2.0 technology allowing users to post content for free (or inexpensively), visitors to view content, and both parties to interact with the content. User has significant control over content such as organizing and labeling which allows for better SEO.

6. **Data Management: Important Things to Think About**

- a. Privacy & Safety
- b. Record Keeping
 - i. Statistics Tracking: Who is coming to your website & how did they find it?

1. Services: statcounter.org, google analytics; code placed in your site to track.
- ii. Develop a system for naming files and folders for your website.
- iii. Logins/passwords. You will collect a LOT. Write them down!
- c. Copyright vs. Copyleft (Creative Commons, recording when you use others' work)\
- d. SEO: Search Engine Optimization & Marketing
 - i. Metatags: Keywords, descriptions placed in <head></head> of webpages and blogs.
 - ii. Marketing Strategies
 1. Keeping track of websites where you are mentioned and linked from.
 2. Increasing overall visibility – comments, collaborations, “platform.”

7. Multimedia

- a. AUDIO: Programs and Uses
 - i. Audacity, Windows Sound, Modplug Tracker, Hammerhead, Freesound
 - ii. Getting music to use
 1. Record or make yourself using windows sound recorder, modtracker...
 2. Use other peoples: freesound project
- b. VIDEO
 - i. Use your webcam or any digital camera with video capacity to upload online to Facebook, YouTube, Blip.TV, Vimeo, etc. and it can be embedded on your website.
- c. Basics of Putting multimedia online
 - i. Music: Save as an .mp3 – worse sound quality, smaller file
 - ii. Upload to your server: Use an <embed> tag: website, blog or MySpace.
 - iii. Upload to a external server [like youtube or, even better, blip.tv] or _____ [

8. Utilizing Mobile Technology

- a. Mobile tech overview:
 - i. History of Mobile Tech for Activism:
 1. RNC Protests
 2. Ushahidi
 3. Fundraising around Haiti
- b. People look at sites and communicate via devices more and more frequently.
 - i. If you think this includes the population you want to interact with, consider:
 - ii. making an "app" for your project, making your site have a .mobi face, utilizing SMS technology so people can interact with your project on their devices
- c. SMS technologies:
 - i. Fundraising
 - ii. Infosharing
 - iii. Posting information [web 2.0 functionality]