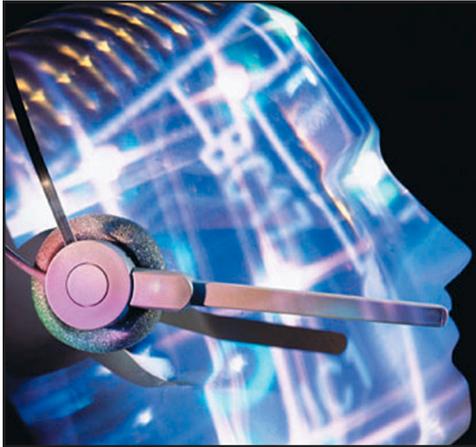# Web 2.0

Web 2.0 was first introduced in a December 2003 InfoWorld article by Executive Editor Eric Knorr. Although it has been around for several years, it is new to Information Mangers. Wikipedia defines it as:

Web 2.0 refers to a perceived second generation of web development and design that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies.

WHAT ARE THE FUNDAMENTALS OF WEB 2.0?
- World Wide Web is the platform.
- Applications and data are hosted by third parties.
- Accessibility is through web browsers.
- Users run software applications through browsers.
- Tools are easy to create and use content. *Examples: "Google Docs" & "Zoho Write"*
- Blogs and wikis enable collaboration.
- Tools allow users to create and use content with few rules and restrictions.
- Users create, save, and provide their work in ways that are most useful to them.
- Web 2.0 includes web development and design that facilitates communication, secure information sharing, interoperability, and collaboration.
- Users own data on Web 2.0 sites and have control over the data.
- Users can add value to applications as they use them.
- Sites have rich user-friendly interfaces.
- Enables outsourcing by use of Web services.
- Features easy/rich user experience, user participation, dynamic content, metadata, web standards and scalability.
- Concepts have resulted in web-based communities, hosted services & applications, social-networking sites, blogs, and wikis.
  Examples: You Tube, Facebook, Twitter, MySpace, Flickr
- Many websites now mimic desktop applications – word processing, spreadsheets, and slide-show presentations.

Web 2.0 is irresistible to businesses, departments, and business operating units. Why? Users can be provisioned in minutes, financial start-up costs are usually low, and no calls to IT are necessary. Therefore, a new generation of web-based services is changing the way people work and the way records and documents are created, used and shared.

WEB 2.0 BENEFITS
- They support collaboration across time and space.
- They are easily accessible and easy to use.
- Many employees already have a comfort level using them.
- They are low cost (and sometimes even free).
- They require little IT support.
- They have very little downtime.
- They are inexpensive and easy to use and there is little risk in trying them.
- Collaboration tools can help employees do their jobs, boost their productivity, can be more efficient than e-mail, provides repositories for information, and helps workers stay connected and productive.

WEB 2.0 RISKS
- Information is more difficult to monitor and secure.
- End users can send information over the internet so the potential for exposure of sensitive information or theft of intellectual property runs high.
- Service interrupts are outside organizational control.
- E-discovery is more difficult without physical access to storage media.
- Lack of systematic control over creating, storing, and/or deleting information.
- Loss of connectivity brings work to a halt.
- Dual use blurs line between business and personal use: just like email and maybe more so.
- It is nearly impossible to prevent unauthorized use of Web 2.0 products.
- Information losses or breaches may result in litigation, fines and sanctions.
- Failure to produce information stored outside the organization during legal discovery can result in fines or the loss of cases.
- Bad public relations occurs when results are poorly managed.
- Dozens of players from all over the globe can create and edit a single item of content, and all of that activity must be "managed" as records.

WHAT DOES WEB 2.0 MEAN TO YOUR ORGANIZATION?

Web 2.0 tools are not going away. People want them and management must be

COMPLIANCE CORNER

COMPANIES SETTLE FTC CLAIM REGARDING INTERNATIONAL PRIVACY FRAMEWORK

Six U.S. businesses have agreed to settle Federal Trade Commission (FTC) charges that they deceived consumers by falsely claiming they were abiding by an international privacy framework that provides a means for U.S. companies to transfer data from the European Union to the United States in keeping with respective laws. According to six separate complaints filed by the FTC, the six companies deceptively claimed they held current certifications under the EU/U.S. Safe Harbor framework, a voluntary program administered by the U.S. Department of Commerce in consultation with the European Commission. To participate, a company must self-certify annually to the Department of Commerce that it complies with a defined set of privacy principles.

The FTC complaints charge World Innovators, Inc.; ExpatEdge Partners, LLC; Onyx Graphics, Inc.; Directors Desk LLC; Collectify LLC, and Progressive Gaitways LLC with representing they held current certifications to the Safe Harbor program even though the companies had allowed their certifications to lapse. Under the proposed settlement agreements, which are subject to public comment, the companies are prohibited from misrepresenting the extent to which they participate in any privacy, security, or other compliance program sponsored by a government or any third party.

To find out if a U.S. company is a participant in the Safe Harbor program, visit www.export.gov/safeharbor

Source: *Washington Policy Brief, December 2009*

WEB 2.0...

prepared to respond with policies. Records Managers (RM), Information Technology (IT) and Legal should develop organization-wide policies for the use of Web 2.0 collaborative tools. Establish permission levels and access rights, give RM and IT more control over content to ensure that organizational information gets integrated into backup and archiving systems, allow RM/IT control over what sites employees may use, and train employees on the policies.

Web 2.0 is not just a trend; it is here to stay because employees and customers demand it. Collaboration with RM, IT and Legal is essential to establish policies that will protect one of the organization's most important assets – its records!

CONSIDER DELEGATING EMPLOYEE RECOGNITION

Some managers are not good at handing out praise.
**If recognizing employees is hard for you – delegate the task.**
Find a key employee on your staff who enjoys (and is good at) making people feel good. Make employee recognition a formal part of his or her job description.

BULLETIN BOARD

HYDER & ASSOCIATES (H&A)
celebrates its 26th year in business.
Sharon Hyder, founder and owner of H&A thanks everyone who made it possible.

Since 1984, we have developed Records Management Programs for organizations covering all lifespan phases
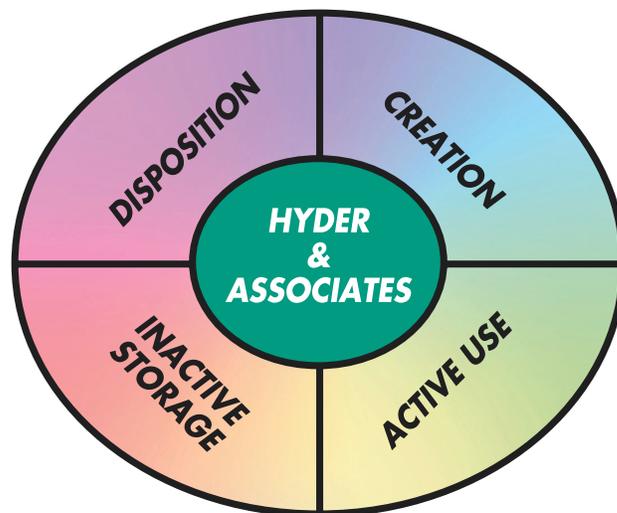
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TRENDS...

issues. Because the millennial generation is "wired" all the time, wireless Internet access is nearly ubiquitous and so is the technology that supports video conferencing. Face to face meetings is no longer required when a video conference can be just as effective.

Let the Information be Heard. Twitter has been so explosive lately because it has allowed millions of people to have voices, for better or worse. It took the millennial generation to make brief and open communication popular. But it has also gained support from senators to Iranian protestors. It has given everyone a voice. It is hard to screw up 140 characters unintentionally. It is also very quick to receive relevant messages with some of the search and notification technologies available. Businesses can capitalize on this, when managing Millennials because this is an easy way to create small communities within the organization and with an occasional post from management or executives. It is a cheap way to show that the thoughts and ideas are being heard.

Mentor and Be Mentored. Using wiki's and blogs help generate and capture ideas, and short life span twitter style communication can be used to help share and connect ideas. This means that mentors and mentees can communicate and interact effectively through these channels as well as phone and video conversations. Millennials are craving mentorship; therefore, these channels of communication should be taken advantage of. However, they are useless unless the right people are connected to each other, which is where social technology and personal profiles come into play.

The Rollout. Rolling out any tool is a dangerous thing, particularly when social networking is involved because it will rapidly grow and bloat. Rolling out social networking should consider these phases.

1. *Identify a Pilot Group.* Identify a small group or department where you can energize young members of your staff to use this technology.
2. *Train the pilot group.* Training is paramount. All generations should learn to use social networking and other web 2.0 technologies
3. *Evaluate the Progress.* Unfortunately, it is relatively easy to let social technology go without following up. Work with the IT team to monitor its effectiveness and pitfalls.
4. *Roll out to the next group while revising the first.* After the initial group becomes familiar with the product, pick a few individuals (one or two younger and another one or two from the older baby boomer generation) to help champion a roll out to another division.

Focus on the People. Your IT professional team should understand the context how communication ties in with the desires and needs of a particular work force so that the business processes and collaborative software may be implemented in such a way that it will be natural to the users and prolific through the organization. The users must design it and managers must always be looking for new ways to apply this technology to old problems.

As always, change is hard for most people. The communication tools available today are dramatically changing the way we do business. Successful organizations must embrace these changes quickly and work collaboratively with all generations within the one workforce!

SHARON HYDER, CMC, CRM ANSWERS YOUR MANAGEMENT QUESTIONS

During these economic challenges, our company will not be giving anyone raises in 2010.

Do you have suggestions on how to motivate and keep good employees?

Although money is important, recognizing employees regularly keeps them motivated. Here are some proven methods.

- **Make employees a part of your weekly "to do" list.** Add the names of the people who report to you to your list of goals to accomplish. Then cross off names as you praise them.
- **Use voice mail.** Rather than using it only to assign tasks, leave employees voice mail messages praising them for a job well done. Do it from your cell phone on the way home.
- **Write notes at the end of the day.** Keep a stack of note cards on your desk, where you can't ignore them. At the end of the day, take a minute to write thank-you notes to any employee who made a difference that day.
- **Conduct weekly meetings with your staff.** Communication is important. Review with staff the status of current and future projects, and praise employees for having done a good job.
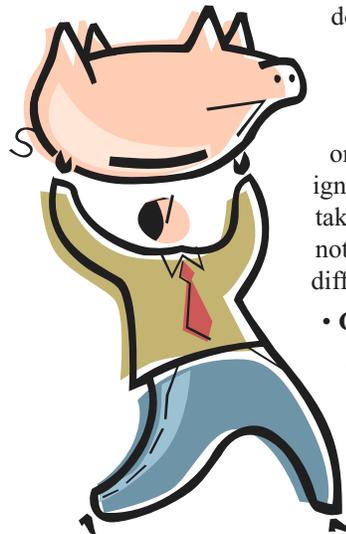
FAMOUS QUOTE

"If you lead through fear, you will have little to respect; but if you lead through respect, you will have little to fear."

— Anonymous

TRENDS...
COMMUNICATION IN THE FACEBOOK GENERATION

Every day television, colleagues, friends, etc. encourage us to log onto Facebook, Twitter, MySpace, YouTube or Flickr for more information about a topic or staying connected to family and friends. Is this just a passing fad, or is it here to stay? It is here to stay.

Today's technology has bought on an onslaught of changes to the business environment. According to Moore's law, "the speed of technological innovation will roughly double every year and a half". What does this mean? Simply, our computers can provide us with twice the information they were able to just a year and a half earlier. It is this rate of information flow that has caused a shift in the global business environment. Communication happens so fast that global decisions are made nearly instantaneous and cheap.

The same technologies that are causing an influx of information (which we are struggling to manage) are the same ones that we must capitalize on to be able to capture the true value for our organization. In 2010, the new employees entering the work force grew up with computers that shaped their culture. They did not have the college experience where telephones were the primary medium for planning a night's outing. Instead, Facebook and Twitter are their go-to tools, and their cell phones are their life lines. Their immersion in this technology has led them to be able to process vast amounts of data, as well as shift the rules of communication to be tech-centric.

Classic organizational structures and management techniques are not adequate in today's environment. The idea of solitary work is gone. Now it is all about being part of a team. A collaborative team effort ends up enhancing the ownership of the work. The challenge for management is how to use the social networking in an organization. Claire Rains, author of "Managing Millennials" suggests five principals for managing the millennial generation. She suggests that the Facebook generation is craving leadership and mentors, want to work with friends and have fun doing it, want their ideas heard and respected, and be flexible to promote a life outside of work. They are also seeking a challenge.

Flexibility at Work. The traditional 9-5 job is essential for those in many manufacturing industries or assembly line jobs where production has to happen in shifts. However for those charged with producing ideas and white-collar managers, a flexible work schedule is not only possible, but a necessity in cities with heavy traffic

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MANAGEMENT REPORT

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26ᵗʰ YEAR ANNIVERSARY