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# “emerging social web”

June 18, 2009



# The world we **know**

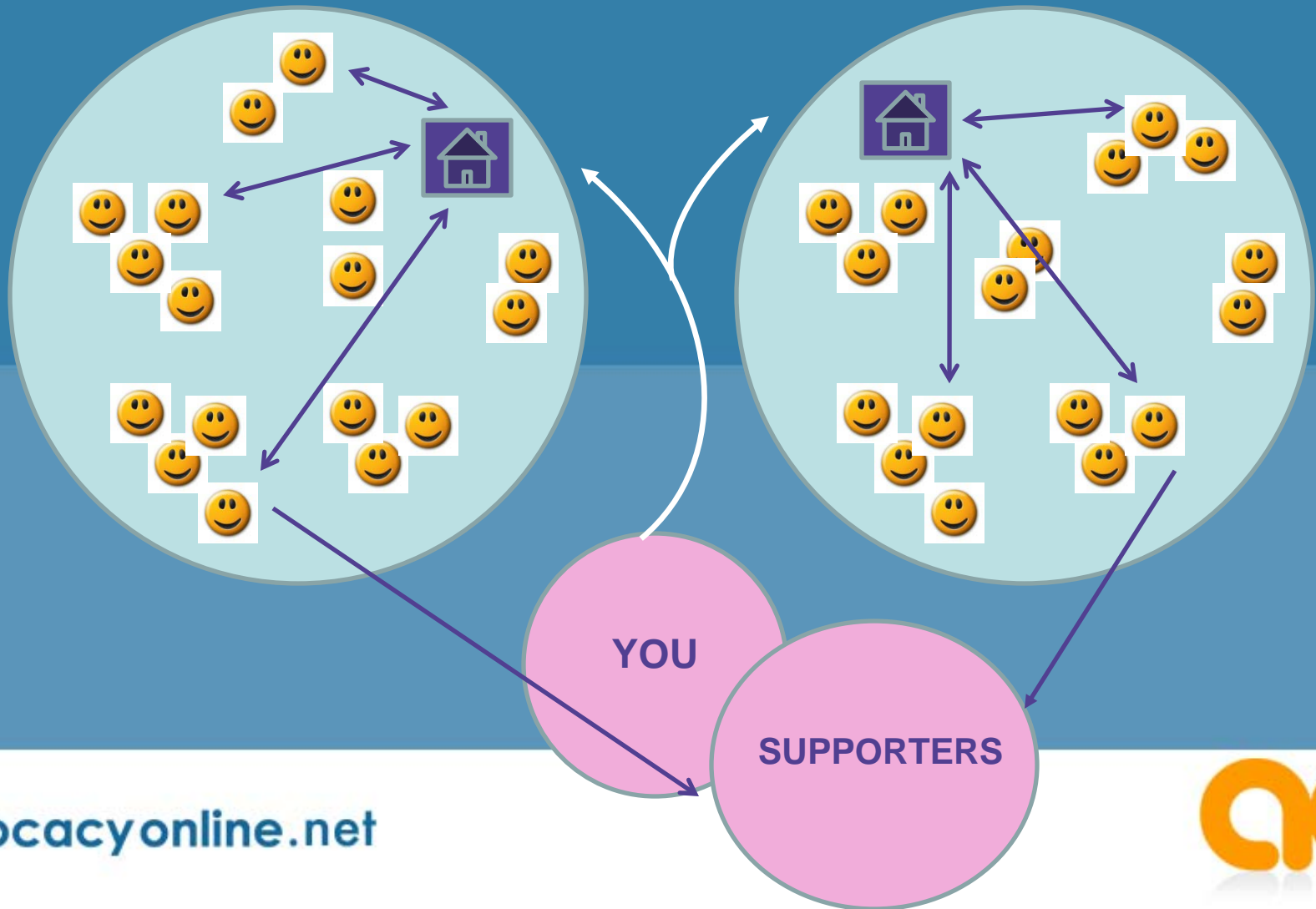
- supporters relating to nonprofits via websites and email lists
- external social networks in which content and activity is marketed to members and to a degree amongst themselves
- emergence of web 2.0 strategies that allow communities increasingly to become the platform for discussion, feedback, and growth



# The world we **know**

Facebook

My Space



# Convergence of 3 Ideas

'seamless'  
community

Open ID

distributed  
web

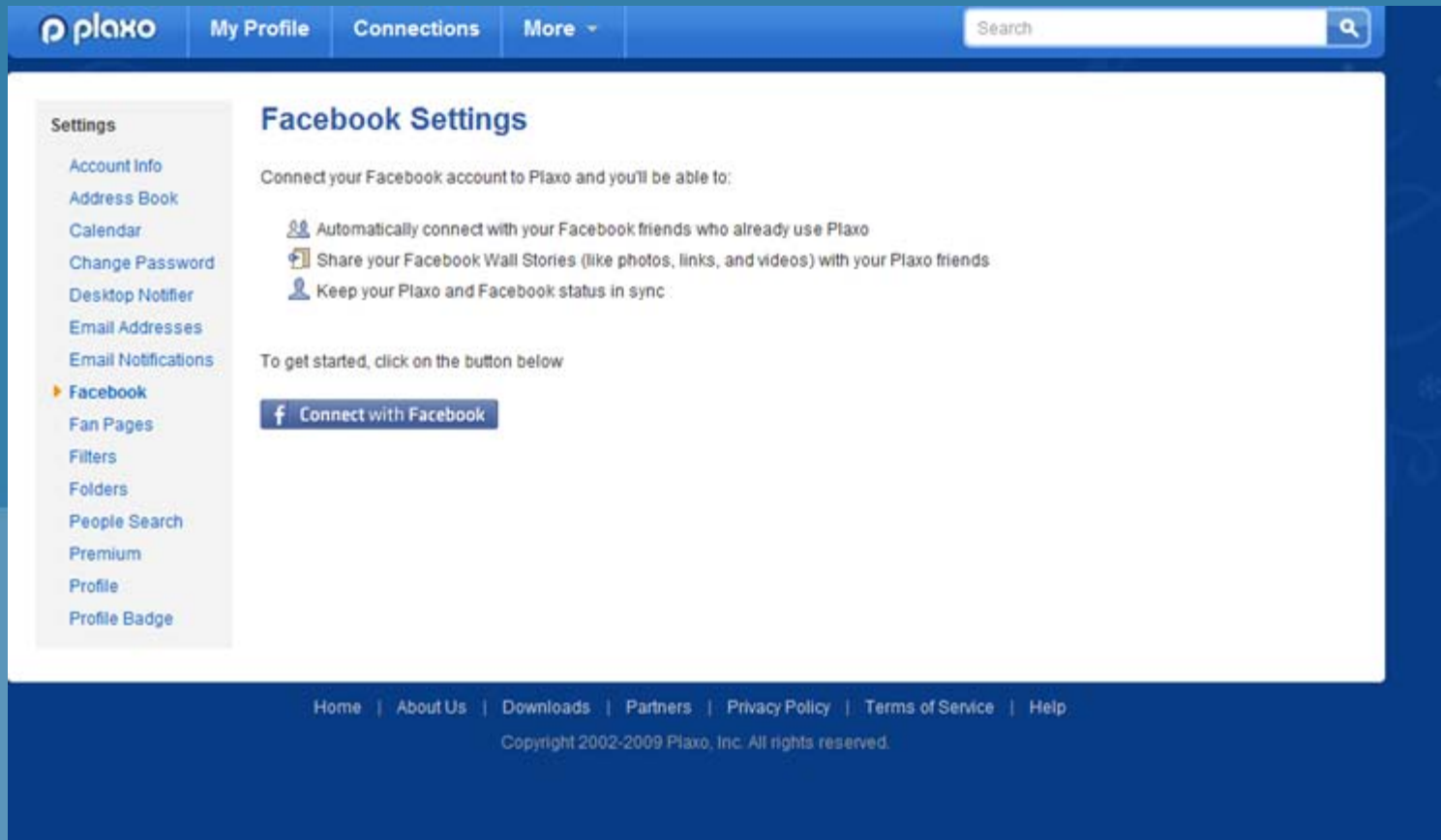
# The Social Web

“Over time, nonprofits will realize that the online "action" is no longer on their own carefully manicured institutional websites, but is shifting to the personal online networks maintained by their supporters.”

Joe Keenan  
*e-Marketing & Commerce*  
[www.emarketingandcommerce.com](http://www.emarketingandcommerce.com)




# 'seamless' community

# FB Connect – Plaxo (1)




The screenshot shows the Plaxo website's Facebook Settings page. The navigation bar at the top includes the Plaxo logo, "My Profile", "Connections", and "More" with a dropdown arrow. A search bar is located on the right side of the navigation bar. The main content area is titled "Facebook Settings" and contains the following text and options:

Connect your Facebook account to Plaxo and you'll be able to:

-  Automatically connect with your Facebook friends who already use Plaxo
-  Share your Facebook Wall Stories (like photos, links, and videos) with your Plaxo friends
-  Keep your Plaxo and Facebook status in sync

To get started, click on the button below

 [Connect with Facebook](#)

The left sidebar contains a "Settings" menu with the following items: Account Info, Address Book, Calendar, Change Password, Desktop Notifier, Email Addresses, Email Notifications, **Facebook** (highlighted), Fan Pages, Filters, Folders, People Search, Premium, Profile, and Profile Badge.

At the bottom of the page, there is a footer with the following links: Home | About Us | Downloads | Partners | Privacy Policy | Terms of Service | Help. Below the links, it states: Copyright 2002-2009 Plaxo, Inc. All rights reserved.

# FB Connect – Plaxo (2)

The image shows a screenshot of a web browser window. In the background, the Plaxo website is visible, featuring a navigation bar with the Plaxo logo and 'My Profile', and a sidebar with a 'Settings' menu. The 'Settings' menu includes options like 'Account Info', 'Address Book', 'Calendar', 'Change Password', 'Desktop Notifier', 'Email Addresses', 'Email Notifications', 'Facebook', 'Fan Pages', 'Filters', 'Folders', 'People Search', 'Premium', 'Profile', and 'Profile Badge'. The 'Facebook' option is highlighted.

In the foreground, a Facebook Connect dialog box is open. The dialog box has a title bar that says 'Log in | Facebook - Google Chrome' and a URL bar showing 'http://www.connect.facebook.com/login.php?return\_session=1&nochrome=1&fbconnect=1&extern=2&com'. The main content of the dialog box is as follows:

- facebook** (Facebook logo)
- Text: "Connect Plaxo with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds. This site will also be able to automatically post recent activity back to Facebook."
- Diagram showing data flow between Plaxo and Facebook:
  - From Facebook to Plaxo: "Bring your friends and info"
  - From Plaxo to Facebook: "Publish content to your Wall"
- Sign up for Facebook** (Facebook logo)  
It's free and anyone can join. [Sign Up](#)
- Text: "Do you already have a Facebook account? [Log in to Plaxo.](#)"
- Text: "By proceeding, you are allowing Plaxo to access your information and you are agreeing to the Facebook Terms of Use in your use of Plaxo."

# FB Connect – Plaxo (3)

The screenshot shows a web browser window with a Facebook Connect dialog box overlaid on a Plaxo profile page. The dialog box is titled "facebook" and contains the following text:

Connect Plaxo with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds. This site will also be able to automatically post recent activity back to Facebook.

Below the text is a diagram showing a bidirectional flow of information between Plaxo and Facebook:

- An arrow points from Facebook to Plaxo with the text "Bring your friends and info".
- An arrow points from Plaxo to Facebook with the text "Publish content to your Wall".

Under the diagram are two input fields:

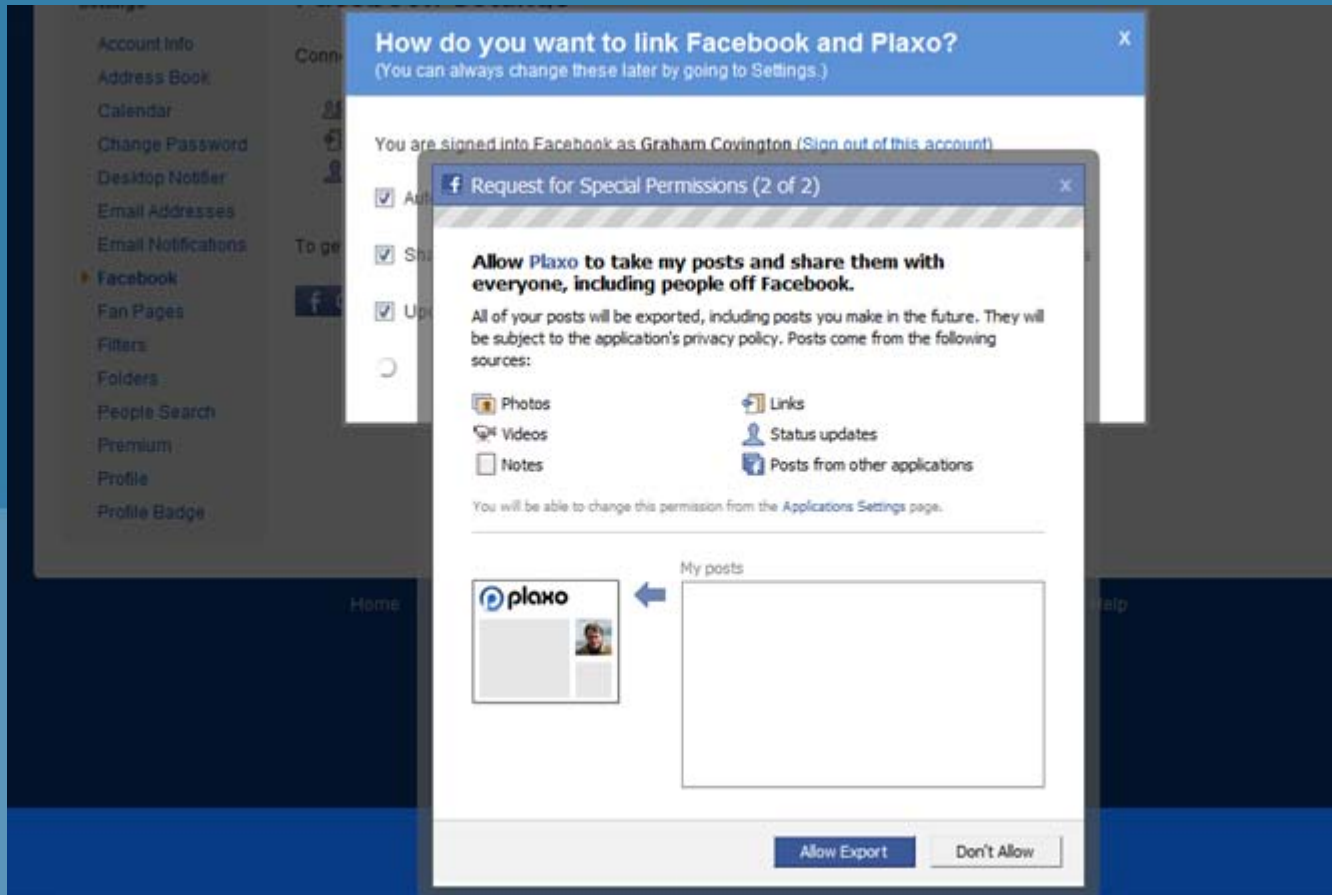
- Email:
- Password:

At the bottom of the dialog box, there is a "Sign up for Facebook" link, a "Connect" button, and a "Cancel" button. The background shows the Plaxo profile page with a "Connect" button visible.

# FB Connect – Plaxo (4)

The screenshot shows the Plaxo website interface with a 'Facebook Settings' dialog box open. The dialog box has a blue header with the text 'How do you want to link Facebook and Plaxo?' and a close button 'X'. Below the header, it says '(You can always change these later by going to Settings.)'. The main content of the dialog box is white and contains the following text: 'You are signed into Facebook as **Graham Covington** (Sign out of this account)'. Below this, there are three checked checkboxes: 'Automatically connect me with my Facebook friends who already use Plaxo', 'Share my Facebook Wall Stories (like photos, links, and videos) with my Plaxo Friends', and 'Update my Plaxo status when I change my Facebook status'. At the bottom of the dialog box is a blue button labeled 'Save Facebook Settings'. The background shows the Plaxo navigation bar with 'My Profile', 'Connections', and 'More' options, and a search bar. On the left, there is a 'Settings' menu with various options like 'Account Info', 'Address Book', 'Calendar', etc. The footer of the page includes links for 'Home', 'About Us', 'Downloads', 'Partners', 'Privacy Policy', 'Terms of Service', and 'Help', along with the copyright notice 'Copyright 2002-2009 Plaxo, Inc. All rights reserved.'

# FB Connect – Plaxo (5)



# FB Connect – Plaxo (6)

The screenshot displays the Plaxo website's Facebook Settings interface. At the top, the navigation bar includes the Plaxo logo, 'My Profile', 'Connections', and 'More' with a dropdown arrow. A search bar is located on the right. The main content area is titled 'Facebook Settings' with the instruction 'Choose your connection and sharing preferences.' A green notification box states: 'You have successfully linked your Facebook account. You can change your settings at any time.' The settings are organized into sections: 'Friends' with a checked option for 'Auto-connect with Facebook friends as Friends on Plaxo'; 'My Wall Stories' with options for 'Business', 'Friends' (checked), and 'Family'; and 'Status' with options to 'Update my Plaxo status when I change my Facebook status' (checked) and 'Update my Facebook status when I change my Plaxo status'. A 'Save' button is at the bottom. On the right, a profile picture of Graham Covington is shown with the text 'Connection established for this Facebook account' and 'Graham Covington' with a 'Disconnect account' link. A left sidebar lists various settings categories, with 'Facebook' highlighted. The footer contains links for Home, About Us, Downloads, Partners, Privacy Policy, Terms of Service, and Help, along with a copyright notice for Plaxo, Inc. from 2002-2009.

# FB Connect - Meetup

The image shows a screenshot of a Meetup event page for "Wired Wednesday June". The event is scheduled for Wednesday, June 10th at 6:00 PM at the MaRS Centre (101 College Street, Suite 100, Toronto, ON M5G 1L7). The page includes a navigation menu on the left with options like Home, About, Calendar, Members, Photos, Mailing List, Message Board, Polls, Files, and Promote!. Below the navigation is a section for the organizer, Erin Bury, with a "No photo yet" placeholder and an "email me" link. There is also a section for "Our Sponsors".

Overlaid on the right side of the page is a white box titled "Let your friends know you're attending!". This box contains the following text and elements:

- Let your friends know you're attending!**
- Have a Facebook account? Share your RSVPs with your Facebook friends!**
- A screenshot of a Facebook post from Jane Doe: "Jane Doe RSVP'd for The Greenpoint Chess Challenge on Meetup. 1:28pm". Below the post is a comment: "Add Comment - Join Jane at The Greenpoint Chess Challenge".
- Your RSVP will be added to your Facebook News Feed.**
- You will be prompted to connect your Facebook account after completing your RSVP.*
- A blue button with the Facebook logo and the text "Connect with Facebook".
- A link that says "No thanks".
- Text at the bottom: "Don't worry, you won't see this box again. You can always choose to post to your Facebook profile when you RSVP."

At the bottom right of the screenshot, the text "Who's coming?" is partially visible.

# Open ID

# A single web ‘identity’

“I start my computer and go to my email. When I go to Facebook I can automatically login because it detects that I’m logged into my ID provider.

“Then, users that have an account and ID with another site, and they want to sign-up on Facebook for the first time, we can eliminate all sorts of ‘pain points’ in the registration process.”

Luke Sheppard

Facebook

Interview: [www.thesocialweb.tv](http://www.thesocialweb.tv)

# the process is improving, but...

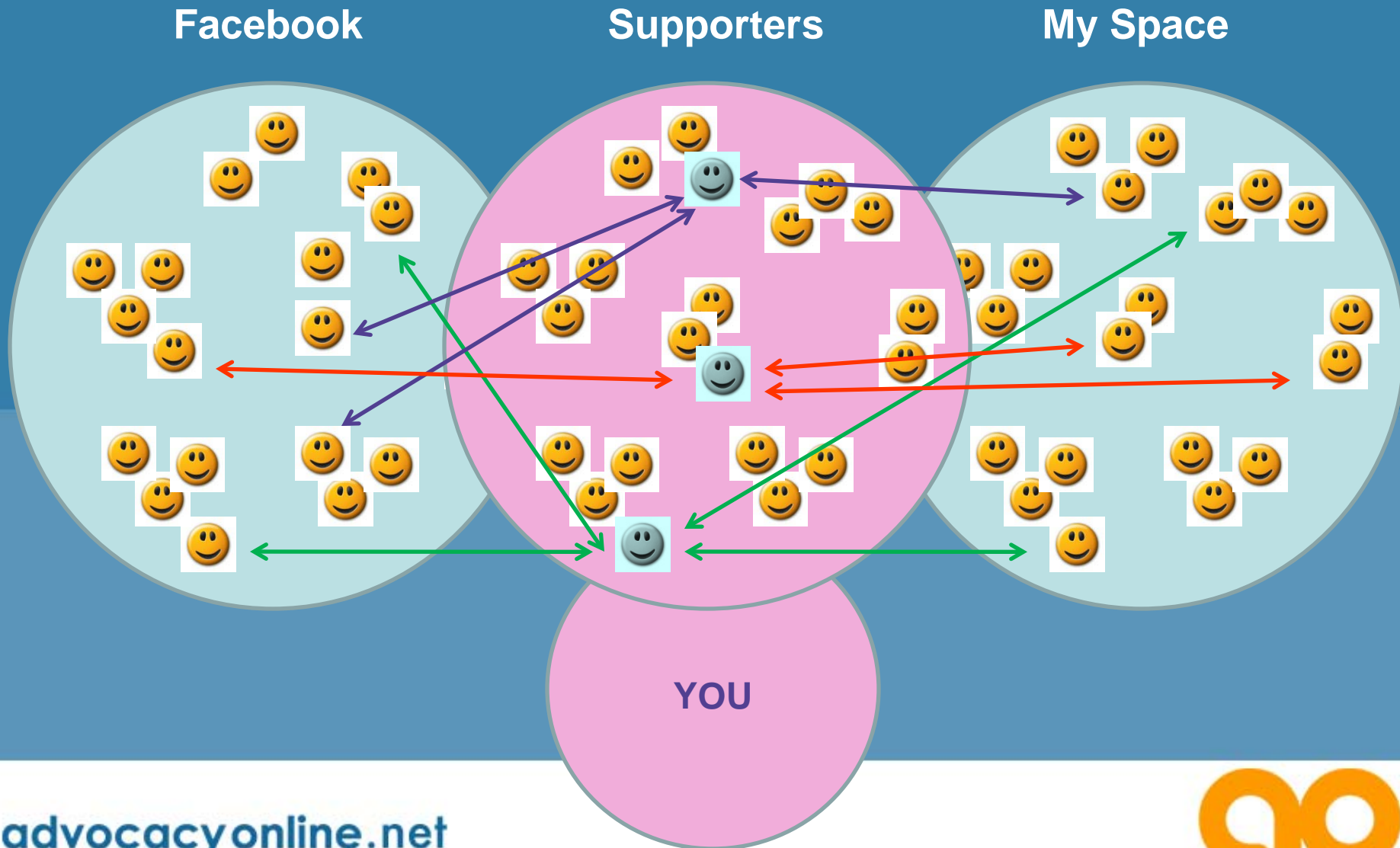


Joseph Smarr  
mock logo  
[www.josephsmarr.com](http://www.josephsmarr.com)

# The world we can **imagine**

- “supporters are part of many online communities and seamlessly share connections and content to help grow an online presence that transcends a website and diminishes boundaries between online destinations”

# The world we can **imagine**



# Reality?

“7 out of 10 (70.1%) respondents indicate that they incorporate no universal ID protocol in their house social network.”

“Open Social - the open ID standard used by Google, Yahoo, and MySpace - accounts for 17.4% of respondents”

“Facebook Connect (promoted exclusively by Facebook) represents 12.3% of respondents.”