Overview of digital tools
Why push for “virtual, online” communication

• Internet is getting faster and more available
  • Mobile phones can be used for internet access
• New social media tools (such as facebook) allow:
  • Higher transparency
  • More interaction, more support
  • New target groups reached
  • Greater visibility
Popular social media options

- Facebook page
- Short messaging on Twitter
- YouTube channel (videos)
- Photos on Flickr
Facebook

- Platform to provide short news quickly
- Users can comment and interact
- Good way to maintain soft contacts without the obligation of email.
Twitter

- Social networking and micro-blogging service
- Short postings (like SMS)
- Sharing of information quickly
- Linked to facebook
- Free hosting of films (max 10min in length)
- Viewers can comment
- Links to other social networks under gmail, hotmail, yahoo, facebook.
Flickr

• Free hosting of photographs, USD $25/year gives unlimited uploads
• Users can comment and download photos
• Part of Yahoo system
• Further information for photos
Yahoo Groups

- Ecosanres group has 723 members, Philippines with 106, CREPA with 27, Mexico (LAC) with 137, Compost toilet (US) with 686.
- No need for fast internet, can be used with just emails.
- Easy to manage and moderate
SuSanA

- Important to connect with SuSanA network for spreading knowledge
- Modern “look” for website
- Resource material database for:
  - Publications, case studies
  - Drawings, presentations
  - Also available as DVD
- Partner database
- Job section to promote open vacancies of partners
- Improved events calendar
- Improved integration of social networks, facebook plug-in on front page
Websites

• One of the first places people look for information

• Key information to provide:
  • Who we are
  • What we do
  • Where we are / how to contact us

• Keep control of your own content, provide centralized access to key information – publications, announcements, tools.

• Simple is good and updating is vital
SEI through the years

1997

2001

2007

2010

SEI Stockholm Environment Institute
International Institute for Environmental Technology and Management

SEI Tokyo • SEI Tallinn • SEI Stockholm • SEI NY • SEI London

SEI Headquarters are in Stockholm (Sweden) with centers in Boston (USA), York (UK) and Tallinn (Estonia) and regional offices in Bangkok (Thailand) and Brussels (Belgium).

SEI research activities fall under five main program areas:

- Atmospheric Environments
- Climate and Energy Resources
- Water Resources
- Sustainable Development Studies
- Risk and Vulnerability

Those are carried out by a worldwide network of approximately 75 full-time employees and affiliated staff.

SEI International Environmental Bulletin • Renewable Energy for Development
Website creation options

• Internal hosting
  • Requires permanent internet connection, IT support, hardware and software
  • Complete control of access, amount of content
  • but… IT support is key

• External free hosting
  • Low-cost! Many good, free options (google sites?)
  • Low or no support, many restrictions, website address often long or confusing

• External paid hosting
  • High level of control, few restrictions
  • Can be located outside country, high-speed access

• Other options:
  • Website consultants
    • Good quality finished product
    • On-going cost if upgrades are needed
EcoSanRes website

- 13,253 unique visitors in the past 12 months
- Low-key website
- Upgrade has been under planning stage for years!
- #1 hint – keep the front page clean
Thank you!

On behalf of the EcoSanRes communication team

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Additional virtual tools

- **Google Domain**
  - Use the gmail system for a website address you own

- **Google Documents**
  - Document and spreadsheet collaboration, surveys, also works as a document repository
  - [https://docs.google.com/](https://docs.google.com/)

- **NGO in a box** ([http://ngoinabox.org/](http://ngoinabox.org/)) – free or almost free software to cover all aspects of IT needs

- **Skype** – free voice and video