

Web 2.0 Checklist

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You are only 13 days away from being Web savvy!

Thank you for attending Geonetric's June 2008 Webinar on meeting consumer expectations. This Webinar takeaway document offers a list of activities you can accomplish in 13 days to become more familiar with Web 2.0 features.

We hope to see you in next month's presentation: "Crisis Communications: How an Iowa Hospital Dealt with Historic Flooding," presented Thursday, July 24, at 2:00 p.m. CDT.

Your Daily Checklist


Day 1 – Start Smart

Begin by familiarizing yourself with some basic Internet trends: use a different Web browser, read a blog and order dinner online.

1. Download the new Firefox 3 – [Mozilla](#)
2. Read our blog – [GeoVoices](#)
3. Order dinner online – [Pappajohns](#)

Day 2 – Find a Home

Personal portals allow you to personalize a Web page with information that interests you. You can add RSS feeds to your portal as well as your favorite blogs.

1. Create a personal portal page on [Google](#), [Yahoo](#), [MSN](#) or other site of your choosing. (If you select Google, simply click “iGoogle” in the top right corner and follow the instructions.)
2. Add an RSS feed to your portal or your news reader.
 - Go to [GeoVoices](#). Click on  on the right side of the page and follow the directions.
3. Search for other blogs.
 - a. Visit [technorati](#).
 - b. Search topics of professional or personal interest and add them to your portal or news reader. Here are a few recommendations:
 - [Webiscope](#)
 - [HIS-Talk.blog-city](#)
 - [RunningAHospital.blogspot](#)
 - [UnsolicitedMarketingAdvice](#)

Day 3 – Search

Conduct a few searches and see what you find.

1. [Google](#) (yes, it’s a verb):
 - Your hospital/health system
 - Your CEO
 - Yourself
 - A few of your more prominent physicians
2. As you search, try some different “flavors” of search to see what comes up:
 - Google images, maps, news, or blogs (along the top of the Google homepage)
3. Set up Google Alerts for some of these searches. To do this, visit your portal page and click “more” on the menu bar. Click “even more” in the drop down list and select “alerts.” Follow the instructions.

Day 4 – Share Photos

There are many Web sites that allow you to upload and share your personal photos.

1. Setup an account on [Flickr](#).
2. Have a digital camera? Upload some photos!
3. Don't have a digital camera? See what camera models are popular amongst Flickr users.
 - a. Select the "Explore" drop down menu, select "Camera Finder." Keep in mind that many professional photographers use Flickr, so the most popular models are high-end.
 - b. Scroll through the page and look at the Point & Shoot Camera phone charts.
 - c. Click on a camera to check out the quality of photos taken with the camera as well as prices and member reviews.
4. Add your Flickr photostream to your Google homepage.
 - a. Select "Add Stuff" in the upper right of your Google homepage.
 - b. Search for "Flickr."
 - c. Pick a gadget that allows you to display photos from any Flickr account.
 - d. Configure with your information.

Day 5 – Become Linked

More and more people are connecting with friends and family via the Internet. Create a profile and search for people you know.

1. Create a profile on [LinkedIn](#)
 - a. Search for Ben Dillon.
 - b. Invite Ben to join your network.
 - c. Search for current and past friends and colleagues. It's amazing how many people you'll find on LinkedIn.
2. Join [MySpace](#) or [Facebook](#).
 - a. Select a page theme.
 - b. Invite friends to join your MySpace page.

Day 6 – Check out Patient Conversations

Patients are using the Internet to communicate with other patients in similar situations.

1. Visit these sites to see how patients are talking about their experiences:
 - [PatientsLikeMe](#)
 - [iMedix](#)
 - [Trusera](#)
 - [ImTooYoungForThis](#)
 - [Clubfoot](#)
 - [BrainTalk Communities](#)

Day 7 – Kick Back with Some Tunes

There are many ways to listen to music online. Here are two of the more popular sites that are worth checking out—they follow very different approaches.

1. Visit [iTunes](#).
 - a. Search for music and podcasts.
2. Visit [Pandora](#).
 - a. Create a new radio station.

Day 8 – Mind Your Money

Most financial organizations offer sophisticated online tools.

1. Check out the online offerings of your bank, credit union or brokerage.
2. Visit [Yodlee](#), an account aggregator tool. Yodlee gives you a single view of your many financial accounts across companies.

Day 9 – Organize a Trip

You have likely shopped for travel online. But, did you know you can organize your next excursion online?

1. Visit [Tripit](#)
2. Click “learn more” to read about the service.

Day 10 – Shop Around

You can shop for any product or service online – you can even shop for a physician. Many sites offer consumer rating systems and we found a few that rank hospitals.

1. Find products at online stores that are often lower than those offered by your local department stores.
 - [Craig’s List](#)
 - [eBay](#)
2. Research physicians.
 - [Healthgrades](#)
 - [Vitals](#)
3. Check out your hospital’s score.
 - [NetDoc](#)
 - [Carol](#)

Day 11 – Share Information

You visited Geonetric’s blog on Day 1. Now it’s time to visit some other blogs.

1. Visit Del.icio.us
 - a. Search for your organization
 - b. Search for “marketing” blogs
2. If you like a specific blog, create an account and add some bookmarks.

Day 12 – View Online Videos

YouTube is the leader in online video sharing. If you haven’t visited the site, it is time to do so.

1. Visit YouTube
 - a. Browse through the videos, channels, and communities.
 - b. Search for your organization or interest.
 - c. Search for the UAB Emergency Room Rap.
 - 1) View the video.
 - 2) Add it to your MySpace or Facebook page.
 - d. Add the videos to your Google portal page (click iGoogle near the search at the bottom of the home page).

Day 13 – Search the Wisdom of Crowds

There are many great sources of information online. Our favorite is Wikipedia.

1. Visit Wikipedia
 - a. Perform a search on anything you’d like to read about. Try ‘RSS feed’ to learn about the RSS feeds you added to your portal.
 - b. Read the feature article and look at the featured picture on the home page.
 - c. Review the sister projects.
 - 1) Look up a word in the Wiktionary.
 - 2) View the quote of the day in the Wikiquote.
 - 3) Check out the Wikinews; add the RSS feed to your Google home page (click RSS by the Latest News headline).
2. Visit other information sources
 - 1) FluWiki, a resource directory that provides flu information.
 - 2) Healthcare Idea Generator, a healthcare online forum.

Congratulations!

You are now Web 2.0 savvy. But your journey has just begun. Make sure to incorporate the activities you enjoyed from the list into your regular routine. The best thing about Web 2.0 is that the resources you enjoy naturally lead you to information and activities that will likely appeal to you.

Welcome to the Web 2.0 community.