

Wired
community
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Wired Community@ Collingwood

Australia's largest digital
inclusion project

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Imagine a world where everyone, everywhere has equal access to information communication technology...

The reality is that the lower-socio economic and those distanced by language barriers do not and cannot get relevant access to technology.

There is a growing recognition but not yet a consensus about integrating Community of Practice (CoP)-style working in the everyday practice of public sector programs and services.

Well what is it

Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

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Work group descriptions

| | Purpose | Members | Adhesive | Duration |
|------------------------------|---|--|---|---|
| Formal work group | To deliver a product or service | Employees who reports to the group's manager | Job requirements and org structure | Until organisational restructuring |
| Project team | To accomplish a task | Employees assigned by senior management | Project milestones and goals | Until project completion |
| Social networks | To collect and pass on information | Friends and acquaintances | Mutual needs and interests | As long as people have a reason to connect |
| Community of Practice | To develop members' capabilities; to build and exchange knowledge | Members who select themselves | Passion, commitment and identification with the group's expertise | As long as there is interest in maintaining the group |

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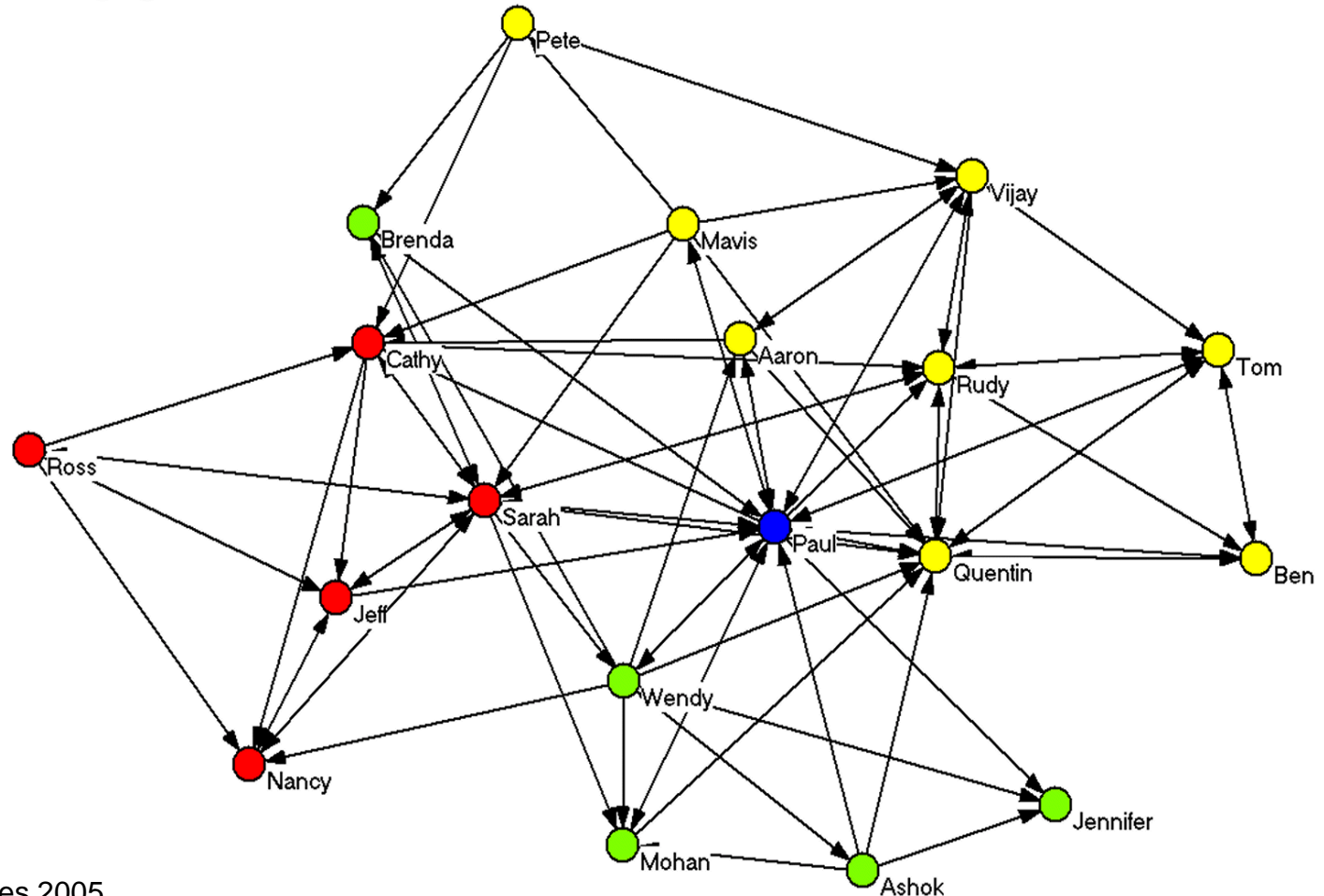
access accommodation activities adoption advice agendas allotments allowance
animal appeal areas arrears arts assessment association backdating badge balance
band bays benefit bereavement bins births books breaks buildings
burials bus buy care carer cars ceremonies certificates change charges
childcare children circumstances citizenship civil clearance clinical closures clothing
clubs collections community complaints consumers contaminated costs
council councillors crime dates death debt decisions
declaration decoration development direct disabled discounts disturbance diversions dog drains
drivers dumped e-billing education elections eligibility emergencies exclusions
exemptions facilities family fines fly-tipping fostering fouling frameworks freedom funeral
garden governor graffiti grants grave gritting hazardous health historical history holiday
homes housing illegal injuries inspections insurance interest internet items kerb kids
land leisure library licences lights limits listed litter local marriage
meals membership minutes mobile modernisation naming needs neighbour obstructions
older organisations parenting parking partnerships pass pavements
payments people permission permits places planning playschemes plots
pollution private problems properties prospectuses proxy
recycling reductions registered registrations renewal renovation rent
repairs results roads roadworks roll routes rubbish safety scheme
school search services sheltered short-term spaces speed spillages sports
squatters street structures student support surgeries syringes tax tenancy
tenants term ticket traffic translation transport travel trees voluntary votes waste
welfare wheels winter young youth

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I frequently or very frequently receive information from this person that I need to do my job.



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Do....



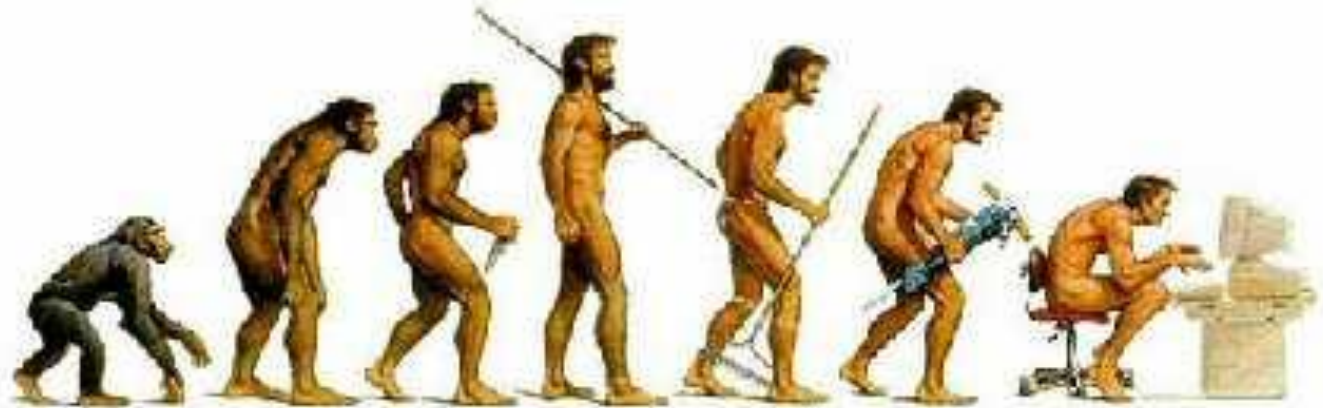
- ..identify and look after your facilitators – they are quite often the difference between successful and unsuccessful communities
- ..let users drive their own experimentation and use of tools.
- ..target and support areas that have a clear desire and need.
- ..build trust and relationships face to face where possible.
- ..condition your managers for failure – not every CoP is going to be successful.
- ..use online conferences and ‘Hot Seats’ to build membership growth and encourage conversations.

Don't....



- ..think you can force people to collaborate
- ..assume everyone understands how to use Web 2.0 social media tools.
- ..assume everyone knows how to contribute.
- ..worry about the 'lurkers'.
- ..let command, control or hierarchy hamper or kill your community
- ..set unrealistic targets

Evolution



"If you always do what you always did, you'll always get what you got."
Albert Einstein, 1879-1955

The data

- **13 HOURS** The amount of video uploaded to YouTube every minute.
- **412.3 YEARS** The length of time it would take to view every YouTube video.
- **100,000,000** The number of YouTube videos viewed per day.
- **3,600,000,000** The number of photos archived on Flickr.com as of June 2009.
- **1382%** The monthly growth rate of Twitter users from January to February 2009.
- **3,000,000** The average number of Tweets per day on Twitter.com
- **5,000,000,000** The number of minutes spent on Facebook each day.
- **1,000,000,000** The amount of content (web links, news stories, blog posts, notes, photos, etc.) shared each week on Facebook.
- **5,000,000** The number of active Barack Obama supporters across 15 social networks.
- **14,200,000** The number of views Obama's famous "Yes We Can" video got on YouTube.

Rupert Murdoch

- *“Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it's the people who are taking control.”*

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And finally...

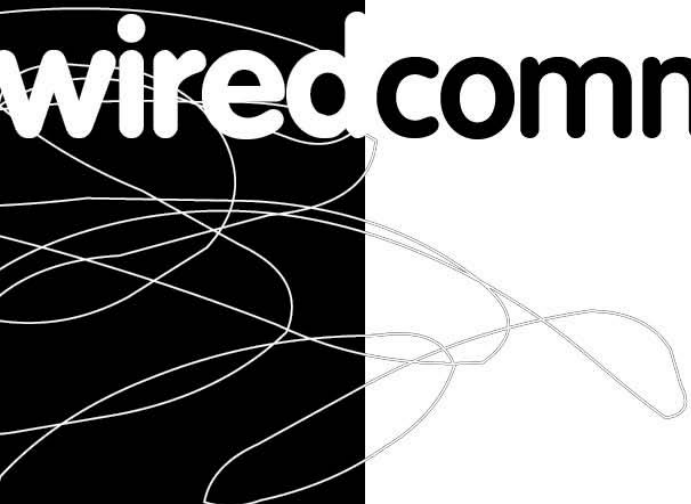
“Go to the People
Live with them
Learn from them,
Love them.

Start with what they know,
Build with what they have.

... But with the best leaders
When the work is done
the task is accomplished
The people will say,
“We have done this ourselves.”

Lao Tsu, Chinese Philosopher (Contemporary of Confucius);
Taken from Tao Te Ching c 500 BC

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Next Steps.....