Are You Ready for the Mobile Web?

Public Diplomacy Goes Mobile

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New Frontier...
Building Communities!
Policy
Culture Change
Tools
Community
Public Diplomacy

Building relationships with people around the world; creating mutual understanding
Why Mobile?

- 3+ Billion mobile devices being used worldwide
- Mobile handsets outsold PCs by 4 to 1
- Mobile is bigger and much more than just a cell phone

Info from 4GMF at CES'09
74% of users are sending/receiving text messages on their phones.

Nationally: 75 billion text messages sent per month.

Globally - twice as many active users of SMS as active users of email.

On average, SMS messages are read within 15 minutes after receipt and responded to within 60 minutes.
Social Networking

• 1/3 of *American* adult Internet users have a profiled on an online social network
• 37% of adults visit social networking sites *daily*
• Facebook’s fastest growing demographic - 25yrs +
• Facebook experienced a 276% rise in its 35-54 year old demographics in the last six months.

*Comscore*
25 million people access Facebook from their mobile devices on a daily basis.
Leapfrogging in Africa

Have mobile will social network

- Africa has become the fastest growing mobile market in the world
- Mobile penetration: ranging from 30% to 100%
Why Developing Countries?

No existing infrastructure
Not slowed down by older (obsolete) systems
Micro Blogging

Image courtesy of kiwanja.net
www.kiwanja.net/mobilegallery.htm

Government Web Managers Conference
April 28-29, 2009

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www.kiwanja.net/mobilegallery.htm
Micro Blogging in Force

Earthquake occurs

1st Twitter Report

NBC Report

AP Wire Report

Twitter updates mentioning quakes

5.4 in LA at 11:42a on 7/29

Minutes after quake
News on Demand

USAirways flight landed in the Hudson River
User Generated Content

- Nokia is largest seller of *cameras* in the world
- Mobile video as consumer generated content
- CNN iReport – now video
- Ustream.tv
What’s next? Mobile Video

<table>
<thead>
<tr>
<th>Type of Video</th>
<th>Subscribers</th>
<th>% Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amateur Video Clips</td>
<td>1,346,000</td>
<td>37.9%</td>
</tr>
<tr>
<td>Music Videos</td>
<td>1,224,000</td>
<td>34.5%</td>
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<tr>
<td>Comedy Videos</td>
<td>1,179,000</td>
<td>33.2%</td>
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<tr>
<td>Movie Trailers</td>
<td>1,074,000</td>
<td>30.2%</td>
</tr>
<tr>
<td>Full TV/film</td>
<td>727,000</td>
<td>20.5%</td>
</tr>
</tbody>
</table>
Geo-Aware Networking

Google Latitude

• Mobile devices know:
  • Where you are
  • Where your friends are
  • What is around you

• Tells:
  • Your friends where you are
  • “things” around you, that you are there
Mobile Photo Contest

“Nike PhotoiD opens a genuine creative dialogue between the brand and its audience”

Launched in UK, Italy, Germany, Spain, France, Denmark, Finland, Norway and Sweden
Things to Consider

- Mobile Apps/Widgets/Gadgets
- Screen Size
- Operating System
- Mobile Browsers
- Mobile Carrier
- Mobile Website
Different Screen Sizes

- **Small**: 176 x 128
- **Medium**: 240 x 180
- **Large**: 320 x 240
- **Smart Phones**: 320+
Different Operating Systems

- iPhone
- Blackberry RIM
- Google Android
- Windows Mobile
- Symbian
Different Mobile Browsers

- Opera
- Explorer
- Bolt
- Firefox
- Safari
- Android

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Mobile Carriers

Every country has its own carriers (and rules that regulate them).
Mobile Content Management System

Your website in the palm of your hand

mofuse

Web Manager University

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Education
corporate
culture
change &
Management
buy in
Another Channel

Stimulate a dialogue about ideas across multiple channels; emphasis on mobile
Traditional Publications Goes Mobile!
SMS Text Messaging in Kenya

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Xlife Games – Cultural Outreach Through Mobile Gaming
Mobile Issues

- Privacy
- SMS Threats
- “Smishing” (SMS Phishing)
- Mobile Malware (viruses)
- Mobile camera usage?
- Government use of mobile
- Must be treated like any other IT device
Social Media Mantra

Mission  Tool  Metric  Teach

Jeffrey Levy, EPA

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Welcome to the 4th Screen
Resources

- Federal Web Managers Council
  - http://webcontent.gov
  - http://forum.webcontent.gov
- Social Media Sub Council
  - http://govsocmed.pbwiki.com
- GovLoop
  - http://www.govloop.com
- Government 2.0 Club
  - http://www.government20club.org
THANK YOU!