

# SOLVING SOCIAL NETWORK FATIGUE

David Jonas





# We create online strategies for cultural institutions.

The screenshot shows the website for V2\_ Institute for the Unstable Media. The browser address bar displays 'http://www.v2.nl/'. The website features a navigation menu with 'Events', 'Lab', 'Publishing', 'Organization', and 'Archive'. A search bar is located in the top right corner. The main content area is titled 'Institute for the Unstable Media' and includes a brief description of the organization's interdisciplinary focus on art and media technology in Rotterdam. The page is organized into several columns of event and publication announcements. The left column features 'Watch That Sound at Cinekid' (Oct 21-28, 2010) and 'International Symposium on Mixed and Augmented Reality' (Oct 13-16, 2010). The middle column highlights 'New.Brave.World' (Oct 7-Nov 7, 2010) and 'Book Launch: Interactive Landscapes' (Oct 27, 2010). The right column contains a mailing list sign-up, 'Related Items' (including 'Book launch art&D: Research and Development in Art'), 'ICTDeRa 2010' (Mar 16, 2010), 'Test\_Lab at ISEA2010 RUHR' (Aug 27, 2010), 'Julian Oliver', and 'Test\_Lab at Festival Ars Electronica' (Sep 04, 2009).

V2\_ Institute for the Unstable Media

http://www.v2.nl/

Events Lab Publishing Organization Archive

**Institute for the Unstable Media**

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V2\_ is an interdisciplinary center for art and media technology in Rotterdam (the Netherlands). V2\_'s activities include organizing presentations, exhibitions and workshops, research and development of artworks in its own media lab, publishing in the field of art and media technology, and developing an online archive.

**Watch That Sound at Cinekid**

21 28  
Oct 2010 Oct 2010

The Watch That Sound studio has been built on the Cinekid festival site at the Westergasfabriek in Amsterdam. Working in pairs with laptops and microphones, young workshop participants are making their own soundtrack in a room filled with instruments...

**New.Brave.World**

7 7  
Oct 2010 Nov 2010

META.MORF 2010 - New.Brave.World is a new Biennial for Arts and Technology in Norway organized by the Trondheim Electronic Arts Centre (TEKS). The first edition is curated by Alex Adriaansens and Espen Gangvik, director of TEKS.

**International Symposium on Mixed and Augmented Reality**

13 16  
Oct 2010 Oct 2010

ISMAR is an international academic conference on Mixed

**Book Launch: Interactive Landscapes**

27  
Oct 2010

The new publication "Interactive Landscapes" about the work of Daan Roosegaarde, will officially be presented at V2\_. Together with NAI Publishers and Studio

**Mailinglist!** Subscribe to the English or Dutch version.

**Related Items**

**Book launch art&D: Research and Development in Art**

Jun 04, 2009 17:00

On the occasion of the latest book publication by V2\_ Publishing, "art&D: Research and Development ...

**ICTDeRa 2010**

Mar 16, 2010 10:00

After successful editions at the Jaarbeurs in Utrecht, ICTDeRa came to Rotterdam in 2010.

**Test\_Lab at ISEA2010 RUHR**

Aug 27, 2010 15:00

V2\_ brings its Test\_Lab format to Germany by organizing a special edition of Test\_Lab Summer ...

**Julian Oliver**

Julian Oliver (NZ/DE) is a "critical engineer", currently developing open source augmented reality ...

**Test\_Lab at Festival Ars Electronica**

Sep 04, 2009 14:00

Websites can no longer be seen as  
isolated islands.



Websites can no longer be seen as isolated islands.



# THE EFFORT



**193**



**1.439**



**2008**



**5.169**



# THE PAYBACK

**TATE**

**644.857**



**GUGGENHEIM**

**150.296**



**MoMA**

**570.728**

**facebook.**

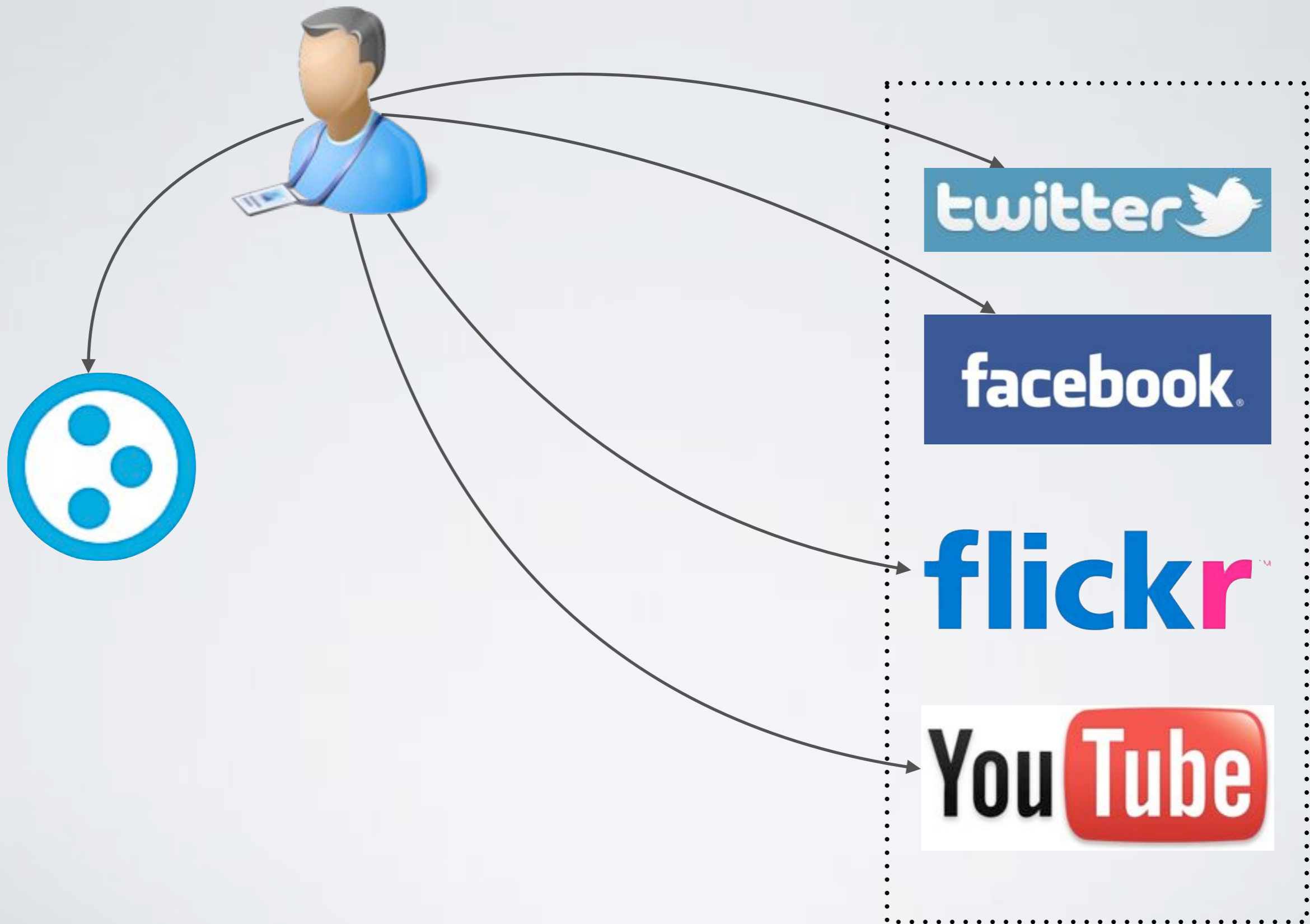
THE METROPOLITAN MUSEUM OF ART  
5,000 YEARS OF ART

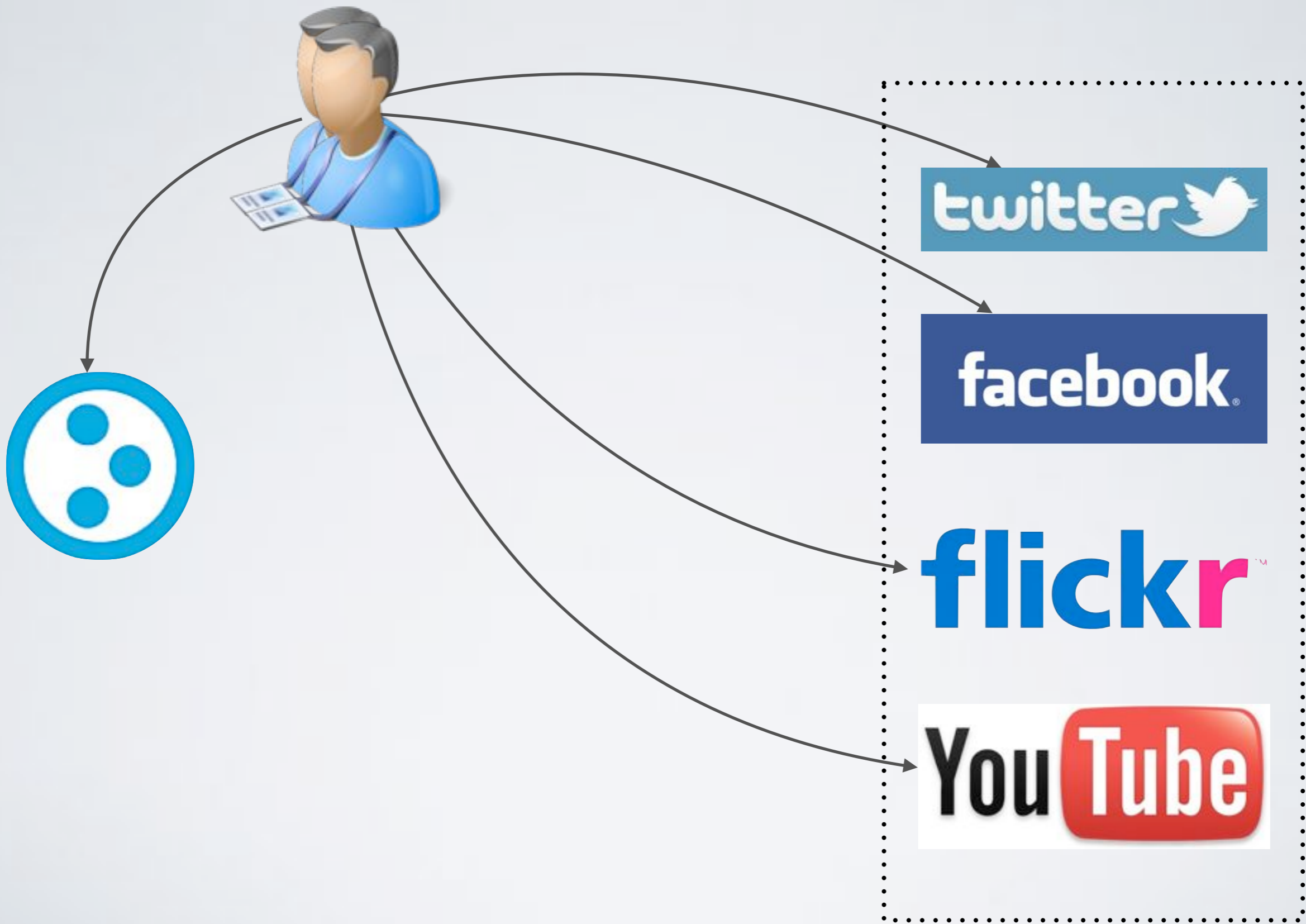
**770**

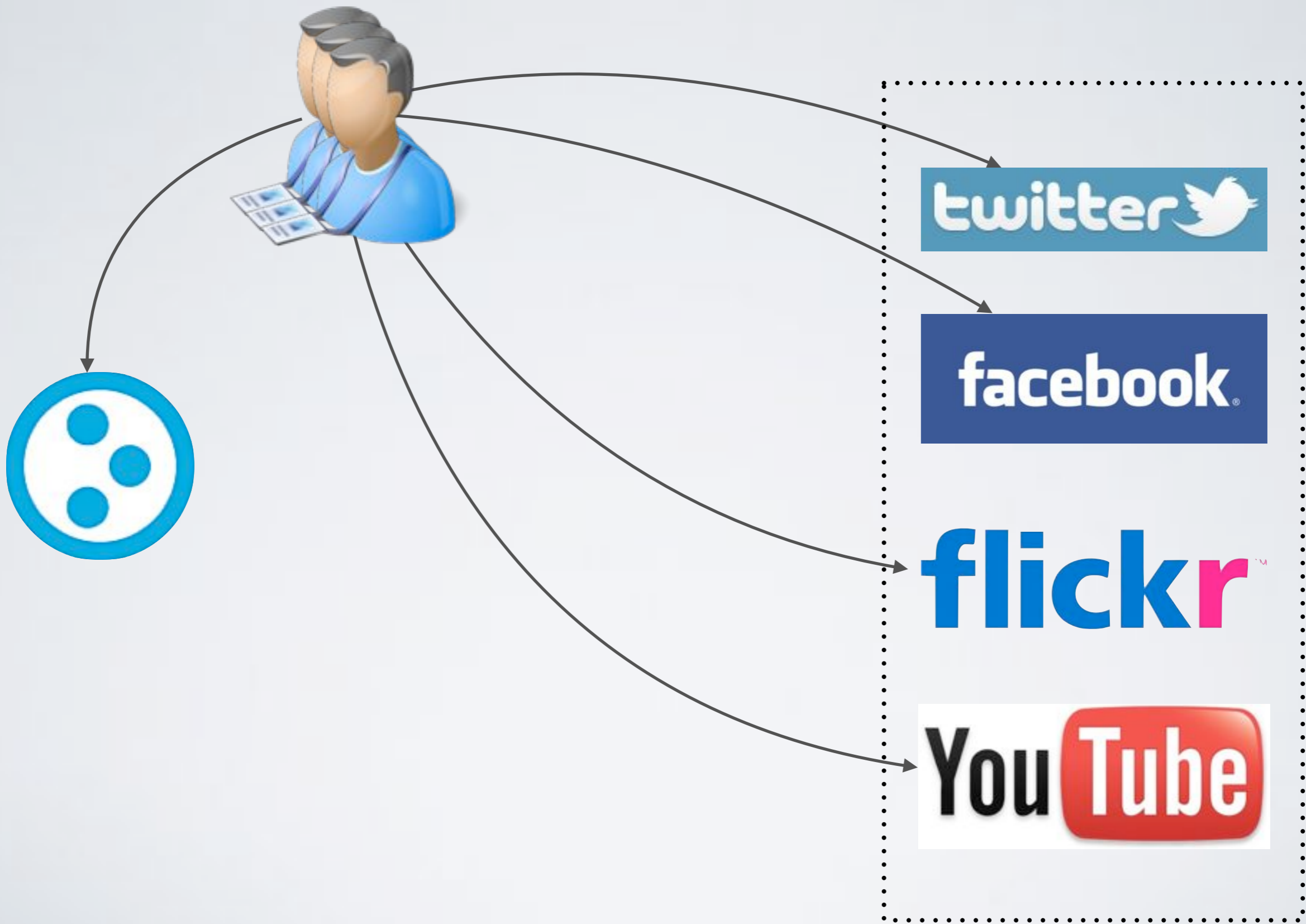
**flickr™**

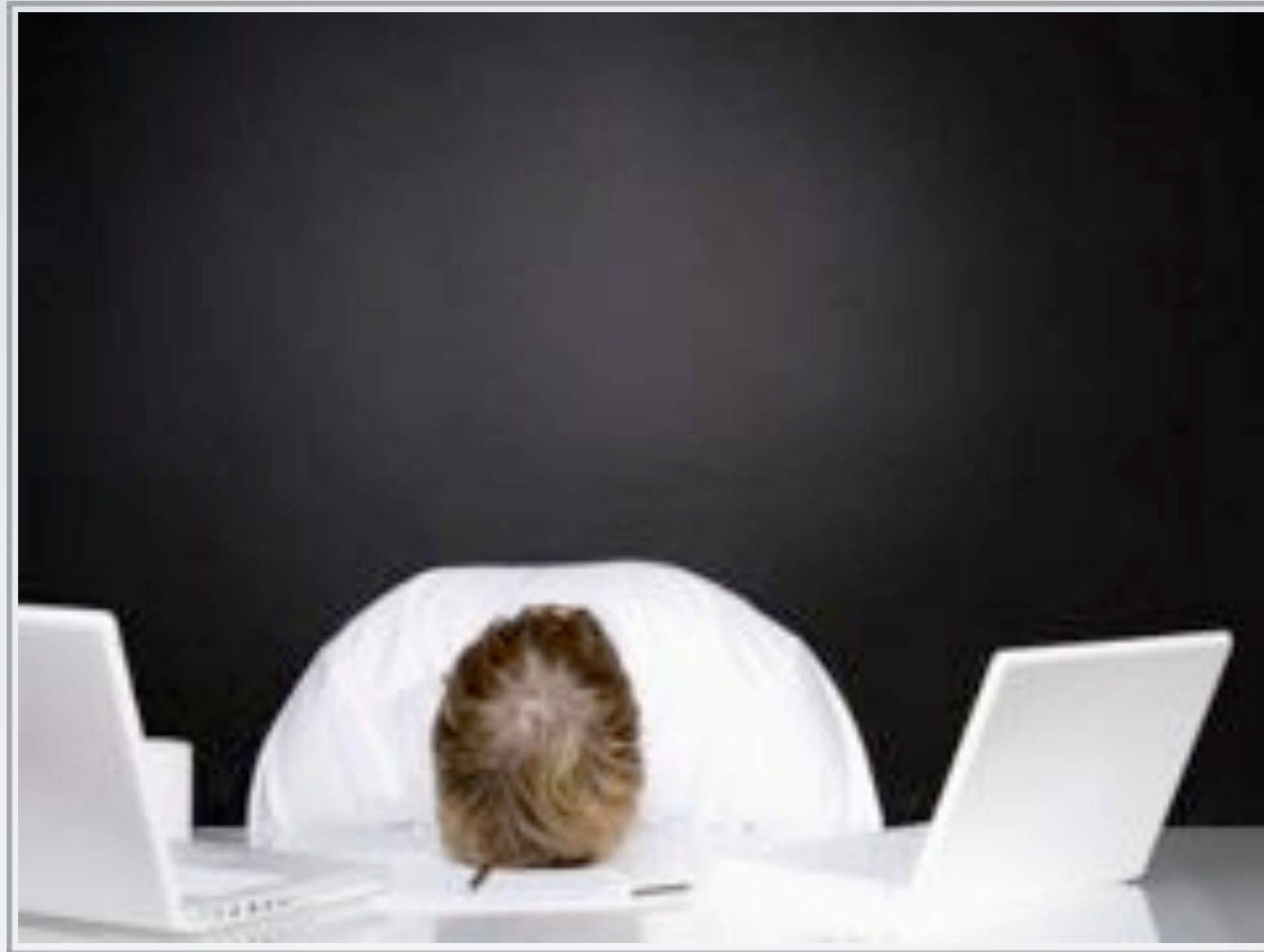










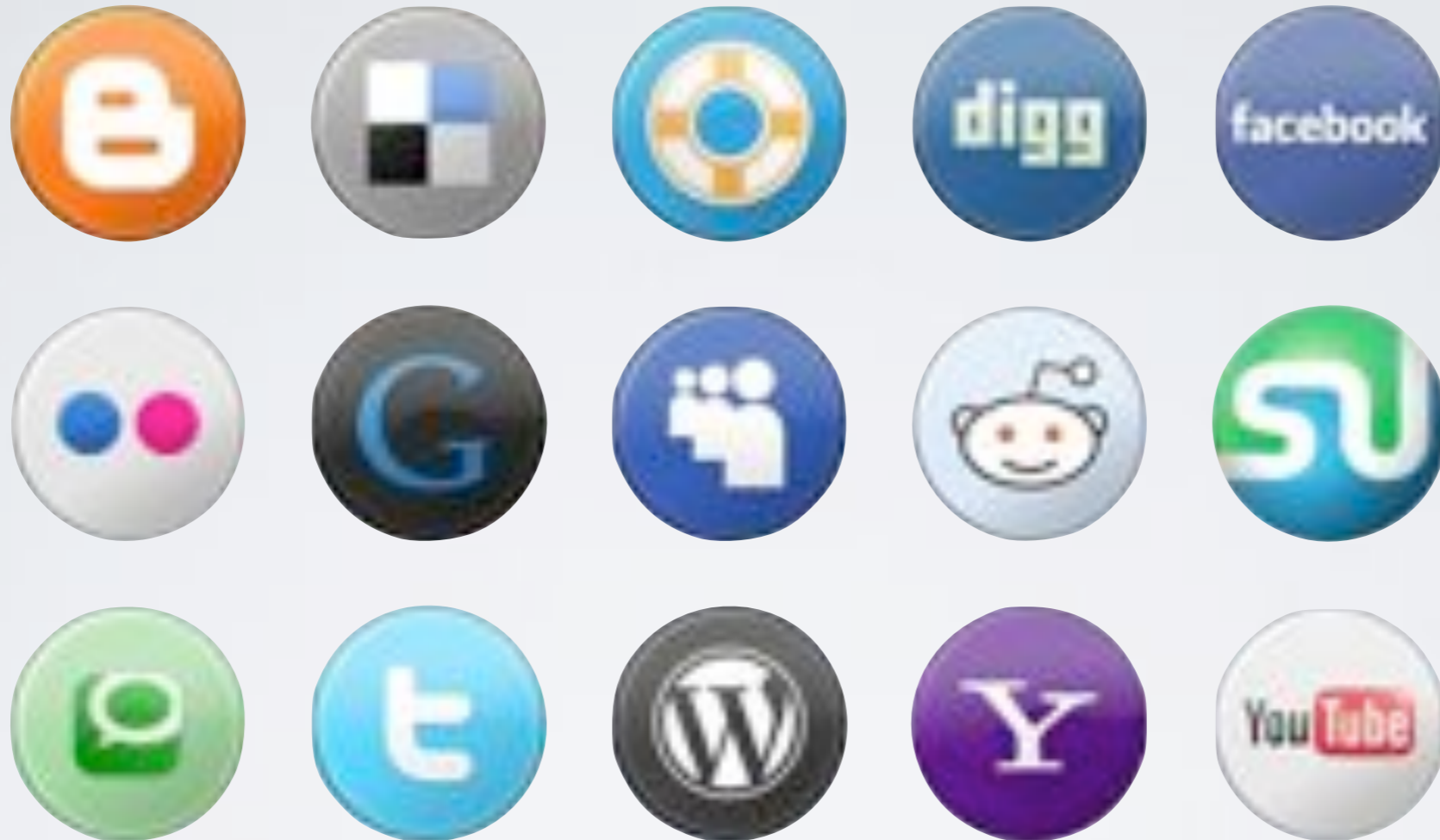


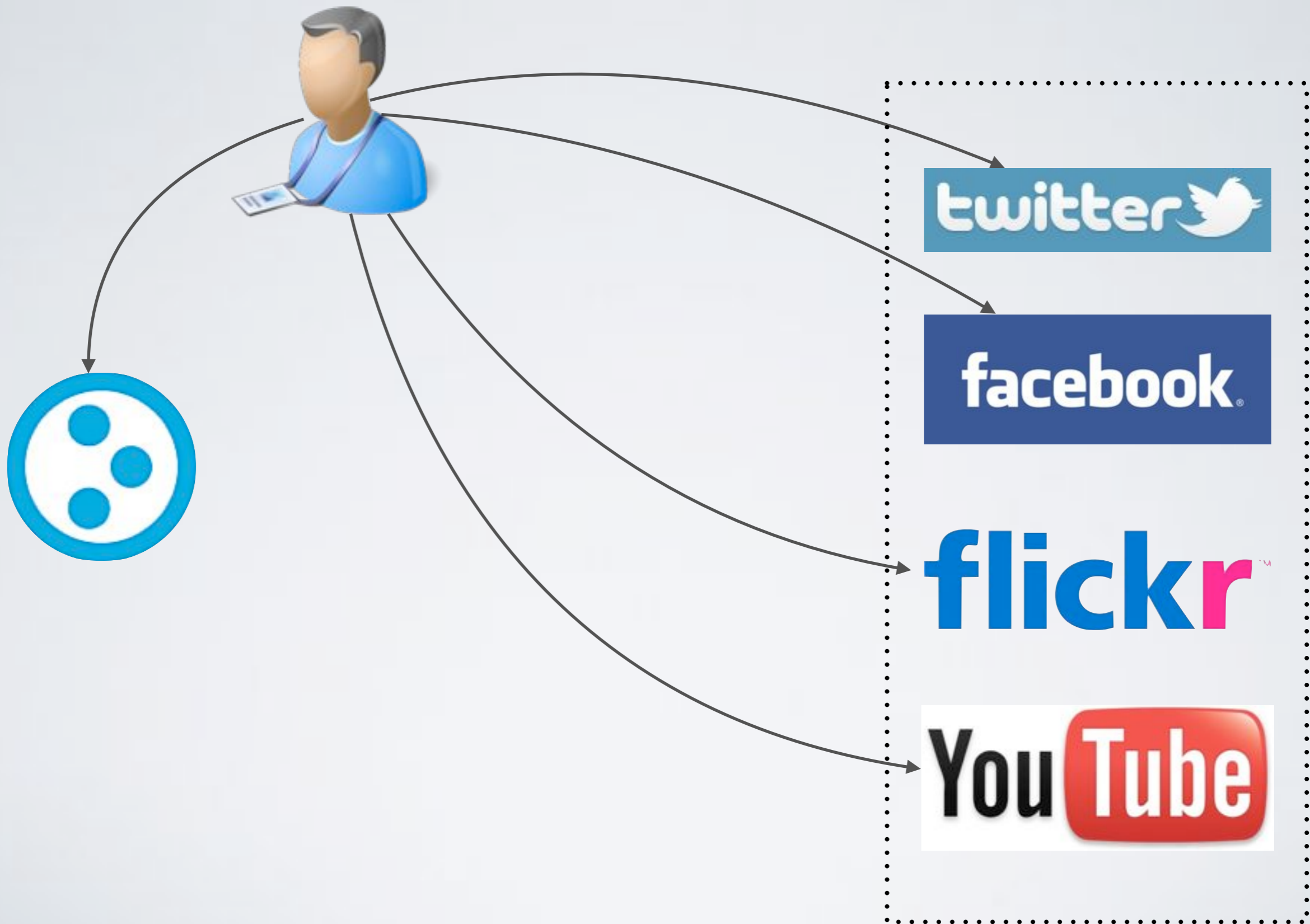
# THE SOCIAL NETWORK FATIGUE

# **How to connect Plone with social networks?**

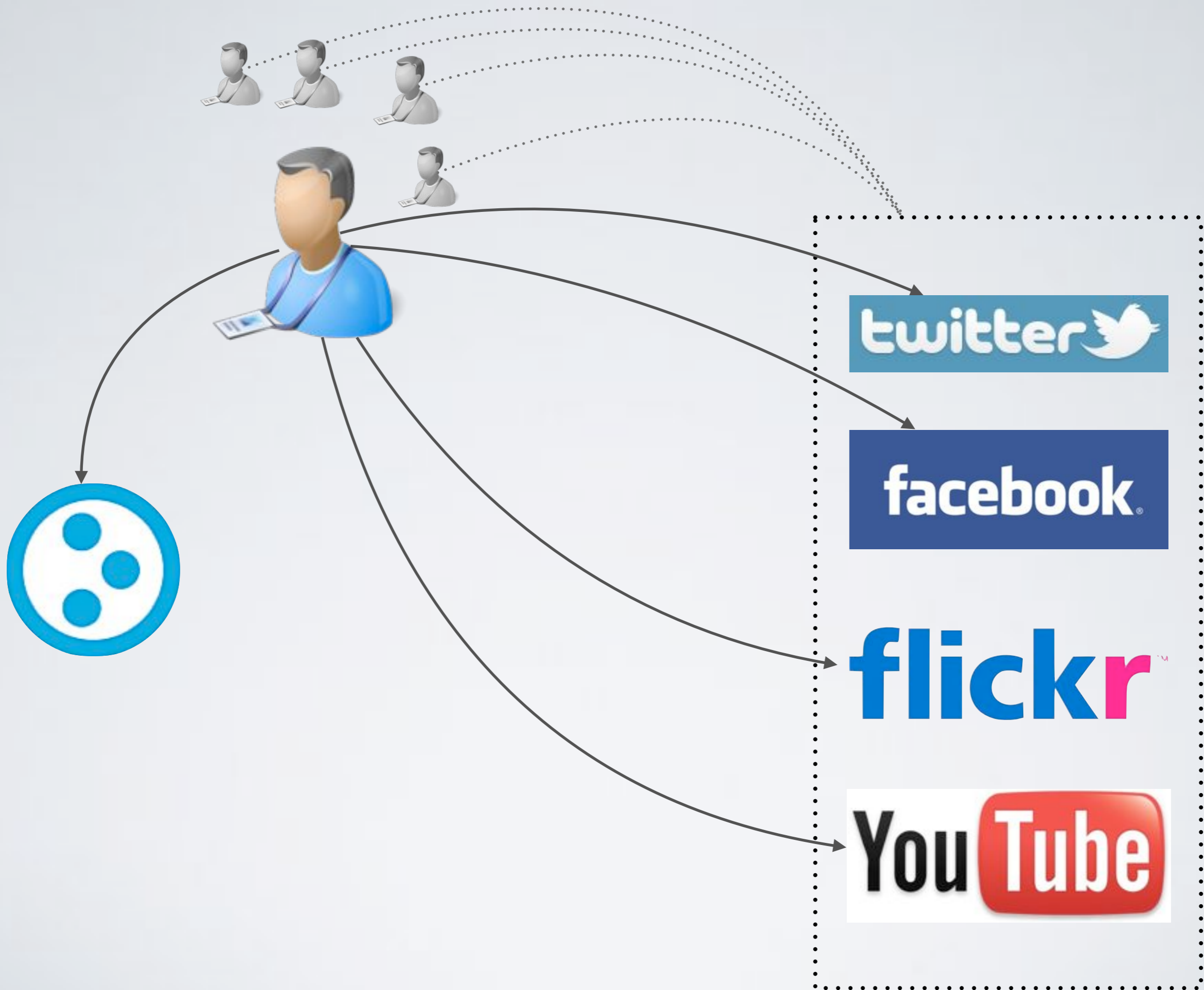
That's our itch and we're scratching it as  
hard as we can.

# The Share Button approach

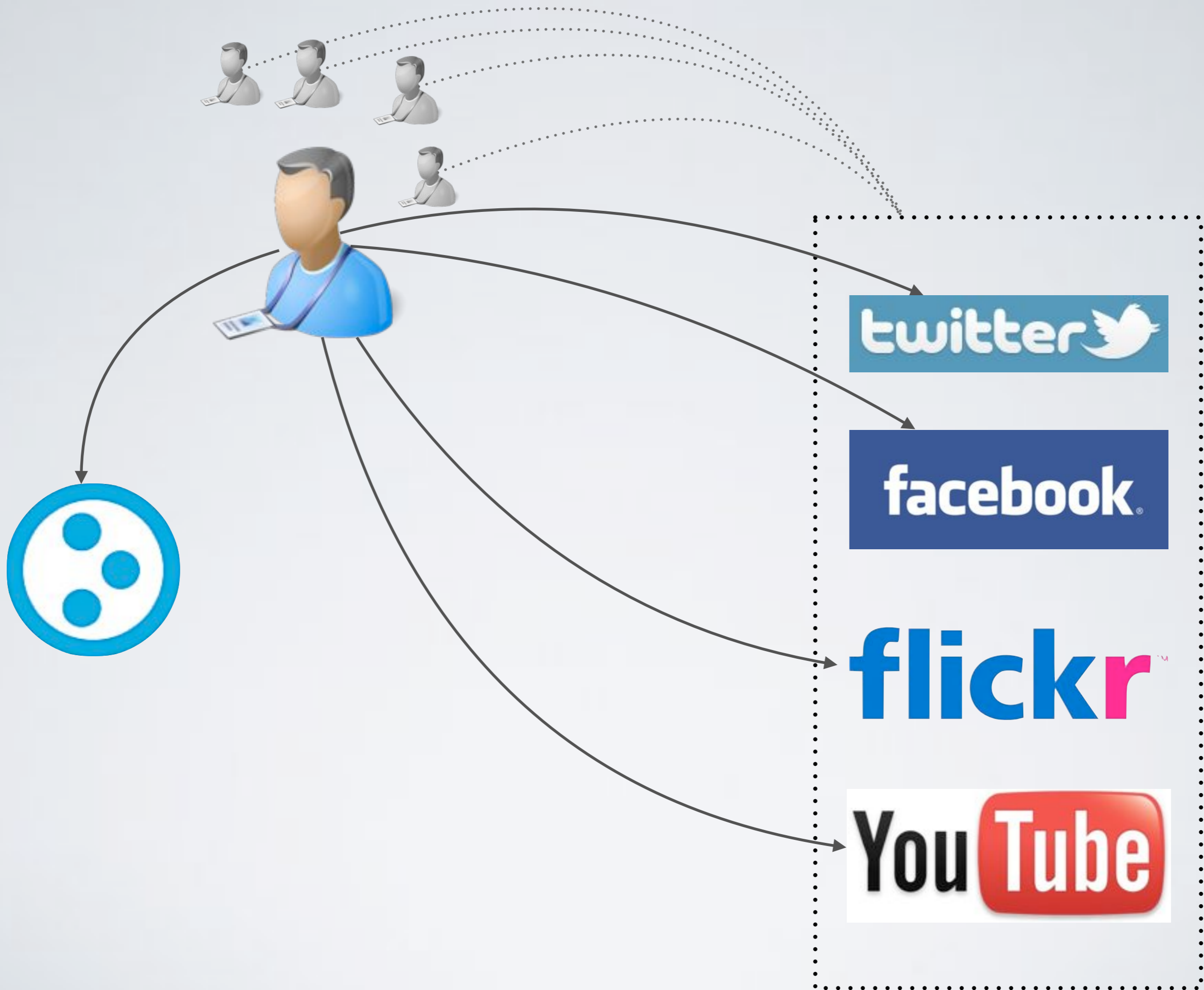








Does that alone solve our problem?



# The logical step

Automatically republish the content to the social networks.

The screenshot shows the V2\_ website for the book launch event. The main heading is "Book Launch: Interactive Landscapes". Below it, there is a date and time: "27 Oct 2010 20:00 - 22:30". The location is "V2\_, Eendrachtstraat 10, Rotterdam". The event is organized by V2\_ and NAI Publishers. The main content area features a large image of the book cover "Interactive Landscapes" by Daan Roosegaarde. To the right, there is a "People and Organizations" section with a list of attendees and organizers, including Laura Wickerberg, Iana Hli, Joel Kwong, Gerjunt Van Dijkbe, Alex Adriaensens, Rui Guerra, Jans van Ballegoijen, and Simon de Bakker. There are also sections for "Related Items" and "Understanding Media Theory Presentation".



The screenshot shows the Facebook event page for the book launch. The event title is "Book Launch: Interactive Landscapes, Daan Roosegaarde". The event is public and scheduled for Wednesday, October 27, from 8:00pm to 10:30pm. The location is V2\_, Eendrachtstraat 10, Rotterdam, Netherlands. The event was created by V2\_. The page shows a list of attendees, including Laura Wickerberg, Iana Hli, Joel Kwong, Gerjunt Van Dijkbe, Alex Adriaensens, Rui Guerra, Jans van Ballegoijen, and Simon de Bakker. There are also sections for "Photo Memories", "Sponsored" (Visual Studio? ReSharper!), and "Build a Civilization".

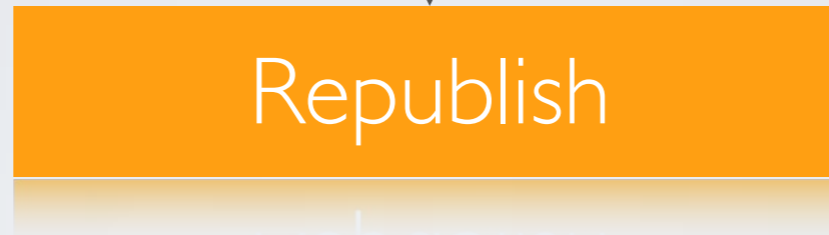
When?

Phone content created

IObjectAddedEvent

IActionSucceededEvent  
(Publish)

Republish



Plone content created

IObjectAddedEvent

IActionSucceededEvent  
(Publish)

Republish

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Where?

Plone content created

IObjectAddedEvent

IActionSucceededEvent  
(Publish)

Republish

public?

Folder contents

ATImage Others ATFile ATEvent ATFolder

Image  
title  
description  
tags

ContentLeadImage?

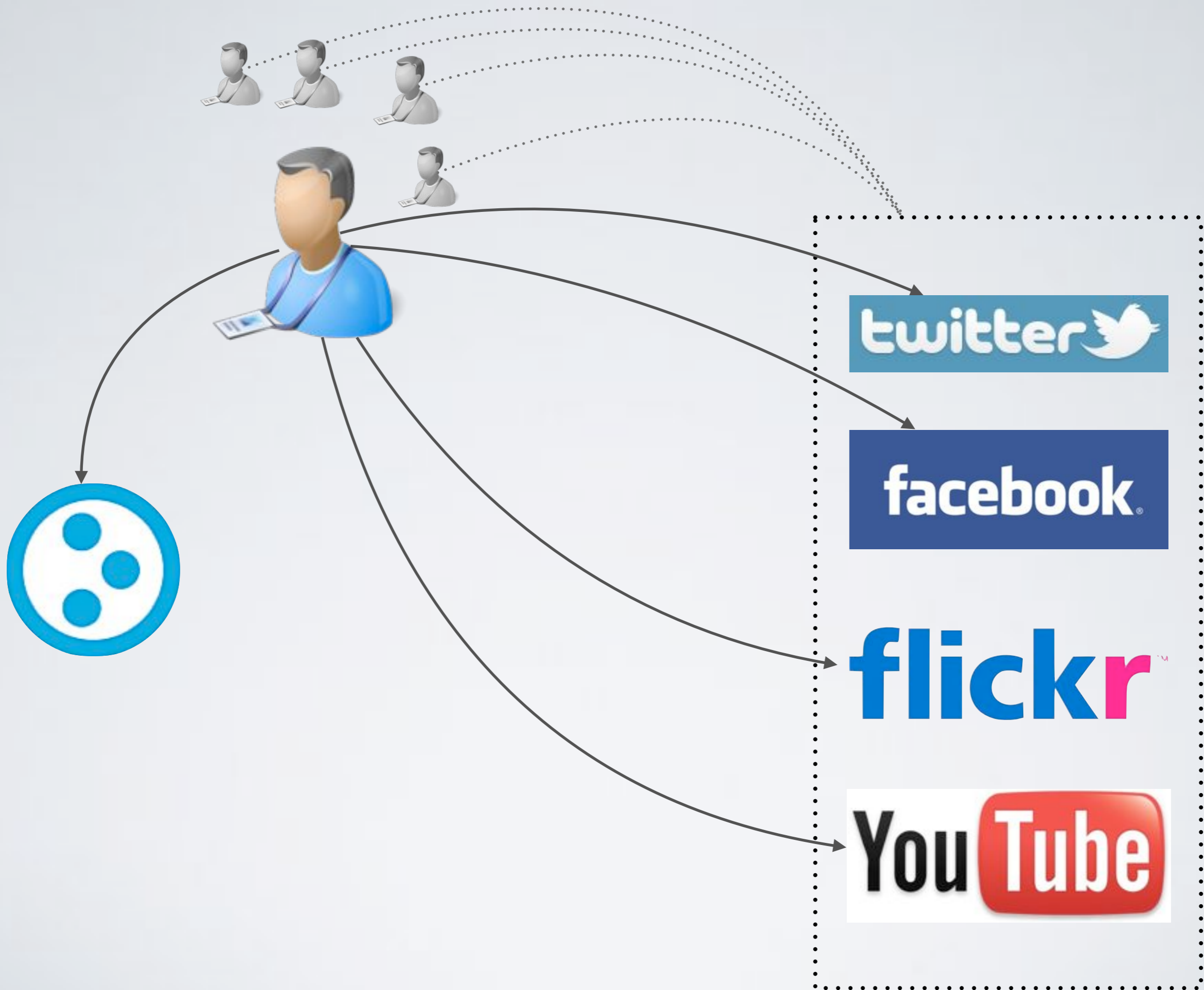
Description  
/Body text

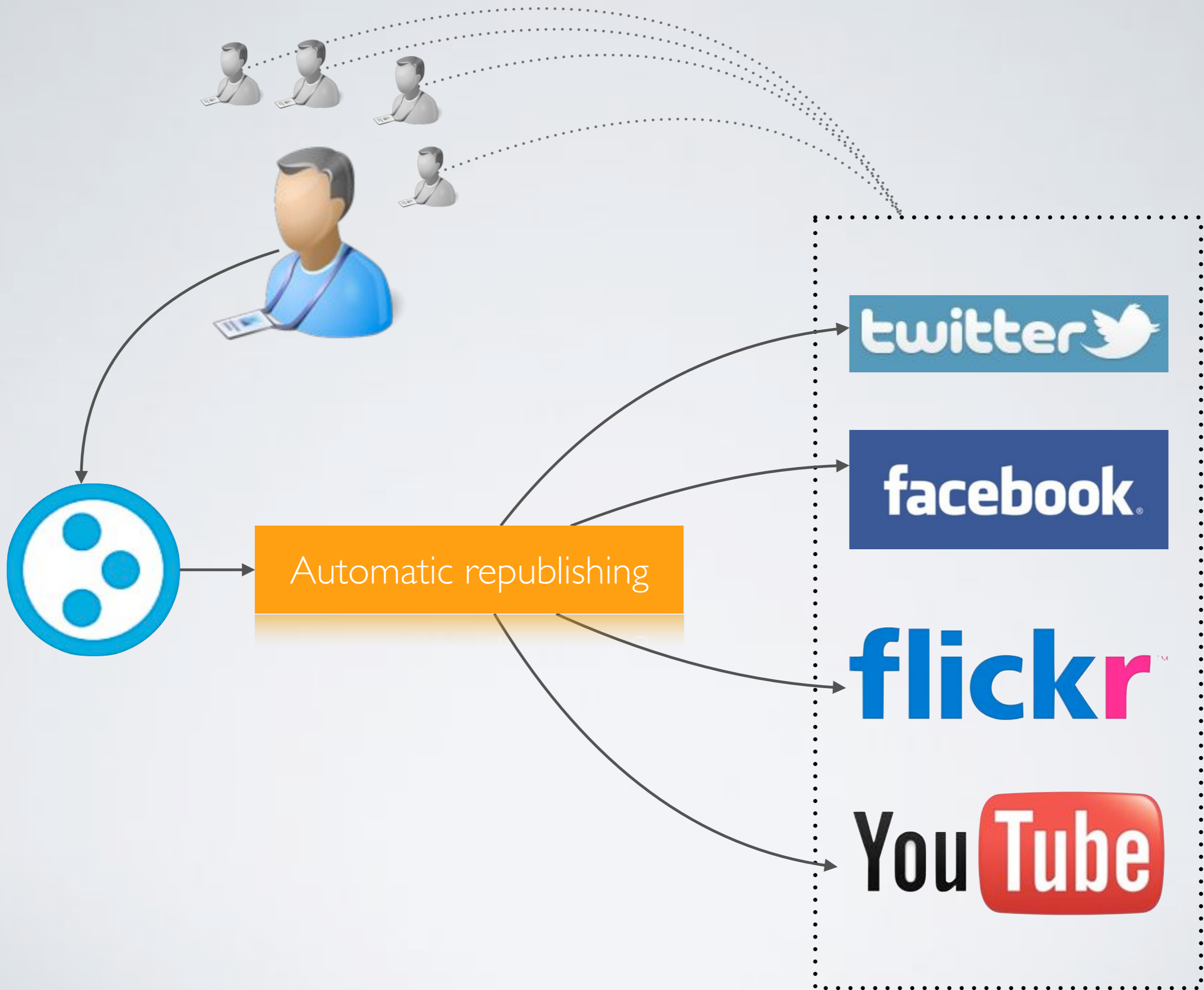
Is video?

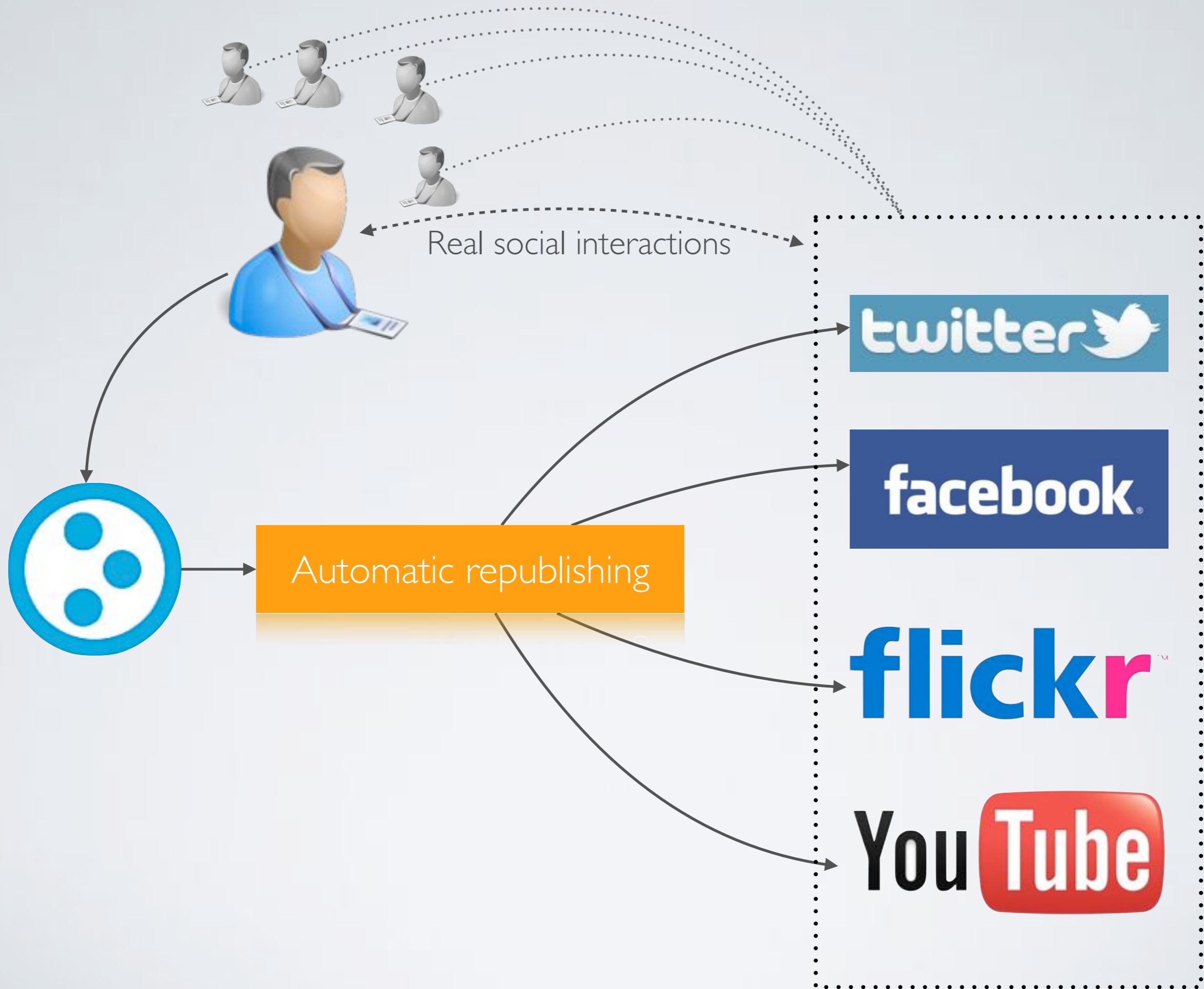
Title  
Short link





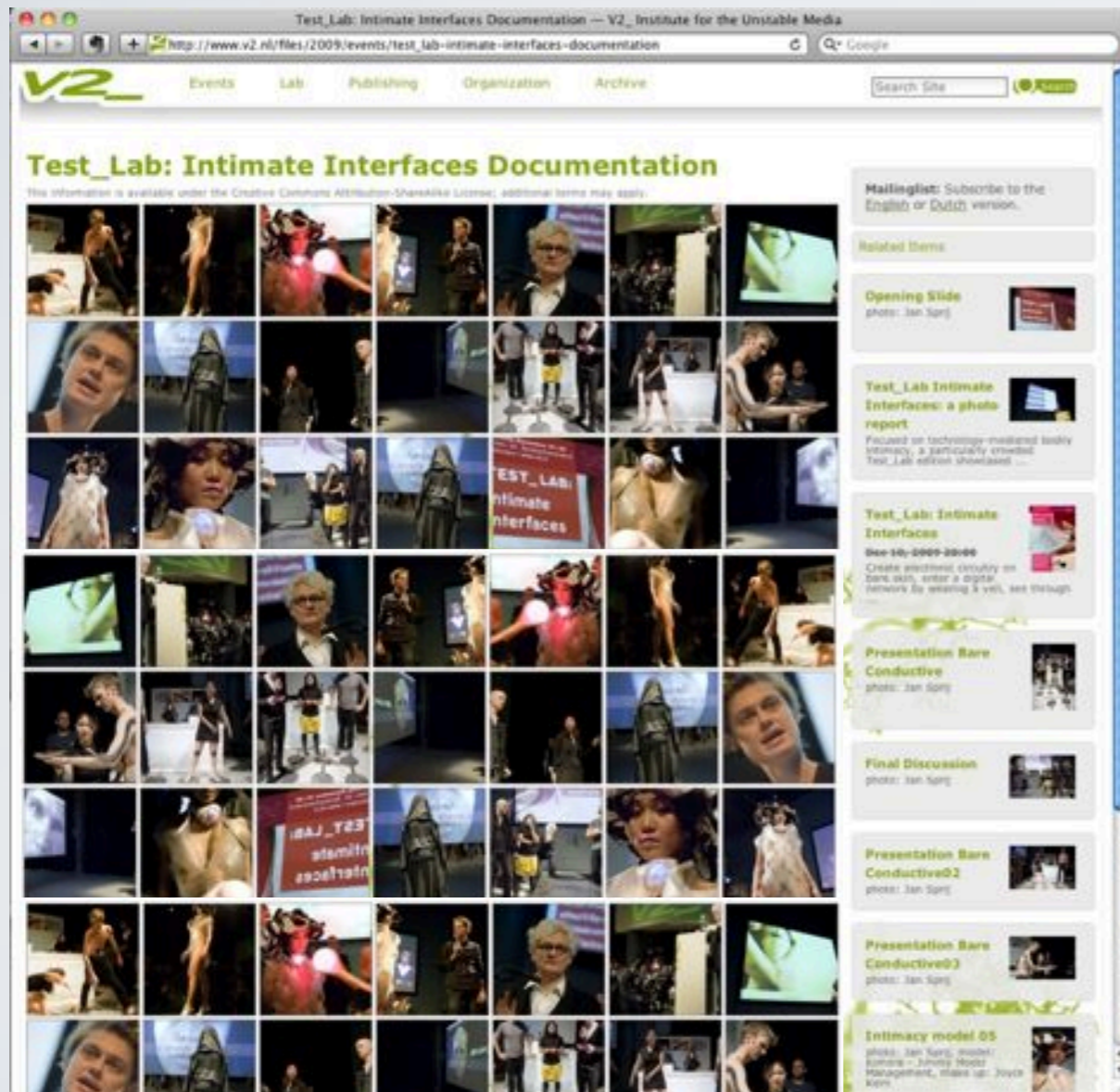




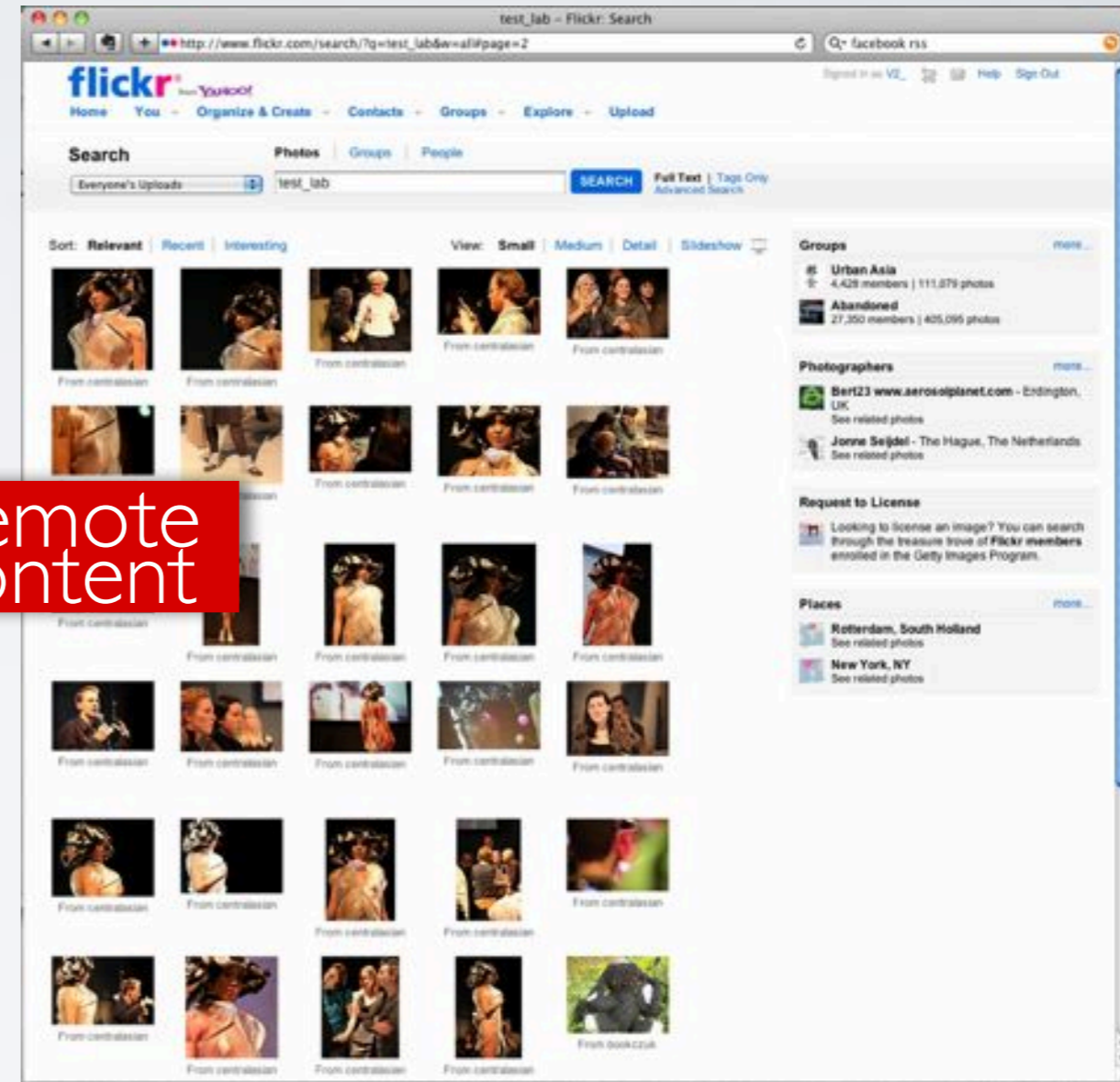


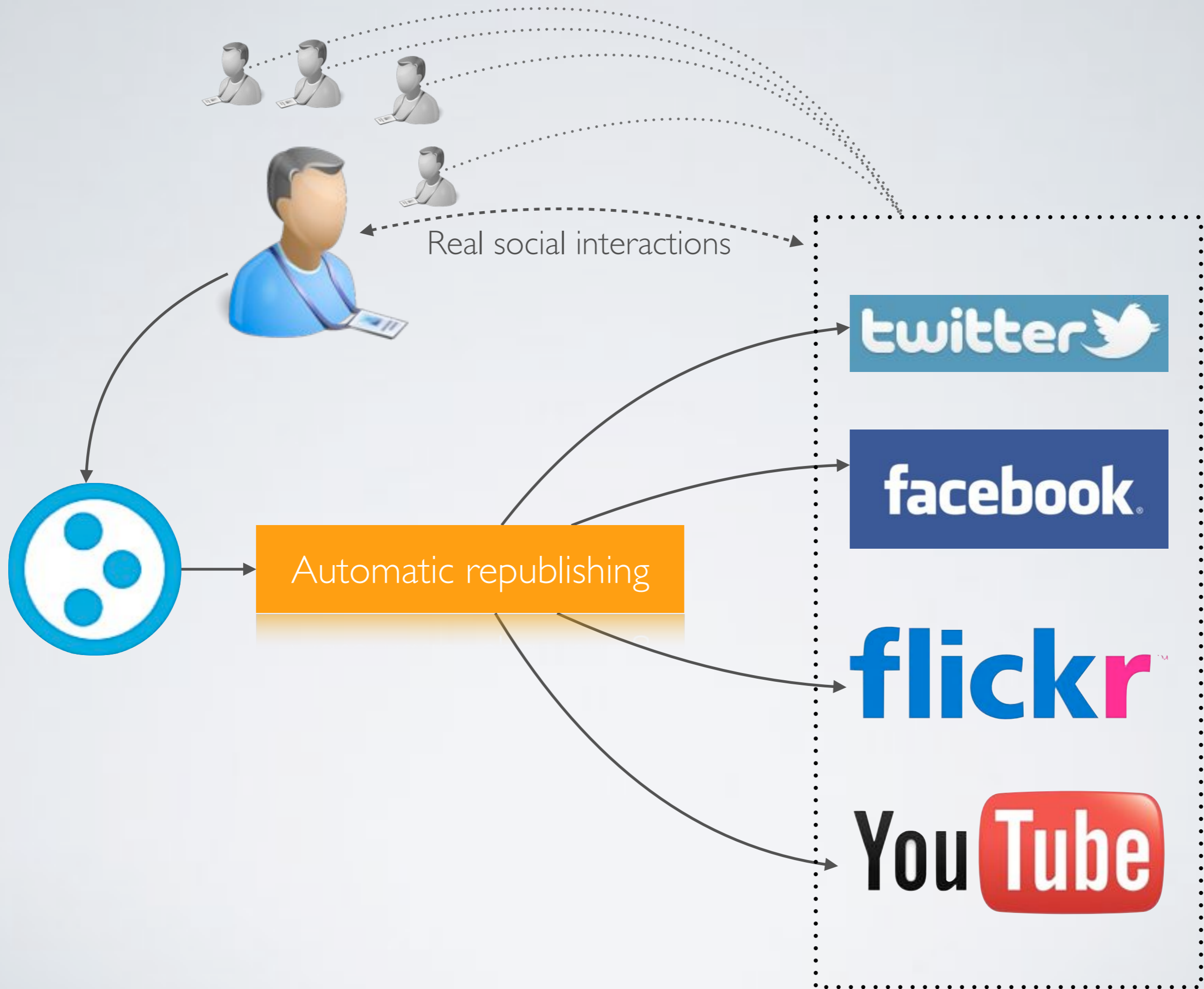
# What if we could do the opposite as well?

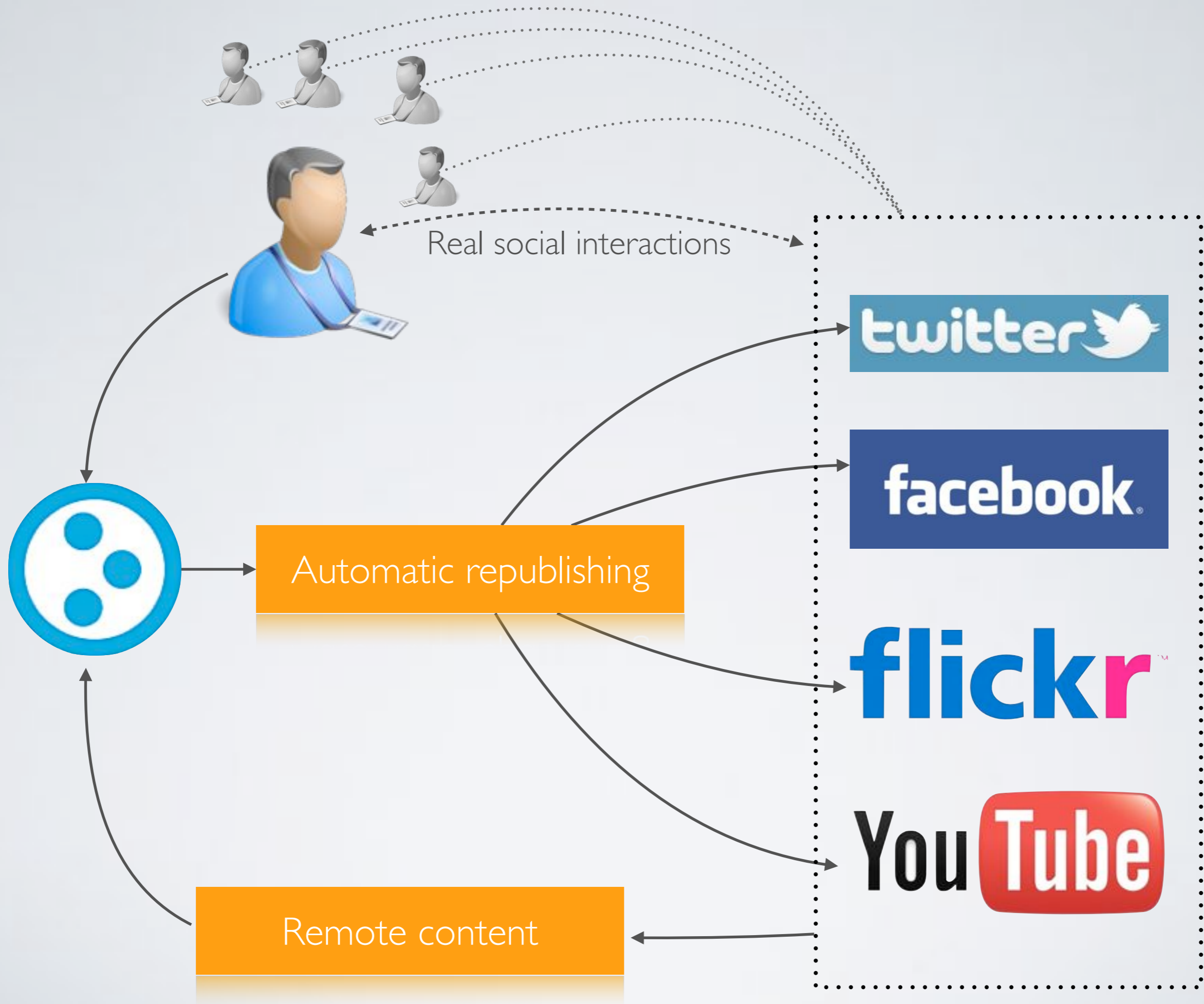
Retrieve remote content from the social networks to your website.



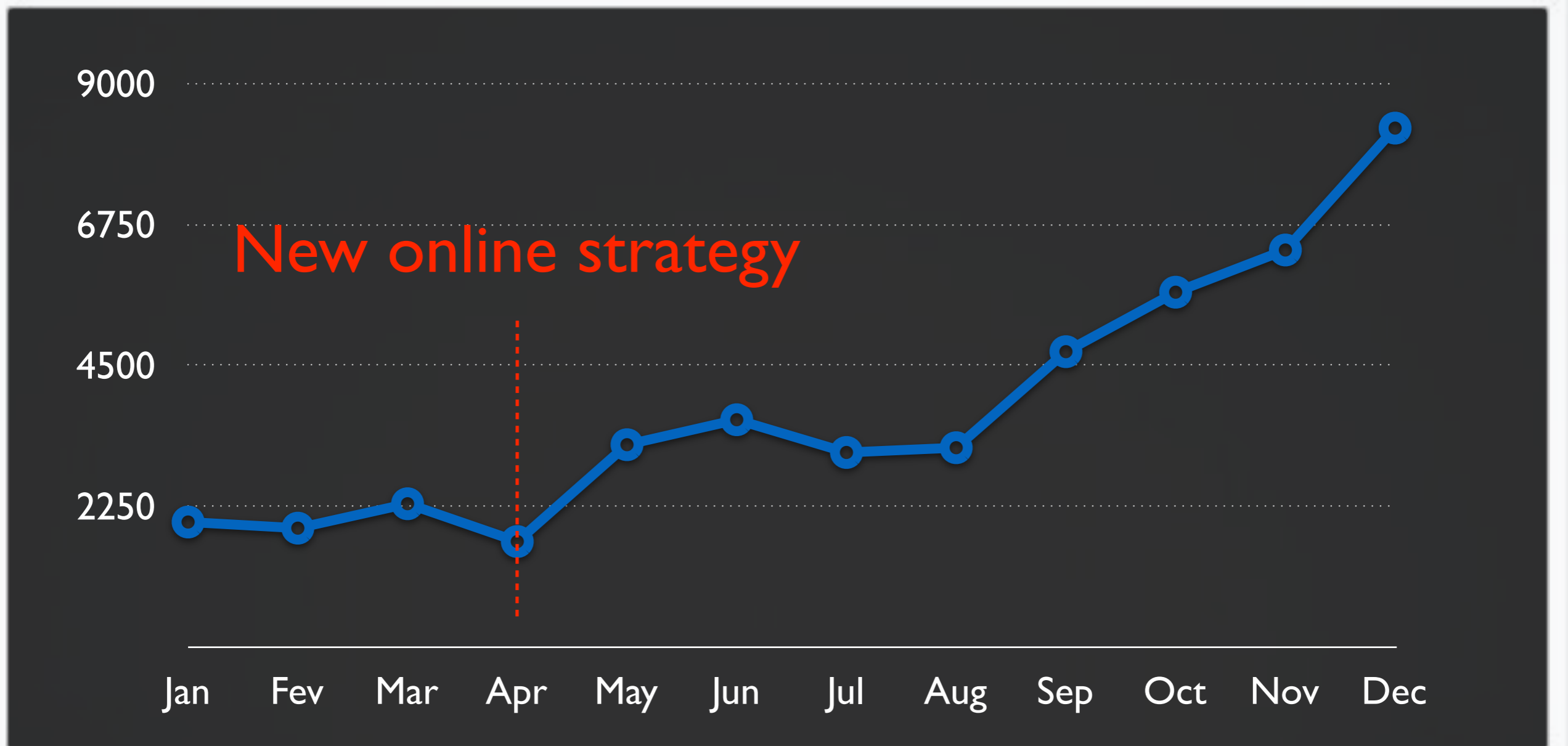
Remote content







# Website Visitors 2009



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DavidJonas (on #plone)