

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. Below this, there are several event and publication announcements:

- Watch That Sound at Cinekid:** Scheduled for October 21 and 28, 2010. The event involves a studio built on the Cinekid festival site in Amsterdam, where participants create soundtracks using laptops and microphones.
- New.Brave.World:** Scheduled for October 7 and November 7, 2010. A new Biennial for Arts and Technology in Norway, organized by the Trondheim Electronic Arts Centre (TEKS).
- Book Launch: Interactive Landscapes:** Scheduled for October 27, 2010. A new publication about the work of Daan Roosegaarde, presented at V2_.
- International Symposium on Mixed and Augmented Reality (ISMAR):** Scheduled for October 13 and 16, 2010. An international academic conference on Mixed Reality.

On the right side of the page, there are several smaller sections:

- Mailinglist:** A call to action to subscribe to the English or Dutch version.
- Related Items:** A section for related content.
- Book launch art&D: Research and Development in Art:** Scheduled for June 04, 2009.
- ICTDeRa 2010:** Scheduled for March 10, 2010.
- Test_Lab at ISEA2010 RUHR:** Scheduled for August 27, 2010.
- Julian Oliver:** A profile of a 'critical engineer' developing open source augmented reality.
- Test_Lab at Festival Ars Electronica:** Scheduled for September 04, 2009.

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



644.857



150.296



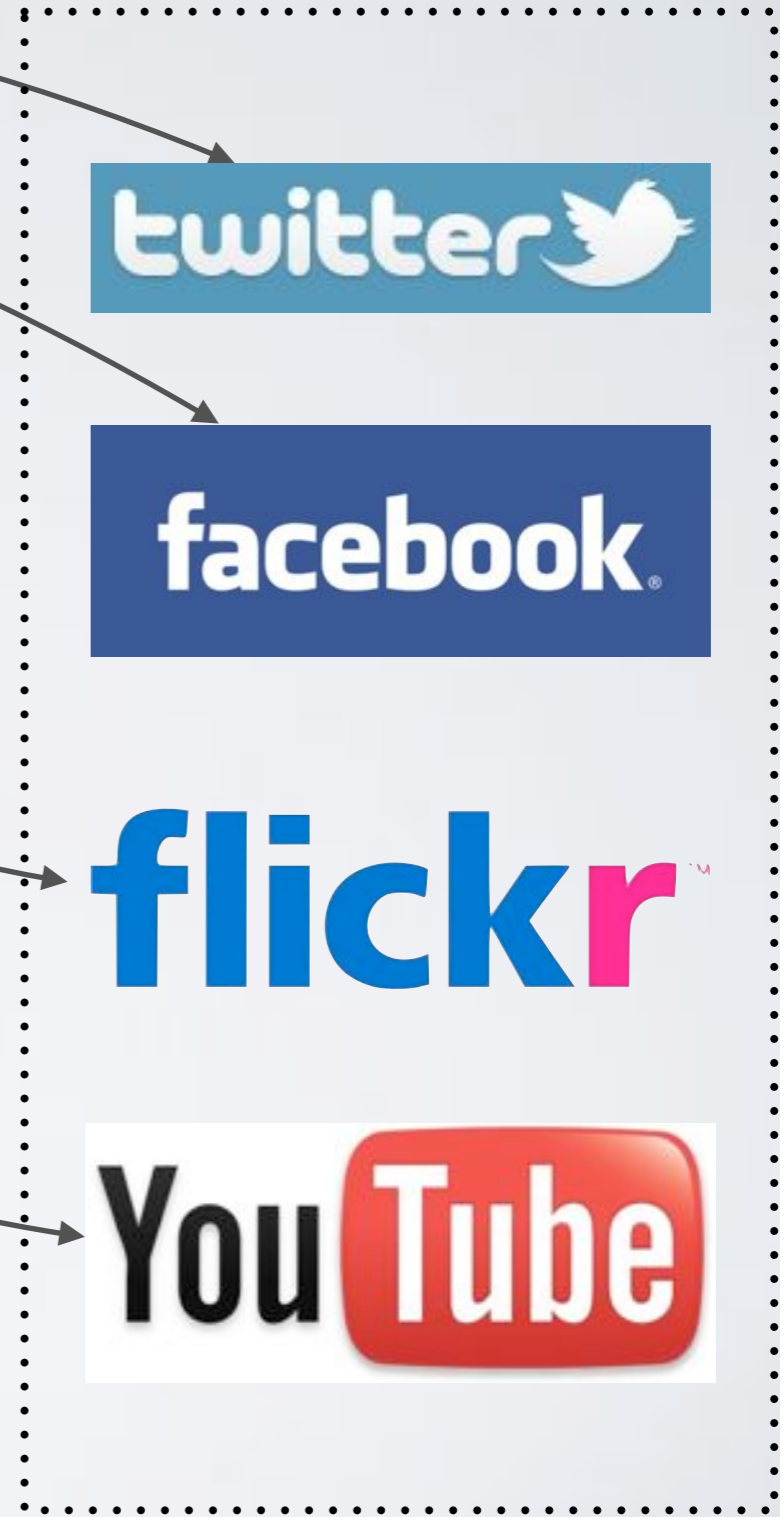
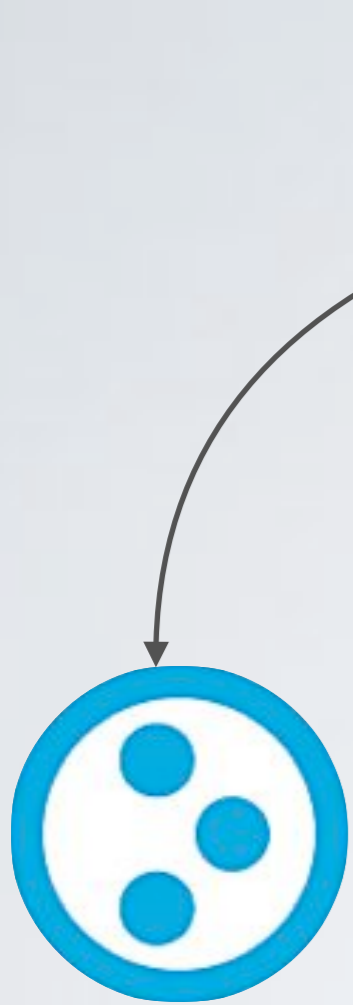
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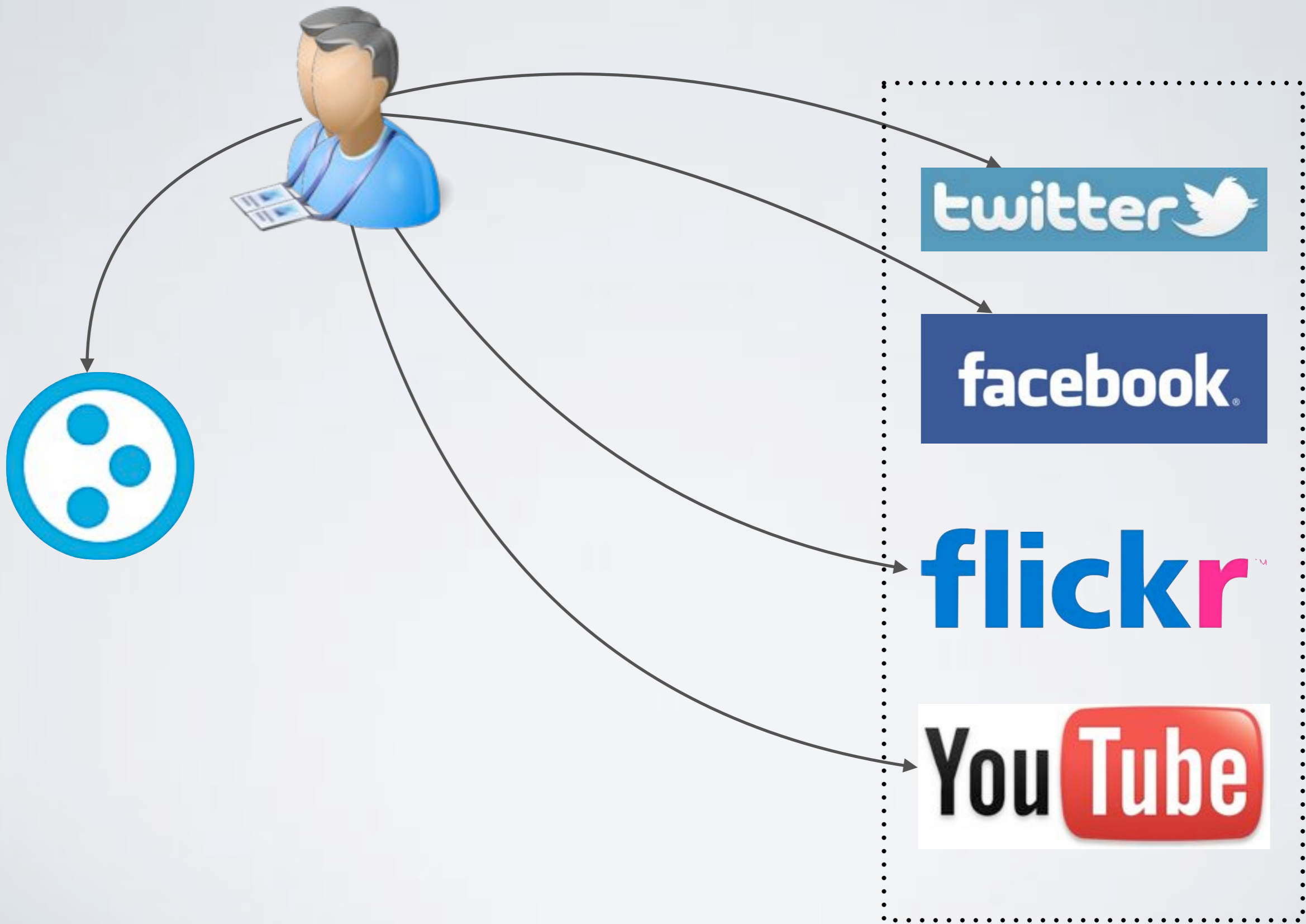


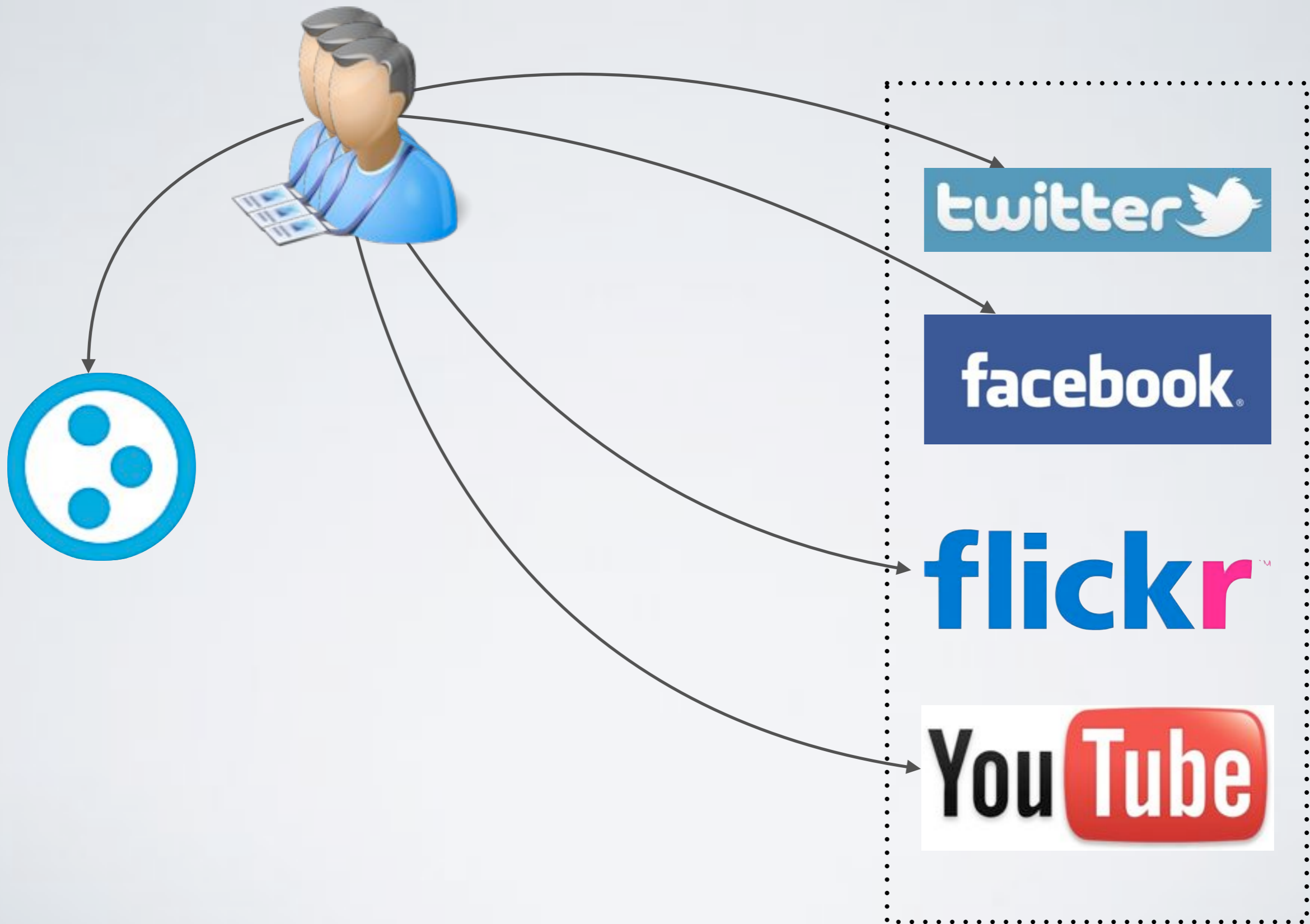
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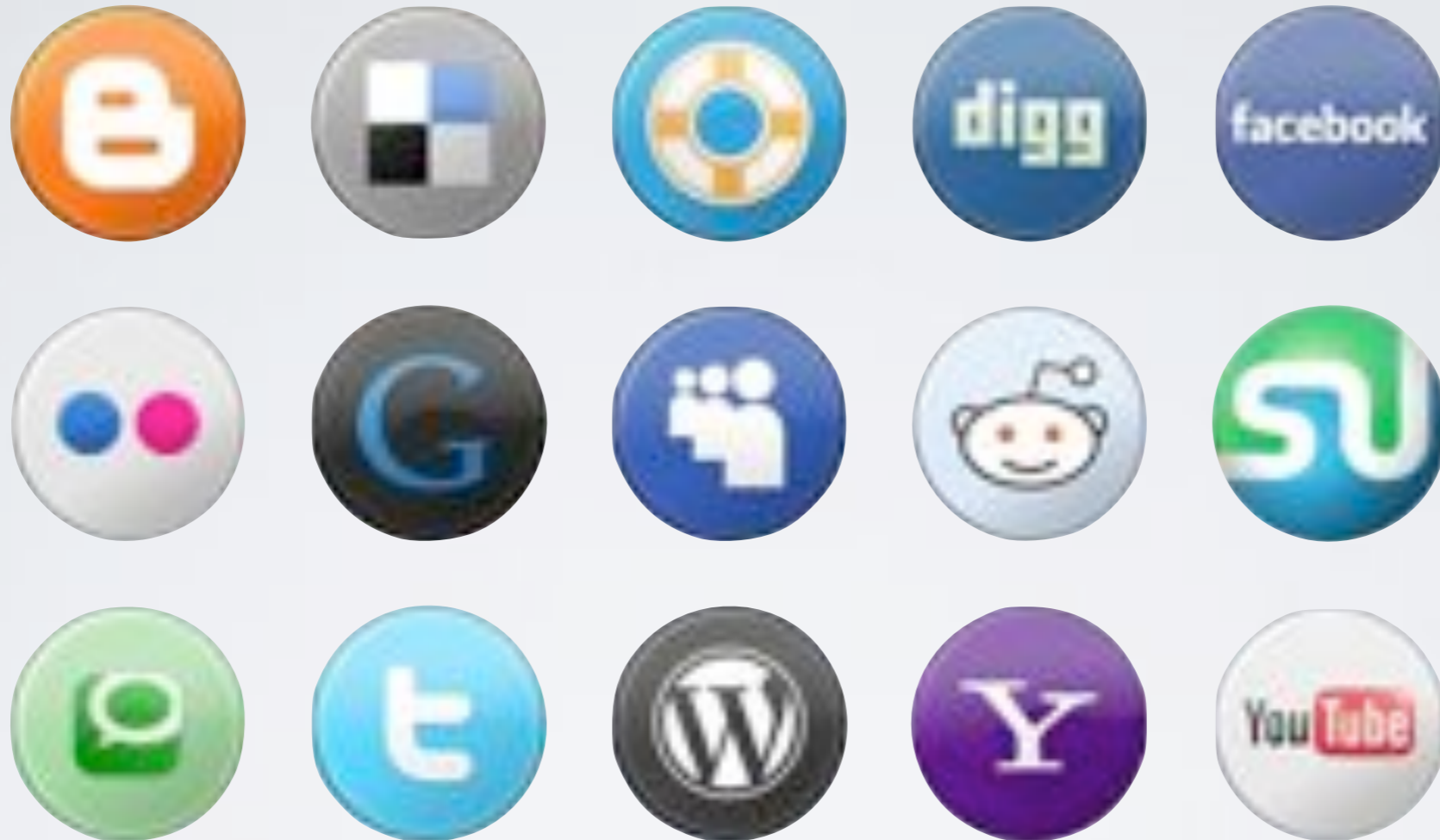


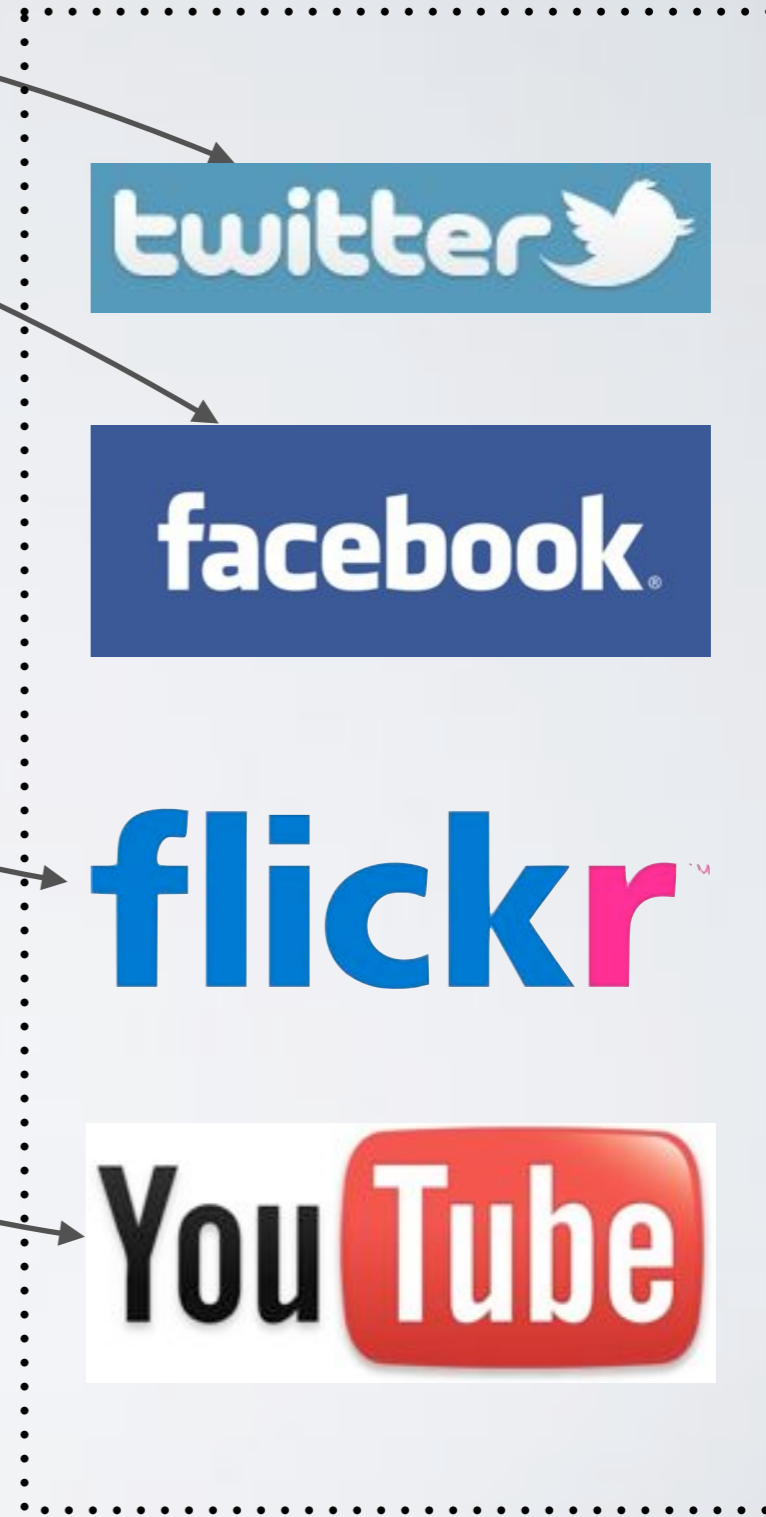
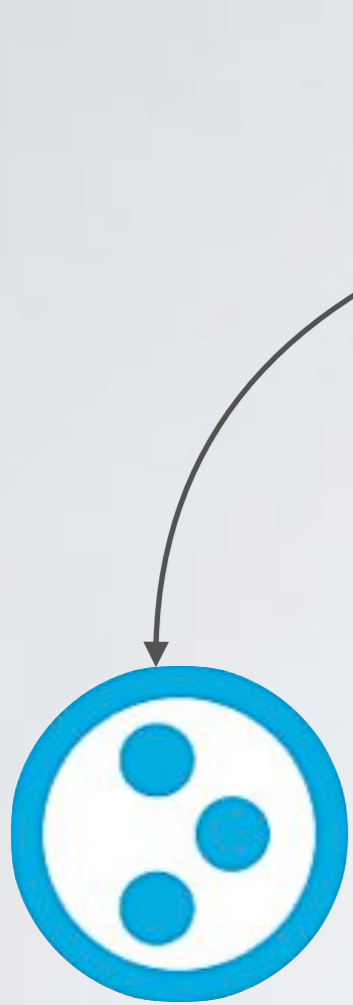
THE SOCIAL NETWORK FATIGUE

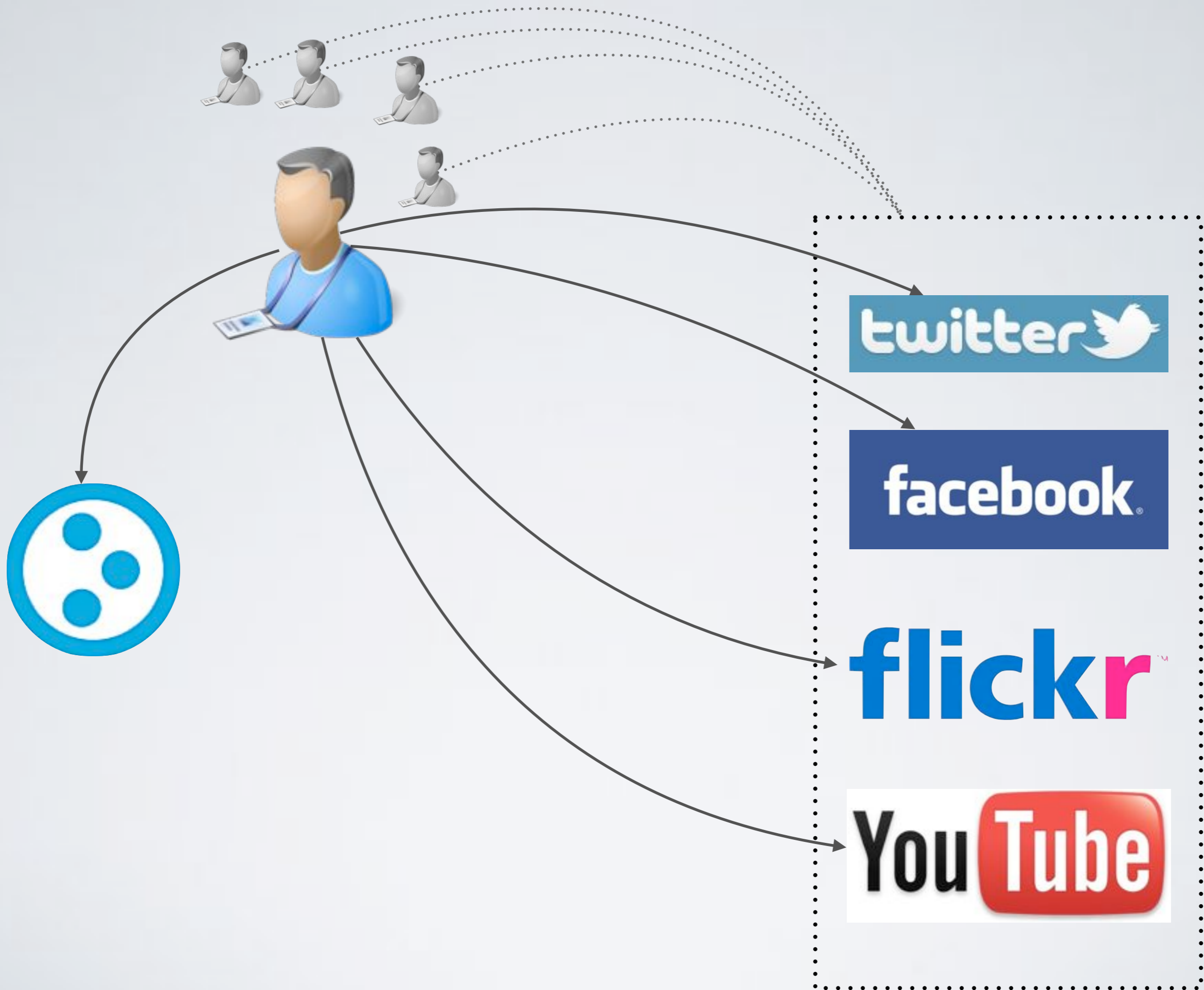
How to connect Plone with social networks?

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

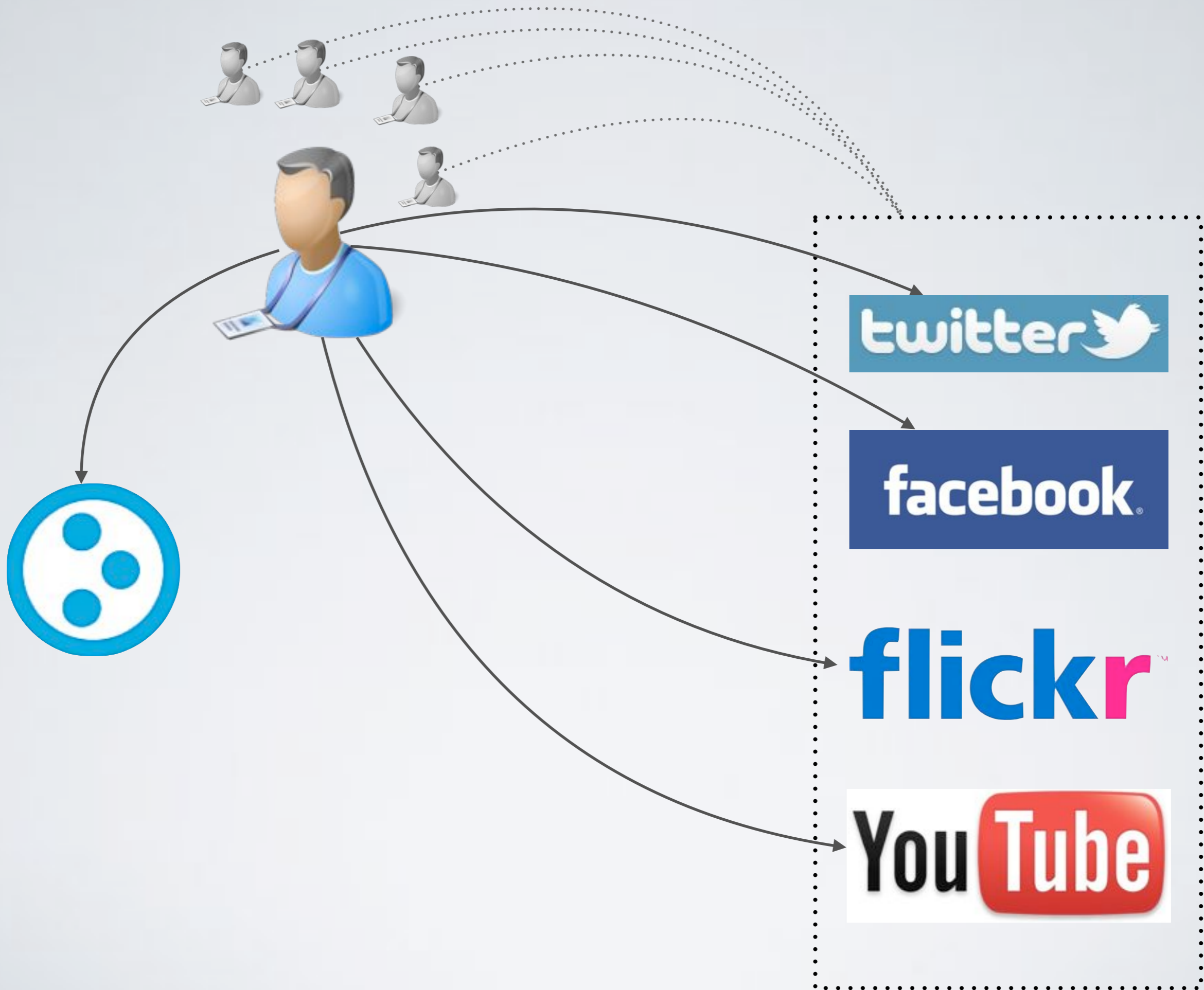
The Share Button approach







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 comments and posts from attendees, such as "Reggie Voigtlander Jammer dat ik er niet bij kan zijn; wens je veel succes en plezier!" and "Daan Roosegaarde You can pre-order your copy now!".

When?

Phone content created

IObjectAddedEvent

IActionSucceededEvent
(Publish)

Republish

Plone content created

IObjectAddedEvent

IActionSucceededEvent
(Publish)

Republish

Where?

Plone content created

IObjectAddedEvent

IActionSucceededEvent
(Publish)

Republish

public?

Folder contents

ATImage

Others

ATFile

ATEvent

ATFolder

Image
title
description
tags

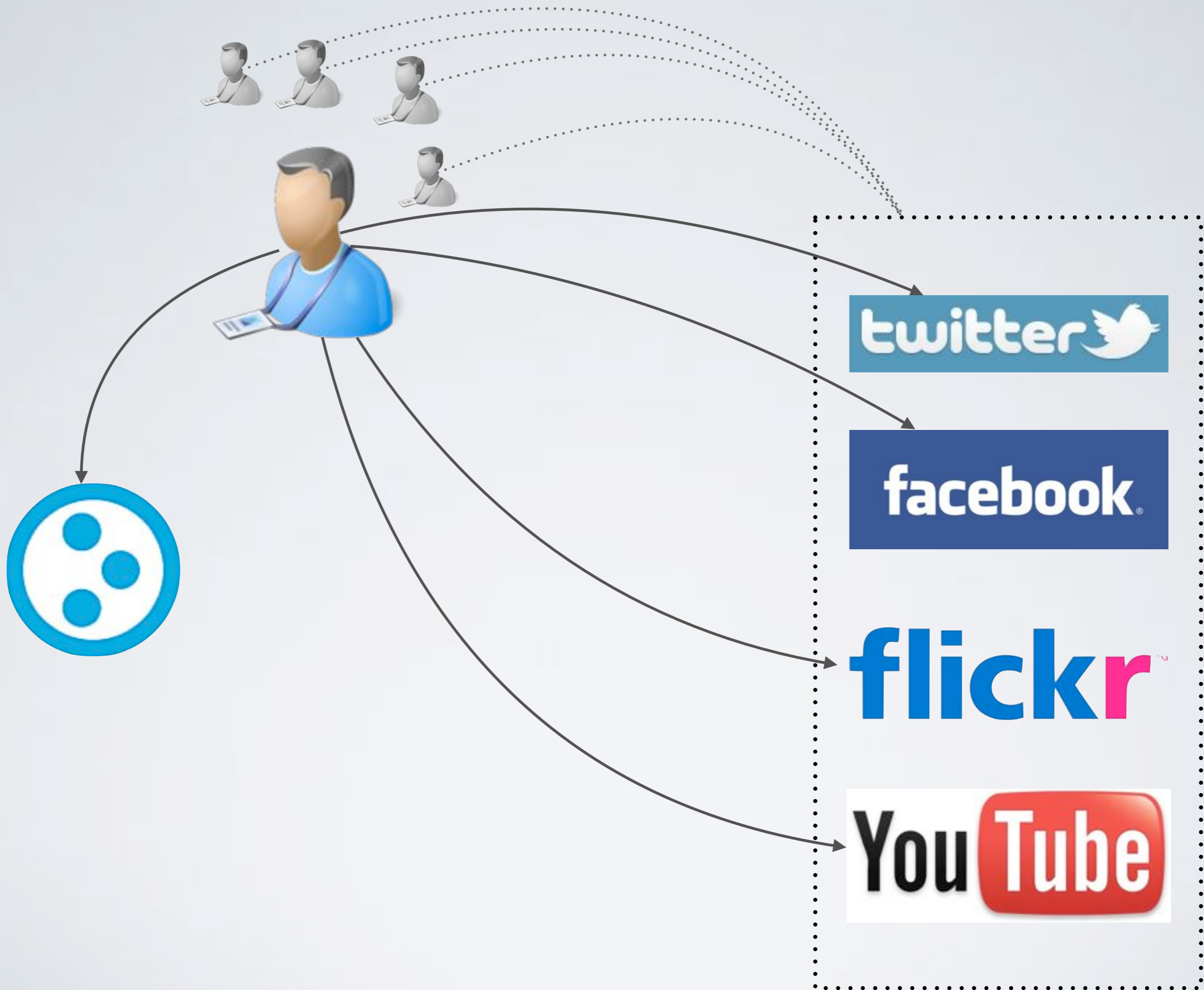
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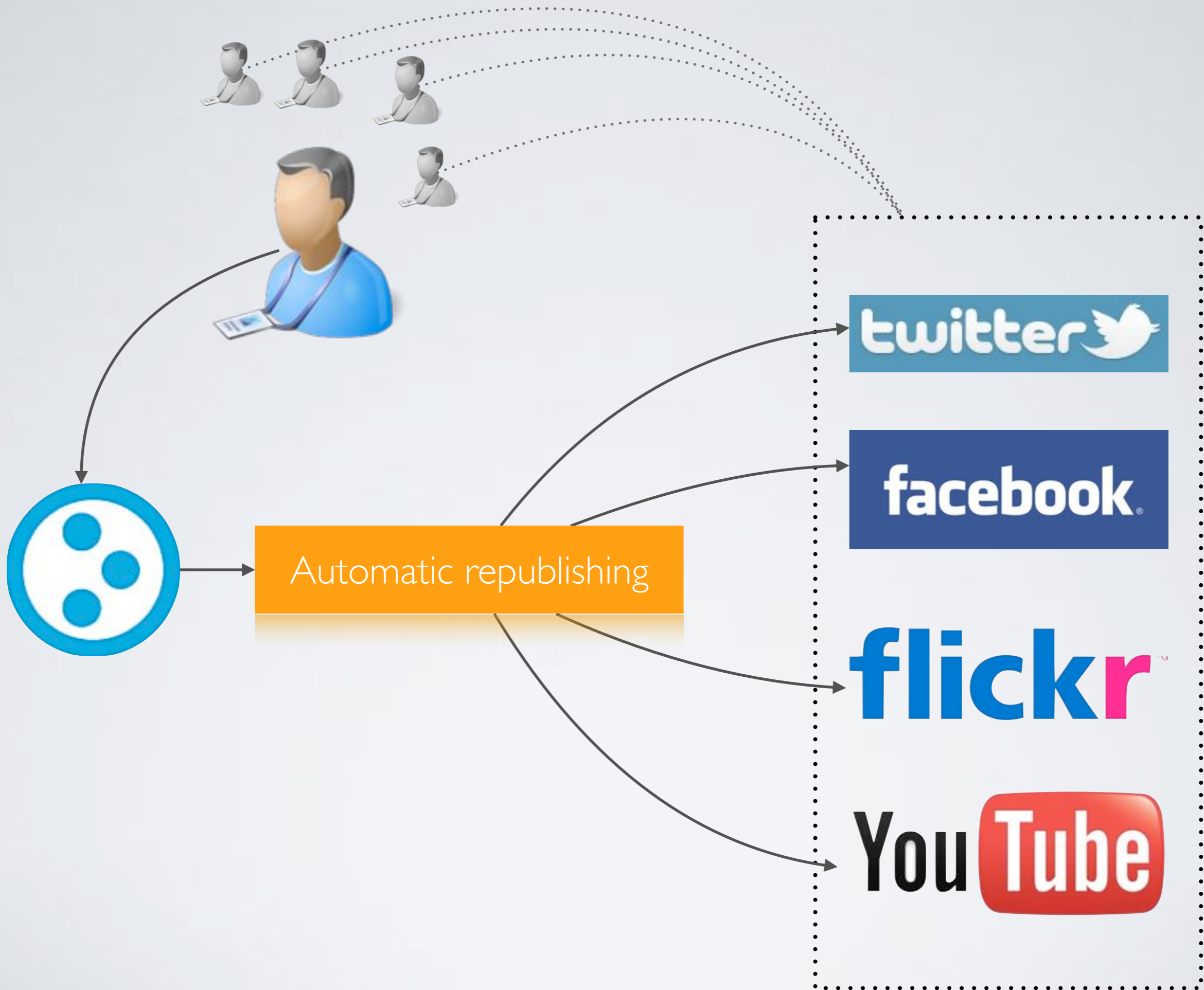
Description
/Body text

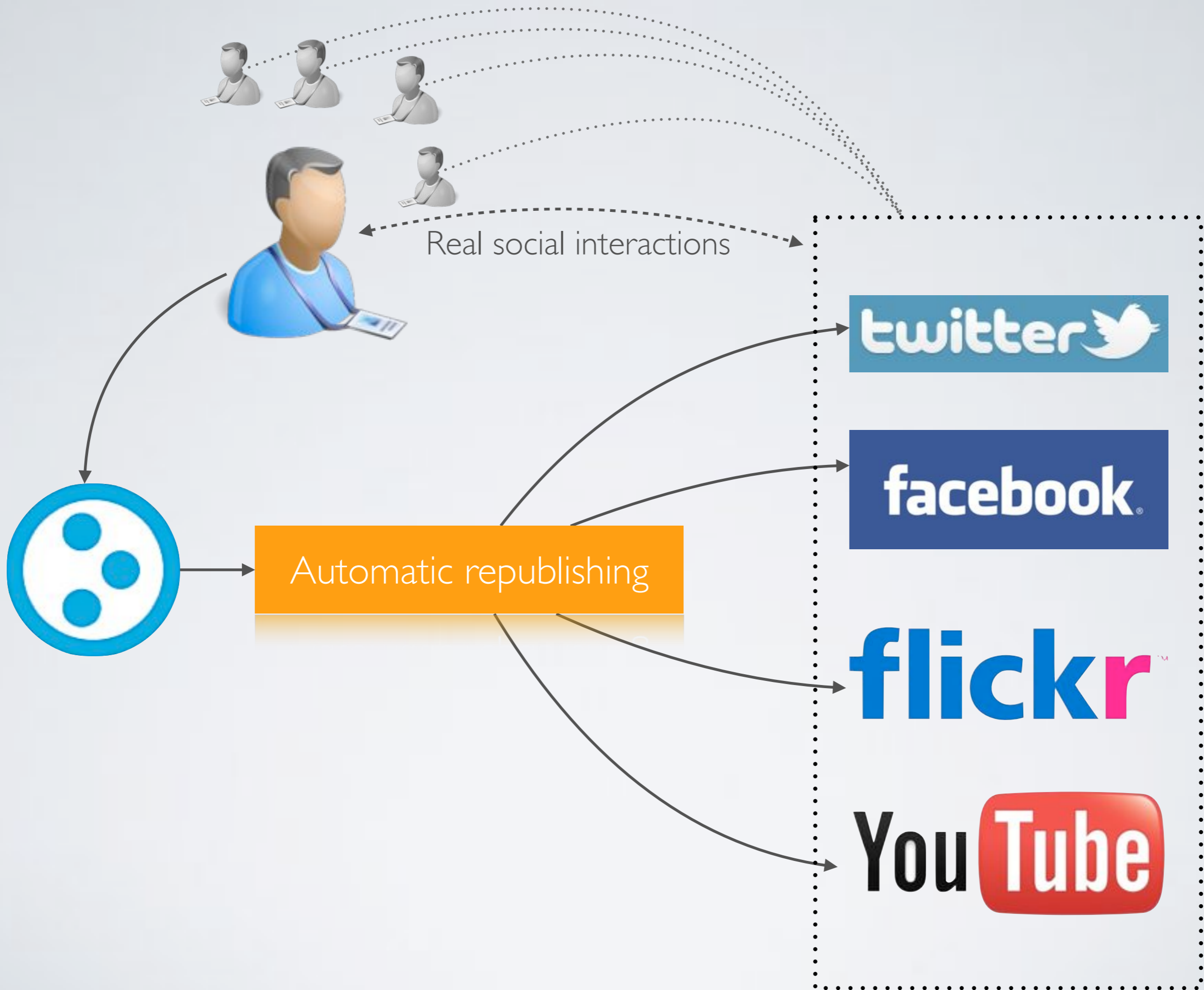
Is video?

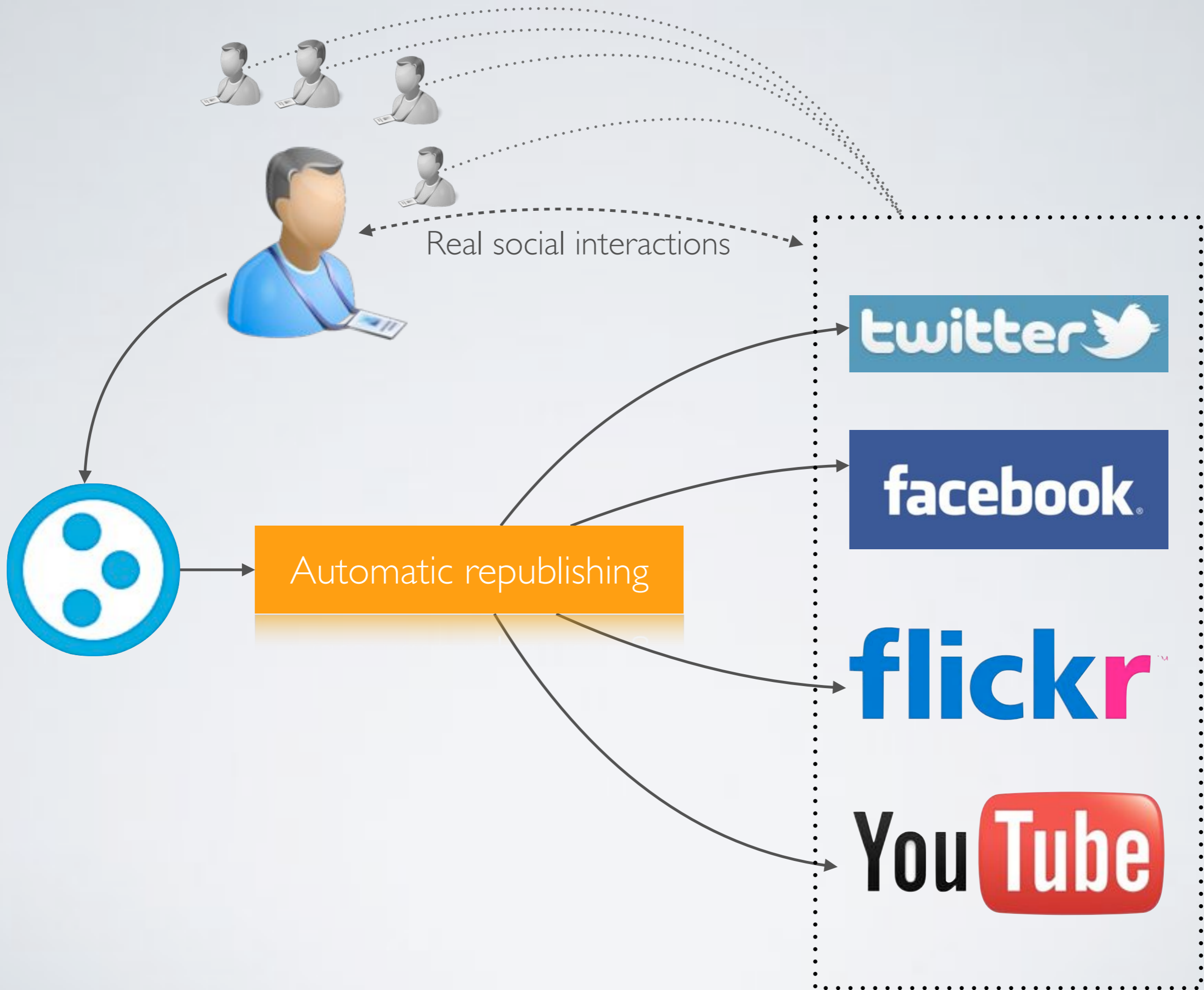
Title
Short link

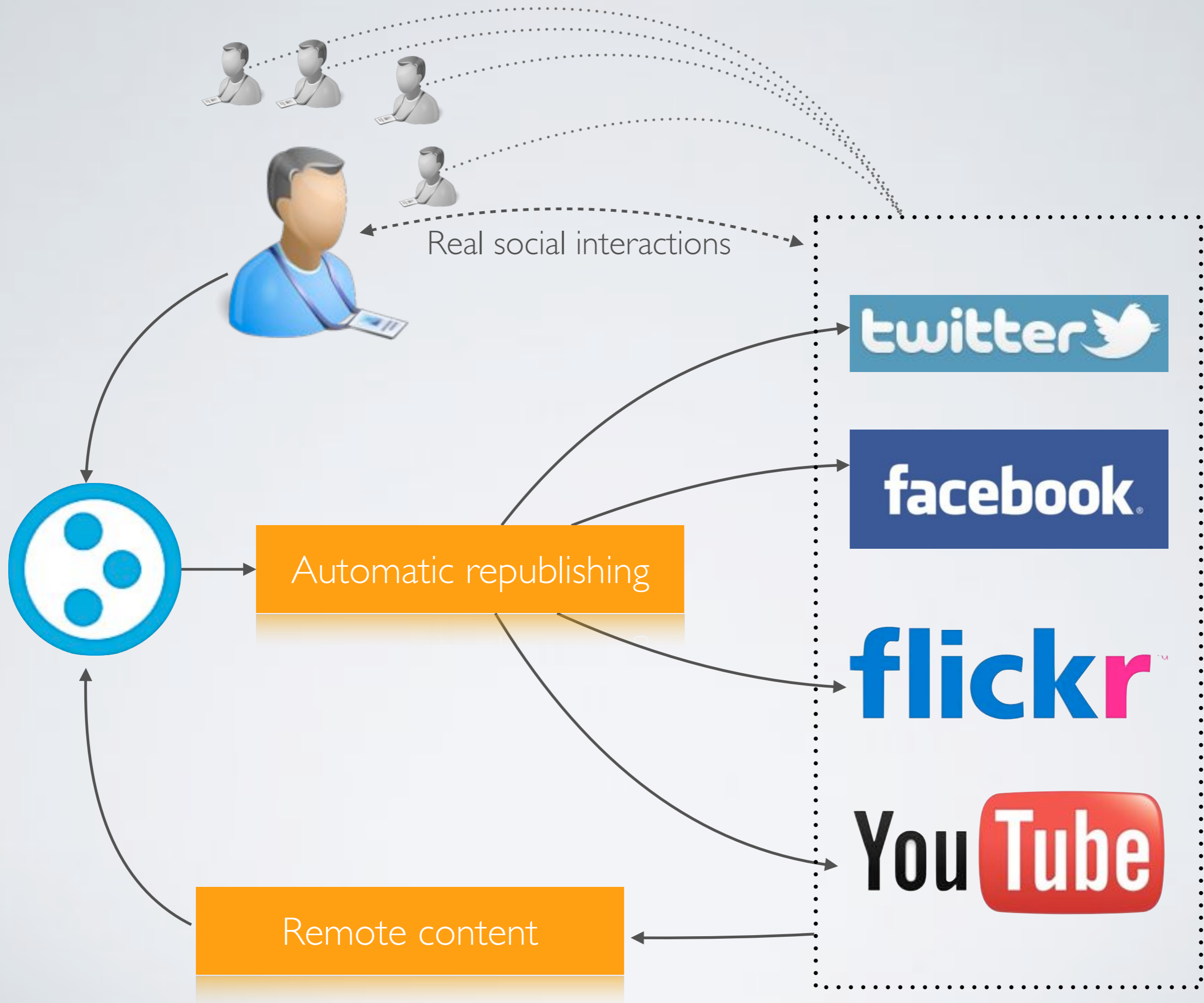












Website Visitors 2009



davidjonasdesign@gmail.com

DavidJonas (on #plone)