Are You Ready for the Mobile Web?

Public Diplomacy Goes Mobile

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New Frontier…

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Office Space

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Building Communities!

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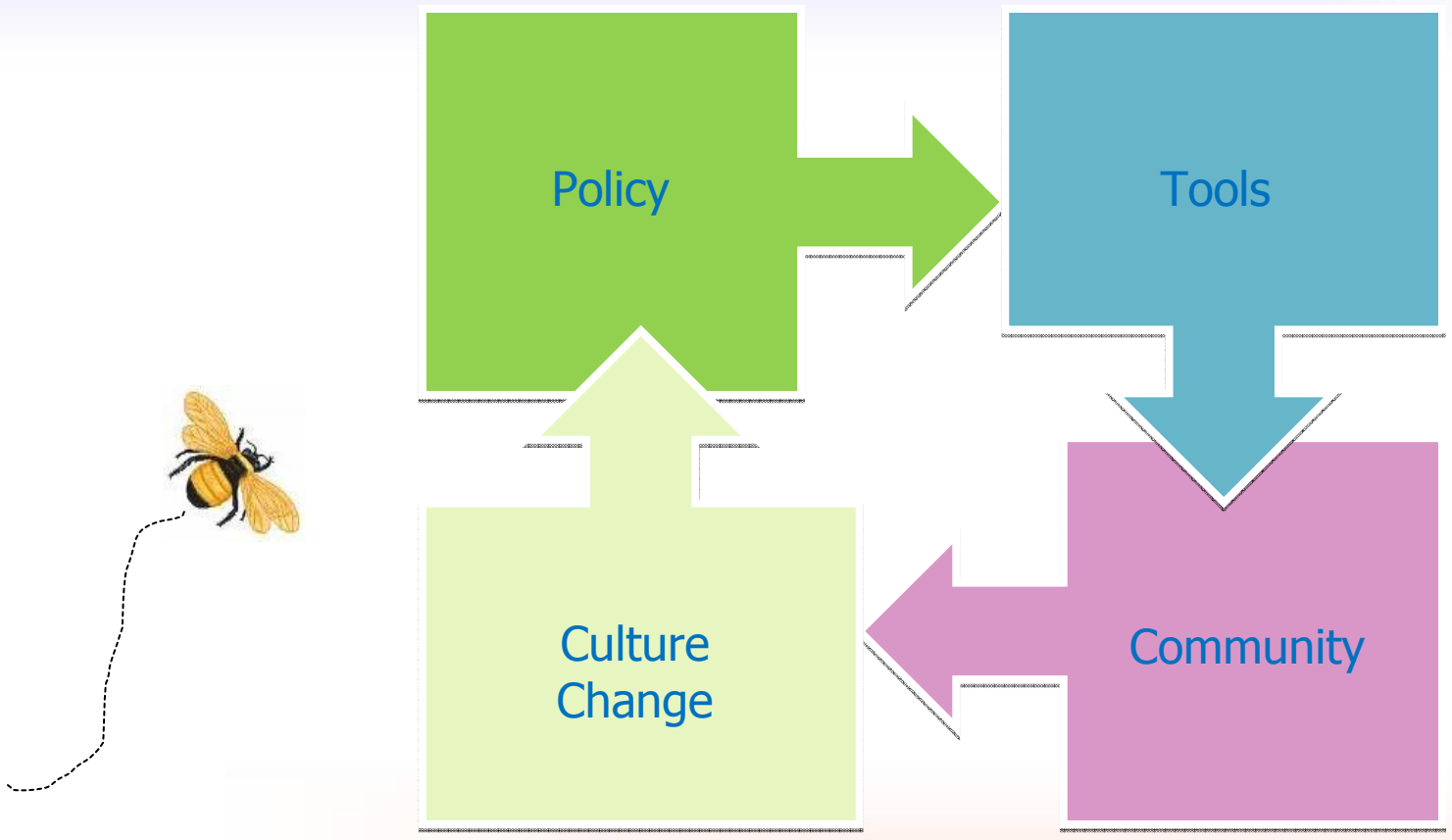

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Public Diplomacy

Building relationships with people around the world; creating mutual understanding

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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

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SMS in Worldwide Communication

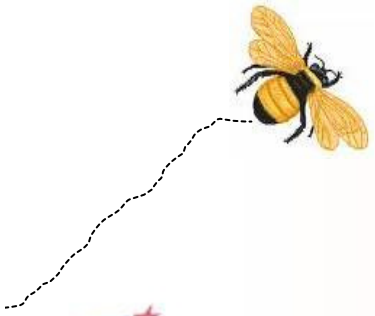
- 74% of users are sending/receiving text messages on their phones
- *Nationally*: 75 billion text messages sent per month
- Globally -twice as many active users of SMS as active users of email.
- On average, SMS messages are read within 15 minutes after receipt and responded to within 60 minutes.

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



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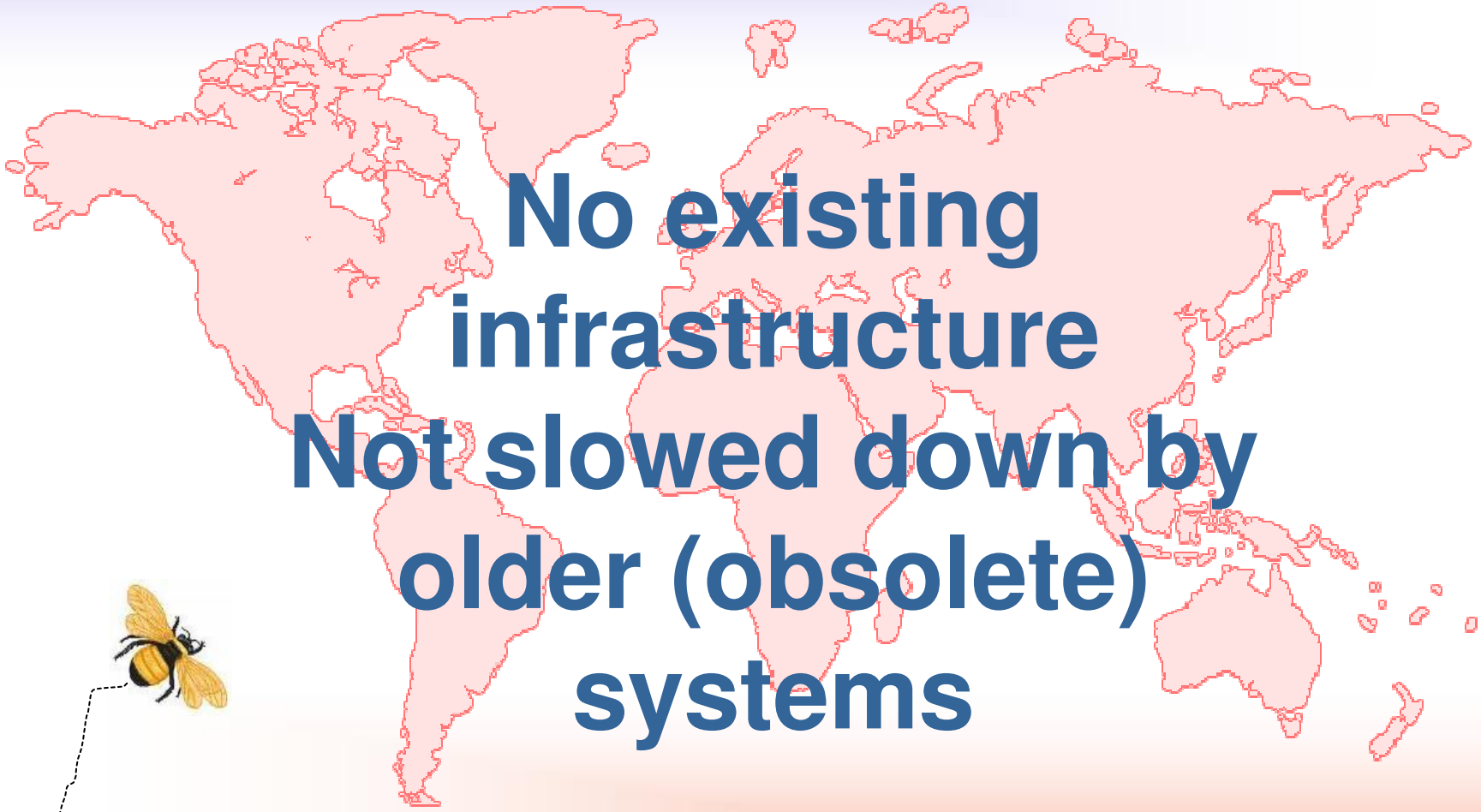
Leapfrogging in Africa

Have mobile will social network

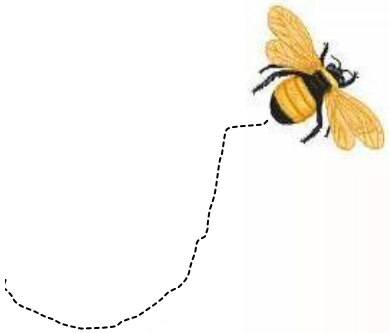
- Africa has become the fastest growing mobile market in the world
- Mobile penetration: ranging from 30% to 100%

Why Developing Countries?



No existing infrastructure

Not slowed down by older (obsolete) systems



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Micro Blogging

twitter

present.ly

Yammer

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

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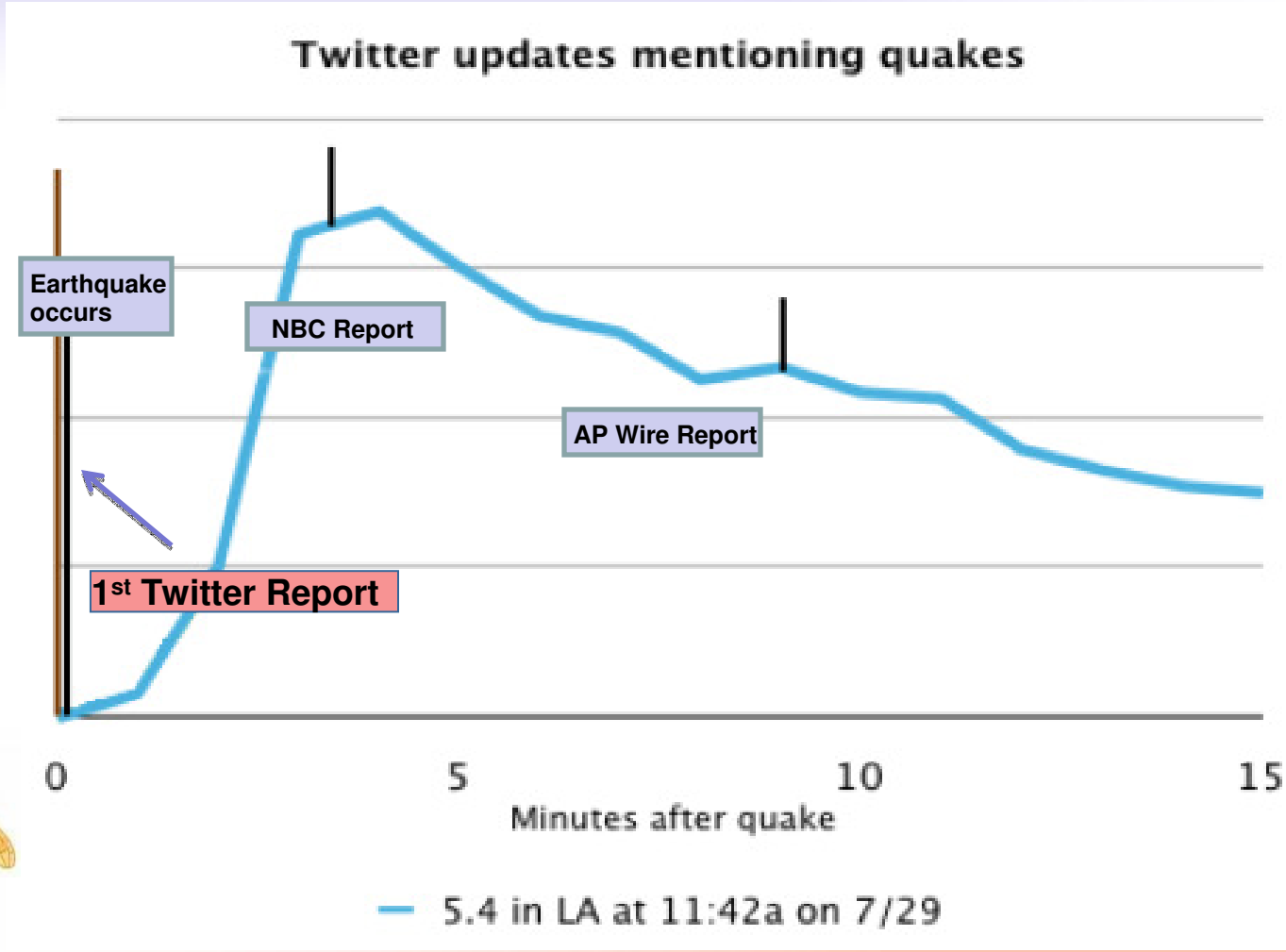
Micro Blogging in Force



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

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What's next? Mobile Video

On-Demand Video Consumption on Mobile Devices		
Type of Video	**Subscribers**	**% Audience**
Amateur Video Clips	1,346,000	37.9%
Music Videos	1,224,000	34.5%
Comedy Videos	1,179,000	33.2%
Movie Trailers	1,074,000	30.2%
Full TV/film	727,000	20.5%

comscore

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+

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Different Operating Systems

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

Different Mobile Browsers

Opera

Explorer

Bolt

Firefox

Safari

Android

Mobile Carriers

Every country has it's own carriers

(and rules that regulate them).

TURKCELL

T-Mobile

Clickatell
Mobile Messaging

mobinil

etisalat

Virgin mobile

Safaricom

NTT docomo

SK telecom

Mobile Content Management System

Your website in the palm of your hand

mofuse

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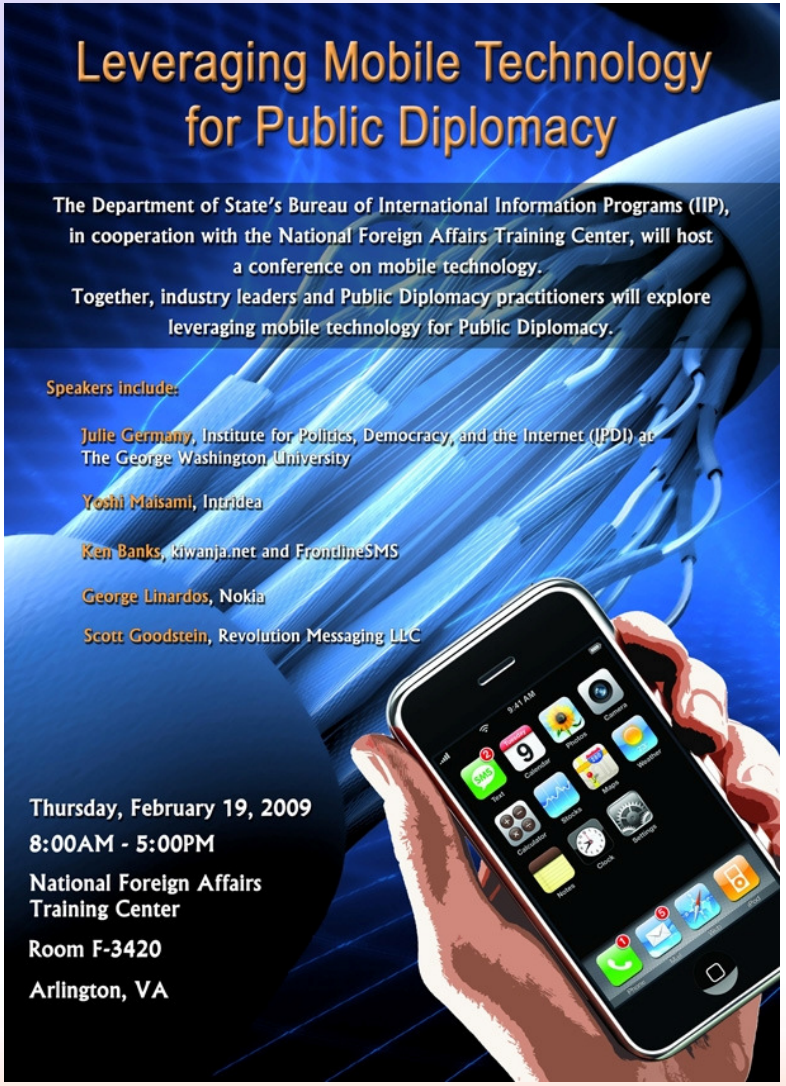
Education
corporate culture change & Management buy in



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Another Channel

Stimulate a dialogue about ideas across multiple channels; emphasis on mobile

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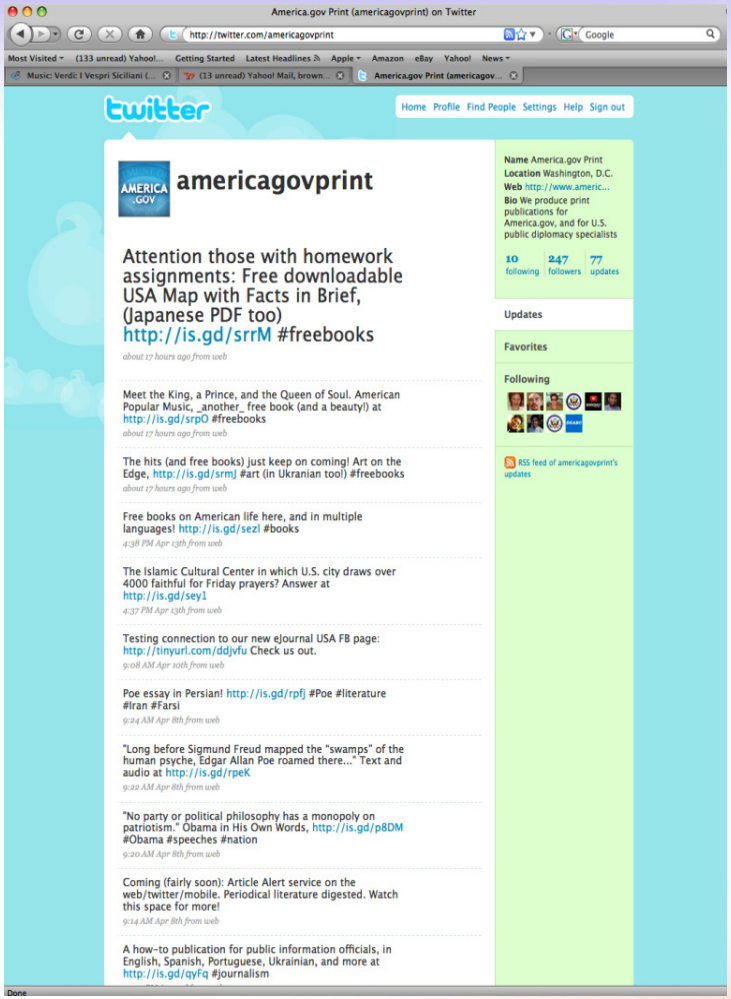
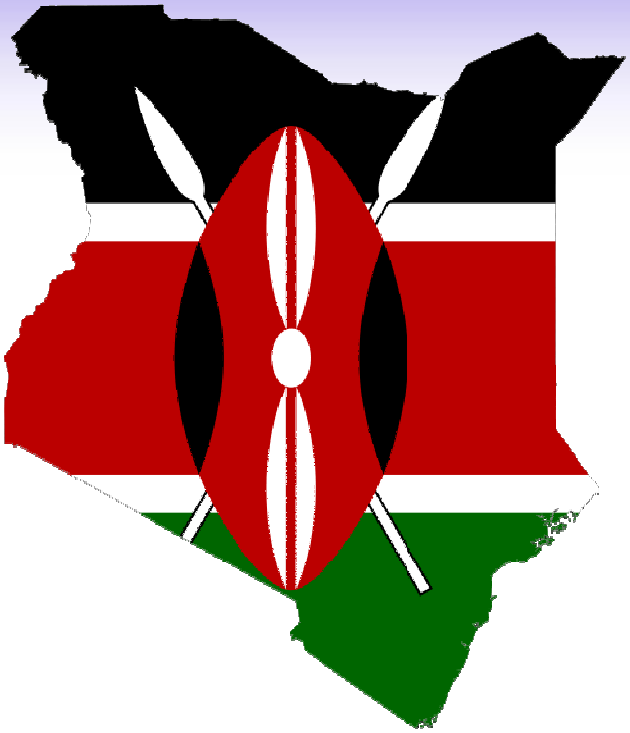


Traditional Publications Goes Mobile!



SMS Text Messaging in Kenya

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Xlife Games – Cultural Outreach Through Mobile Gaming

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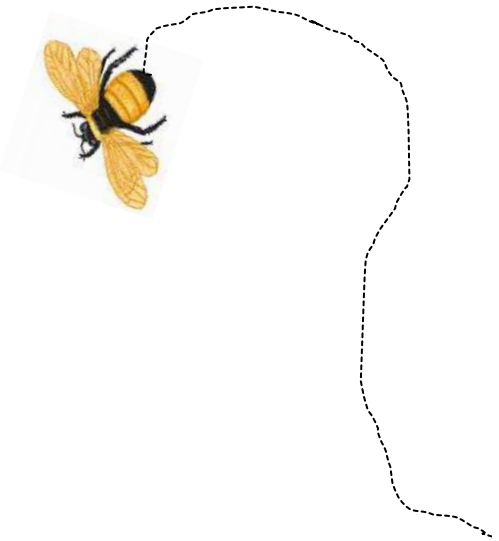
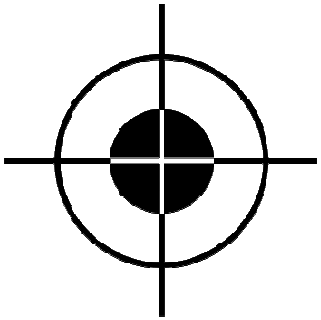
Mobile Issues

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



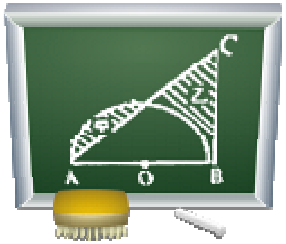
Social Media Mantra



Mission

Tool

Metric



Teach

Jeffrey Levy, EPA

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Welcome to the 4th Screen

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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!

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