

## Music Therapy in a Web 2.0 World: How You Can Harness the Power of the Internet

Kimberly Sena Moore, MM, NMT-F, MT-BC

Neurosong Music Therapy Services, Inc.

[www.MusicTherapyMaven.com](http://www.MusicTherapyMaven.com)

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## Objectives

To define social media

To understand how to use social media tools for  
marketing, communication, and advocacy

To have hands-on practice using digital tools and  
platforms

To learn strategies for effectively advocating and  
marketing in a time-efficient way

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## Timeline

1:00-1:15 Introductions

1:15-1:45 Web 2.0 and Social Media: What It Is and How to Use It

1:45-2:30 Do You Tweet? Using Twitter to Advocate

2:30-2:45 *Break*

2:45-3:30 Will You Be My Friend/Fan? Marketing Through Facebook

3:30-4:30 I'm a Blogger! Sharing Your Ideas with the World

4:30-4:45 *Break*

4:45-5:30 Other Social Media and Web-Based Tools

5:30-6:00 Now What How to Incorporate Your New Skills Into Practice

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## Web 2.0 and Social Media: What it is and How to use it

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## Web 2.0 is about the community

Web 1.0: A Brochure on the page

Dot-Com bubble burst (2001)

Led to changes in software developers and engineers used the Web

Web 2.0 (2004): Interaction, Community, Conversation

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Web 1.0	-->	Web 2.0
Double-Click	-->	Google AdSense
Ofoto	-->	Flickr
Brittanica Online	-->	Wikipedia
Websites	-->	Blogging
Evite	-->	Meetup.com
Publishing	-->	Participation
Directories (taxonomy)	-->	Tagging ("Folksonomy")
Domain Names	-->	SEO
Stickiness	-->	Syndication

"What is Web 2.0" retrieved 4/6/10 from [www.oreilly.com](http://www.oreilly.com)

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## With Web 2.0, we are the authors.

User-generated content --> *Wikipedia*

Information sharing --> *social media*

User-centered design --> *blogging*

Collaboration --> *online communities*

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## The Difference between Traditional & Social Media

Media = Sources where people gain information, education, news, etc.

Traditional Media = Newspapers, television, film

Social Media...

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## Social Media is built around interactions

Web-based tools and technologies

Generally inexpensive and accessible

Anyone can publish or access information

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## Examples of Social Media

Communication/Networking: Twitter, Blogging, Facebook, MySpace, Meetup.com, Ning

Collaboration: Wikipedia, Del.icio.us, Digg, Stumbleupon, Reader

Multimedia: Flickr, YouTube, MySpace, Viddler, Skype

Others for Reviews/Opinions, Entertainment, Brand Monitoring

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## Using the Internet for Advocacy and Marketing

Create your brand (personal, business) --> *Google your name*

Expand your network

Target specific demographics/industry/company

Easy market research

Promotions

Customer service

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## Food for Thought

Create a purpose and a system for using these tools

You can always be tweaking and learning more

Be kind to your "local" online small business

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## Do You Tweet? Using Twitter to Advocate

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## A microblogging platform

140 characters or less

Special characters: @, #, RT (via)

Recommended Purpose: Share valuable content,  
Entertain, Broadcast news, Research (ask questions),  
Be helpful

Check out <http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>

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## How to Use Twitter

Create an account on the web (*HINT: Carefully choose your name*)

Create an online identity through pictures and words  
(*HINT: Use the same headshot to promote your brand*)

Use a 3rd party client (Tweetdeck, Twirl, Seesmic)

Will you go mobile?

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## Will You Be My Friend/Fan? Marketing Through Facebook

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## A Platform to Connect

Social networking site

Various type of accounts: Personal (required), Pages, Groups

Many types of applications to tailor your experience

Recommended Purpose: Personal scrapbook, Share valuable content, Broadcast news, Entertain, Be Helpful

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## How to Use Facebook

Sign up for a personal account

Create a business page

Use pictures and words to further create your online identity/brand

Always point to your website

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## Advanced FB Uses and Applications

Use vanity urls (same as your Twitter one, if possible)

Facebook Ads

Integrate with Twitter (Twitter app, Twitter 3rd party applications)

Integrate with your blog (Social RSS, Networked Blogs)

Others: Events, Photos, Boxes/Tabs, Video (YouTube)

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## I'm a Blogger! Sharing Your Ideas with the World

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## Sharing your Thoughts

Blog = short for "Web Log"

Many types of blogs: provide commentary, provide news, serve as online journal

Blogs can be text, video (vlog), art, photos, audio (podcasting)

Recommended Purpose: Business site where you share yourself: your thoughts, your opinions, your services

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## How to Create a Blog

Decide: To host or not to host

Decide on a service: Wordpress (.org or.com), Blogger

Purchase a domain name

Decide on an overall look: your theme

Tailor your website with plugins and widgets

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## Tips for Blogging

Be helpful, useful, and consistent.

Be personal. Use your own voice.

Decide on your purpose. Who's your audience?

Read other blogs.

Be engaged: link, comment, tweet, FB

Be in it for the long haul

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## Other Social Media and Web-Based Tools

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## Google

Does it all: Reader, Email, Analytics, Alerts, Feedburner, YouTube, Docs, Blogger...and more!

Recommended Purpose: A central account for organizing almost anything you need.

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## LinkedIn

A business-oriented social networking site

Have a profile, have contacts, join groups

Applications to automatically post your Twitter feed and blog articles (also add #in to a tweet)

iPhone application

Recommended Purpose: Increase your visibility, improve online presence (and Google pagerank), get a job (or post a job)

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## 99designs.com

Inexpensive, easy-to-use design contest

Submit a proposal for a design project. Graphic designers vie to "win" the project and money.

Logos, Wordpress designs, Stationary design, Book cover, etc.

Recommended Purpose: Any design project you need

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## Email Marketing

*Your email list is your most valuable asset.*

Cost-effective email managers: Aweber (internet business), Constant Contact (graphics-oriented)

Allow them to opt-in

Multiple lists: online community, local clients, customers

Recommended Purpose: Offer value (content), announce new programs, offer sales/deals

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## Skype

Online audio and video conferencing

Free application you download on your computer

iPhone application

Recommended Purpose: Online consultations, "Meeting" with other professionals, Podcasting, Social calls

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## YouTube

A free, video-sharing website

Recommended Uses: Entertain, Educate (tutorials, "mini-lectures"), Share experiences

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Now What? How to incorporate  
your new skills into practice

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## Considerations

Think about your vision: who's your audience? What do you hope to accomplish?

Take time every day (schedule it, if needed)

Use mobile technology

Plan your content

Consistent, long-term vision

Repurpose content (RT, share other content)

*EVERYTHING* is public.

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## References & Useful Links

[www.Copyblogger.com](http://www.Copyblogger.com)  
[www.Problogger.com](http://www.Problogger.com)  
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Kimberly Sena Moore, MM, NMT-F, MT-BC

**Blog:** [www.MusicTherapyMaven.com](http://www.MusicTherapyMaven.com)

**Email:** [kimberly@neurosong.com](mailto:kimberly@neurosong.com)

**URL:** [www.NeuroSong.com](http://www.NeuroSong.com)

**Twitter:** [www.twitter.com/KimberlySMoore](http://www.twitter.com/KimberlySMoore)

**Facebook:** [www.facebook.com/Neurosong](http://www.facebook.com/Neurosong)

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