

# Who's in Charge?

## Web Governance in 2007

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# Who's In Charge?

- ✓ Tila Tequila
- ✓ MySpace Diva
- ✓ 1.5 million friends
- ✓ 50 million profile views
- ✓ Created a self-industry
- ✓ Brand-me

# Who's In Charge?



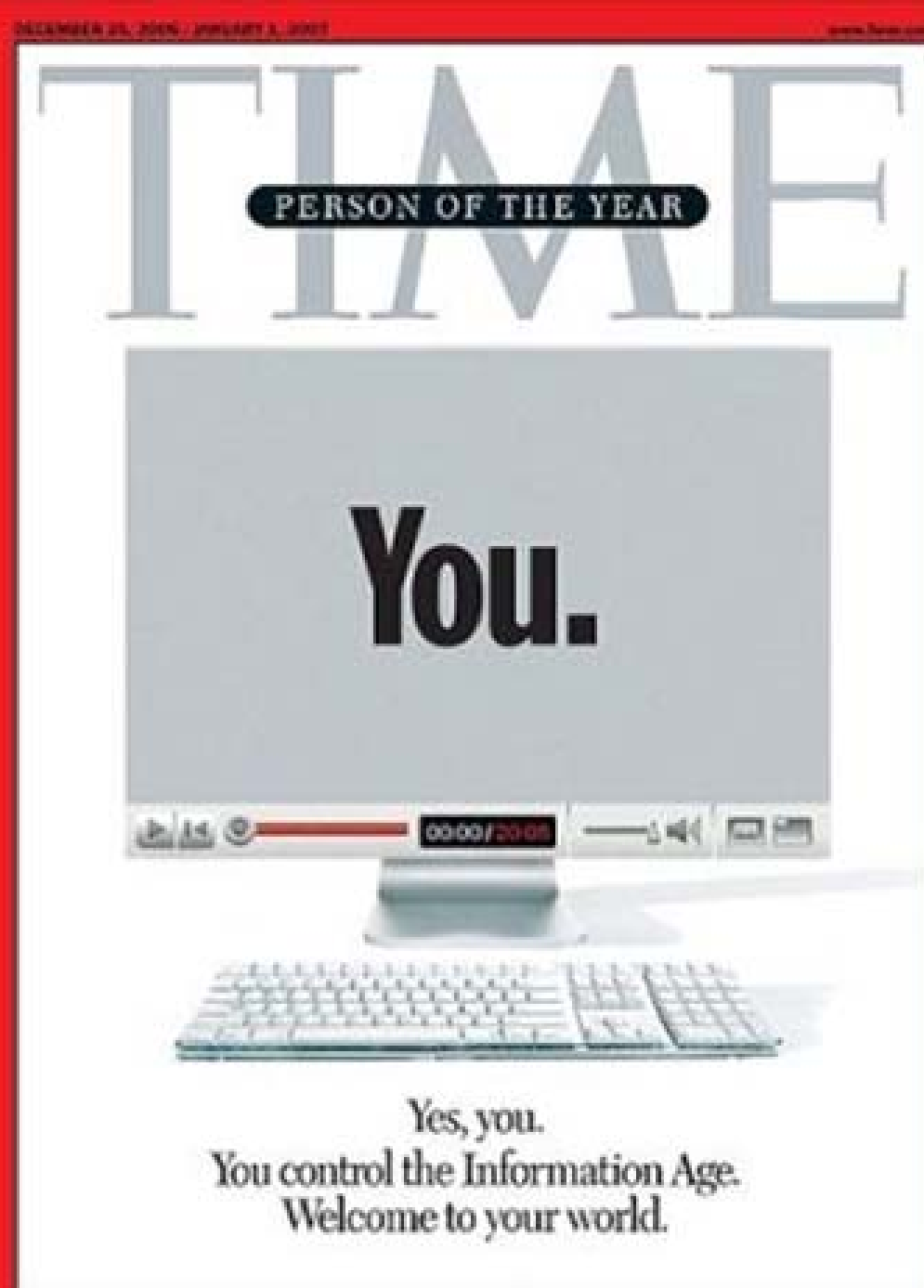
- ✓ 1984 mashup
- ✓ Threw down the campaign '08 viral gauntlet
- ✓ Original post views: 3.37 million (Mar)
- ✓ Pickup by ALL major media markets
- ✓ Anyone can post

# Who's In Charge?

- ✓ Mommy blogger
- ✓ Stay at home, work at home, work outside of home
- ✓ Influentials
  - ✓ Motherhood  
71,657 posts
  - ✓ Parenting  
185,200 posts
- ✓ Health, kids, diet, shopping

# Who's In Charge?

- ✓ Your site visitors
- ✓ Self-proclaimed "experts"
- ✓ Your content contributors
- ✓ Your subject matter experts
- ✓ Your employees



## Website or message?

- ✓ You can't beat 'em
- ✓ Find 'em
- ✓ Join 'em
- ✓ Feed 'em
- ✓ Learn their needs
- ✓ Redefine your boundaries

# Study Your Data

- Log files
- Search terms
  - To your site
  - On your site
- Webmaster mail
- Surveys

# Guerilla Tactics Required

- It's a campaign
- Enlist from ground up
- Create groundswell
- Evangelize
- Provide incentives
- Employ "virtual authority"

## How?

- ✓ Information
  - ✓ Education
  - ✓ Training
  - ✓ Meetings & calls
- ✓ Structure
  - ✓ Style guide
  - ✓ Branding guidelines
  - ✓ Information architecture
  - ✓ Content patterns



# Governance: Bottom's Up

- Do quality work
- Use data
- Build alliances
- Remember word of mouth counts
- What he said...focus on top tasks

