

A VISUAL GUIDE OF WEB 2.0 TOOLS

This visual explanation shows a valuation of the Web 2.0 tools most frequently used by Internet users. To assess their value it has been established six basic parameters that are providers of an effective management web presence

VALUATIONS FROM 0 TO 10

For each parameter a unique value has been assigned to each web tool, so there is no duplicated value and establishes a ranking among them.

0 to 2.5	DEFICIENT
2.5 to 5	INSUFFICIENT
5 to 7.5	EFFICIENT
7.5 to 10	VERY EFFICIENT

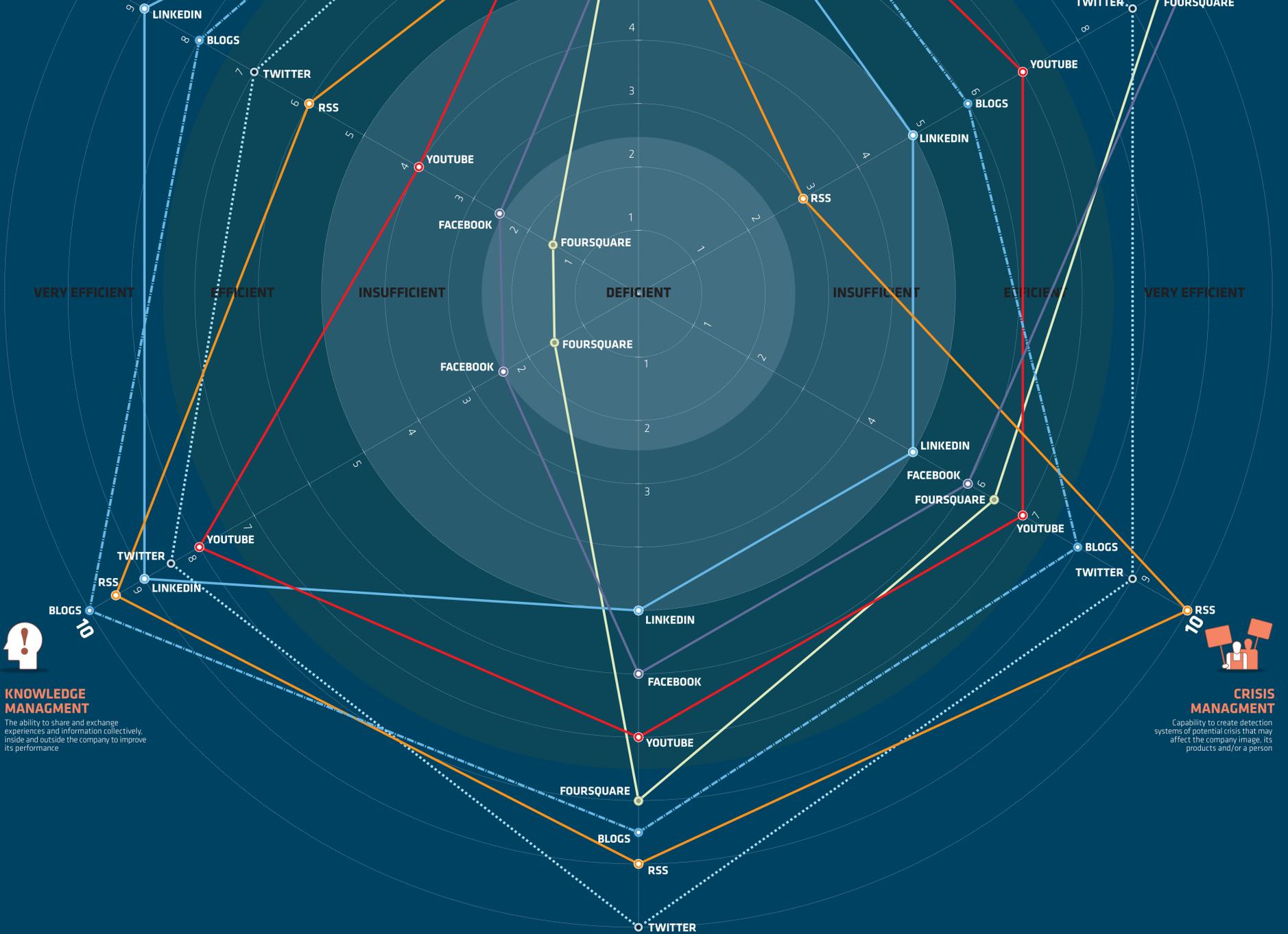
INTERNAL COMMUNICATION

Capability for the optimization of the information and communication channels within the company



EVENTS

In relation to meetings and also professional and personal celebrations, the ability to create, call and broadcast them via online



KNOWLEDGE MANAGEMENT

The ability to share and exchange experiences and information collectively, inside and outside the company to improve its performance

CRISIS MANAGEMENT

Capability to create detection systems of potential crisis that may affect the company image, its products and/or a person

CUSTOMER SERVICE

The ability to establish a direct communication channel with customers to effectively manage their comments, suggestions and complaints



Main function: Information management



These tools allow us to see the information posted on different web pages, without having to visit them one by one on a regular basis.

facebook

Main function: Social Network



The most popular social network worldwide. Its users post and share all types of personal and professional information.

twitter

Main function: Real time information



Bidirectional channel of communication that instantly allows you to send text messages with a maximum length of 140 characters.

Linked in

Main function: Professional Network



Allows to create and manage a broad list of professional contacts, find suppliers and referrals, follow events, request opinions from products...

flickr

Main function: Images storage



Community where you store pictures and videos which can be viewed, shared and downloaded by users of the network.

YouTube

Main function: Videos storage



Specialized platform for video distribution, allowing users to share and download videos. It is the second online entry point.

foursquare

Main function: Social Network Sites



Users report the locations and places they are visiting in real time and share experiences with their contacts.

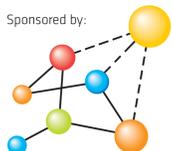
blog

Main function: Logbook



Allows online publishing of professional and personal content on a regular basis. These diaries can be read and commented by its readers.

- Chat
- Call for events
- Pictures
- Videos
- Status
- Conversation
- Storage
- News
- Messenger
- Privacy management



digital assets deployment

www.dad.es

Information produced by:



Explicaciones visuales SinPalabras © 2011