



Social Networks vs. Mailing Lists

Pros & Cons

Who the ...?

- Canberra JETAA
- Apx. 130 members
- Maybe 20 of those regularly attend events
 - Transient membership
- Key Partnerships
 - Involved in JET selection and multi-lateral events with the embassy and other Japan related groups in Canberra (AJS, CJC, University Japan Clubs etc)
- Members tend to be older, starting families, and/or more advanced in careers
 - Members/Attendees aren't necessarily JET Alumni
 - Different types of events
 - Less time
 - Less tech savvy (though this is changing a bit...)

Mailing Lists: Yahoo Groups

- Essentially a directed newspaper.
- Gets the word out, but is cumbersome to do anything else.
- Notification, not communication, tool.

Pros

- Good control over membership
- E-mail Based
- No requirement for buy in
 - Don't need to join a network
 - Just need to submit e-mail address
 - Minimal exposure of personal info

Cons

- Relatively one dimensional
 - Text/Rich Text
 - Difficult to post images, attach files.
- Awkward workflows
 - Administrator posting and approval process
 - All other posts must go through Admin
 - Admin posts must be re-approved
- One way communication tool
 - Admin to Group
 - System hiccups

Social Media: AKA Facebook

- Specifically the dreaded Facebook
- Less of a communication tool and more of a platform for interaction.
- Admin has control, but is does not run the show.

Cons

- Open Group
- Requires regular usage or it shuts you down.
- Big Brother is Watching
 - Constantly changing privacy rules
 - Unclear who exactly has access to details
 - Requires members to buy in

Pros

- Open Group
- Everyone talks to Everyone
 - Allows for everyone to contribute and participate
- Multidimensional
 - Photos
 - Videos
- Not just you
 - Outreach to other groups, direct linkage, shared info
 - Tohoku quake JETAA