



# INTRODUCTION TO SOCIAL MEDIA – NORTH SEA REGION SEMINAR, BILLUND

Download: [www.jonworth.eu/downloads/northsea-billund.ppt](http://www.jonworth.eu/downloads/northsea-billund.ppt)

# Introductions



## About me



**Jon Worth**  
**Trainer, EU-blogger, web designer**  
**and developer**  
**Some story about some buses...**

## Course outline

1. **Web 2.0 – why is all of this important?**
2. **Engagement Pyramid**
3. **Case Studies**
4. **Next Steps**

## About you

- Name, current role
- What experience do you have already?
- What do you want to know today?

 ARRI

**THERE'S PROBABLY NO GOD.**  
**NOW STOP WORRYING AND ENJOY YOUR LIFE.**

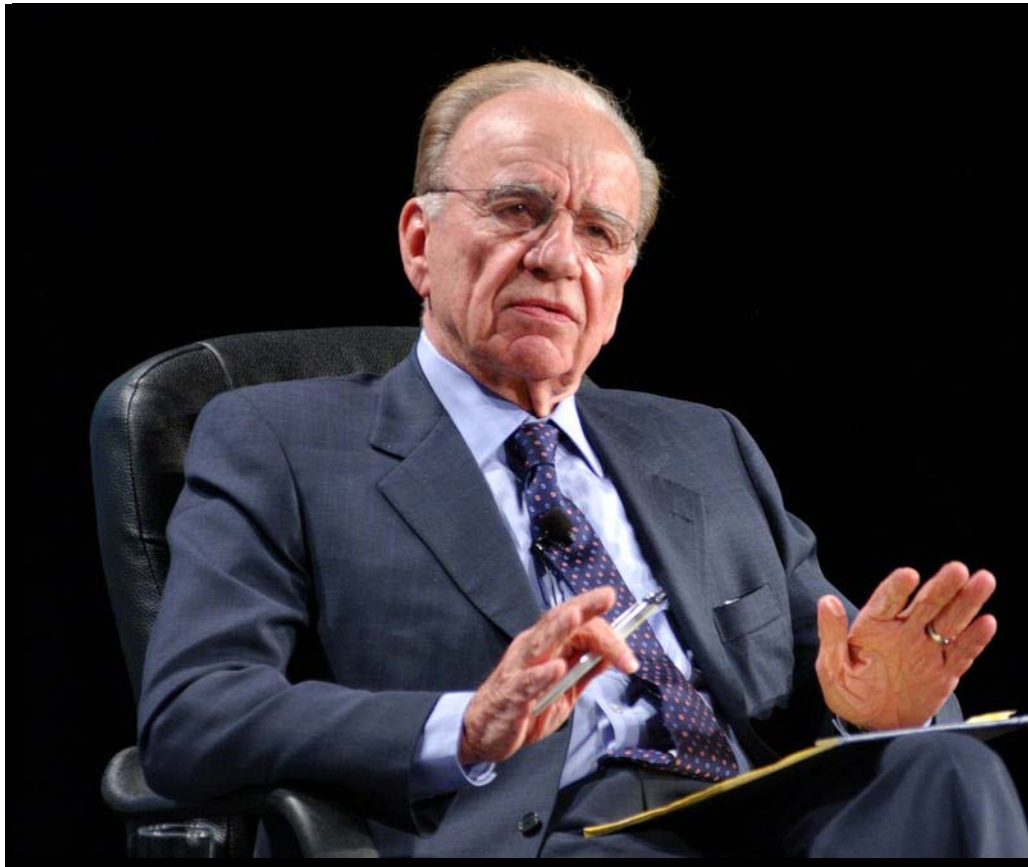
  
[www.humanism.org.uk](http://www.humanism.org.uk)  
[www.richarddawkins.net](http://www.richarddawkins.net)  
[www.atheistcampaign.org](http://www.atheistcampaign.org)



Why is all of this important?

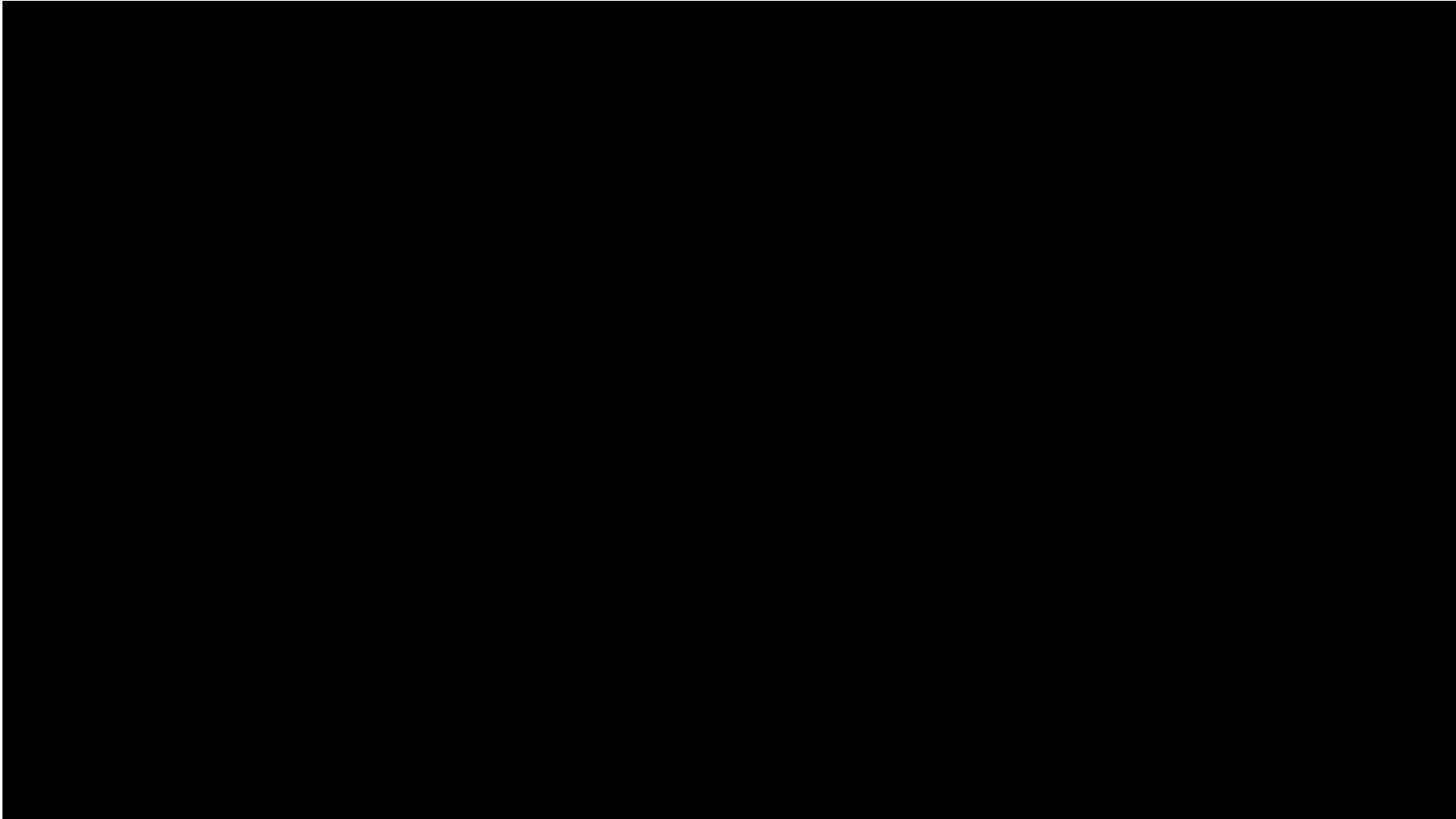
# PART 1: WEB 2.0

# Web 2.0 is a big deal



“To find something comparable you have to go back 500 years to the printing press, the birth of mass media. Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it’s the people who are taking control.”

Rupert Murdoch



# Trends: 1/5

## The death of control



The old era

The new reality

The age of  
control



The age of  
influence



- Big organisations had a monopoly on mass communication and got used to controlling the message

- Anyone literate with an internet connection can self-publish for free.
- It is impossible to control: we can only influence.

# Trends: 2/5

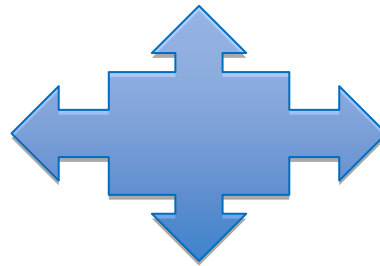
## Disintermediation



The old era

The new reality

One to many



Many to many



Manage the gatekeepers

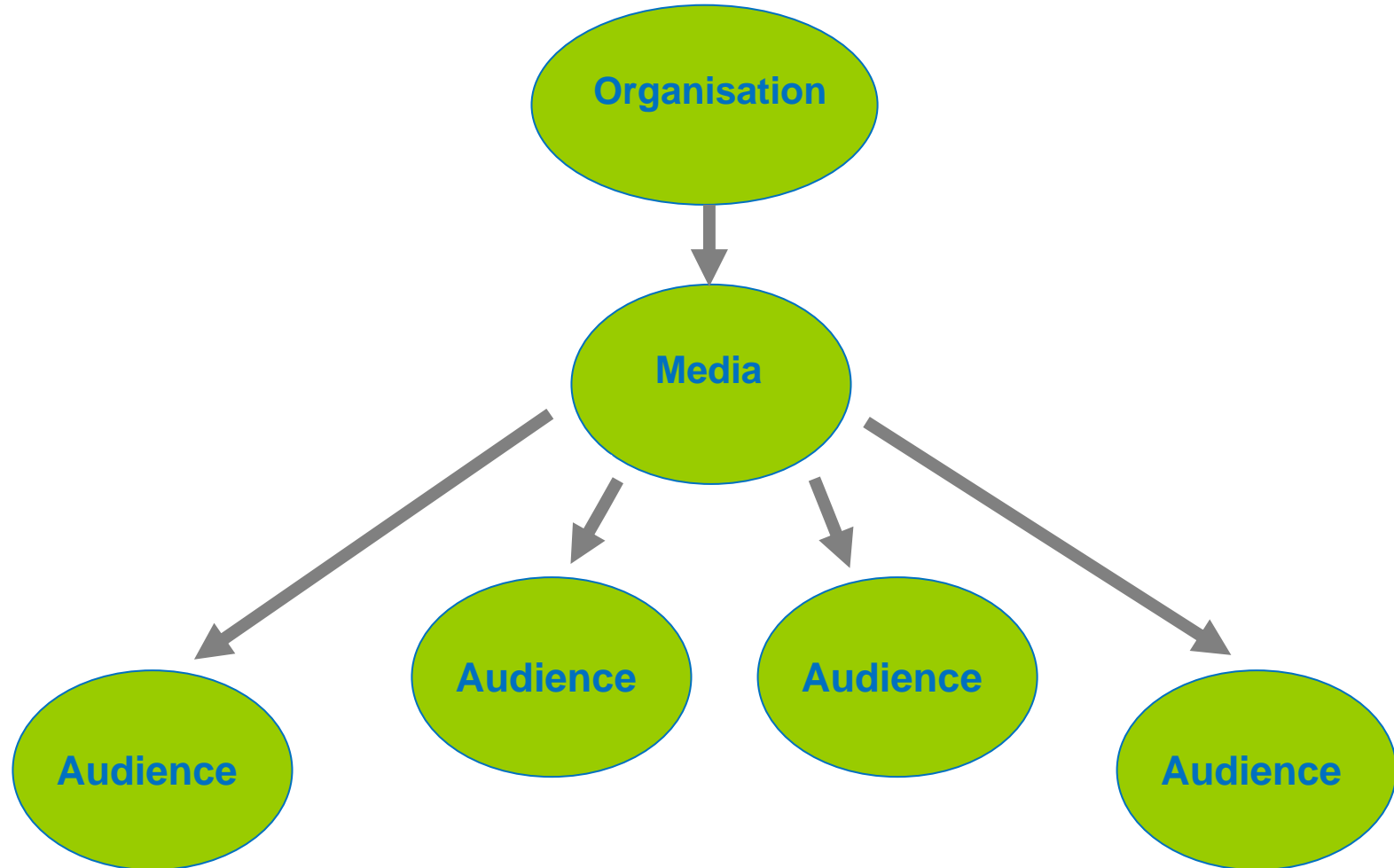
- Old-style corporate comms was a simple, one-way, broadcast model.
- Managing reputation = managing the media.

Join the conversation

- People no longer rely on media: they get information direct from the source, and from each other.
- New-style corporate comms must reach beyond media to a complex interactive model.



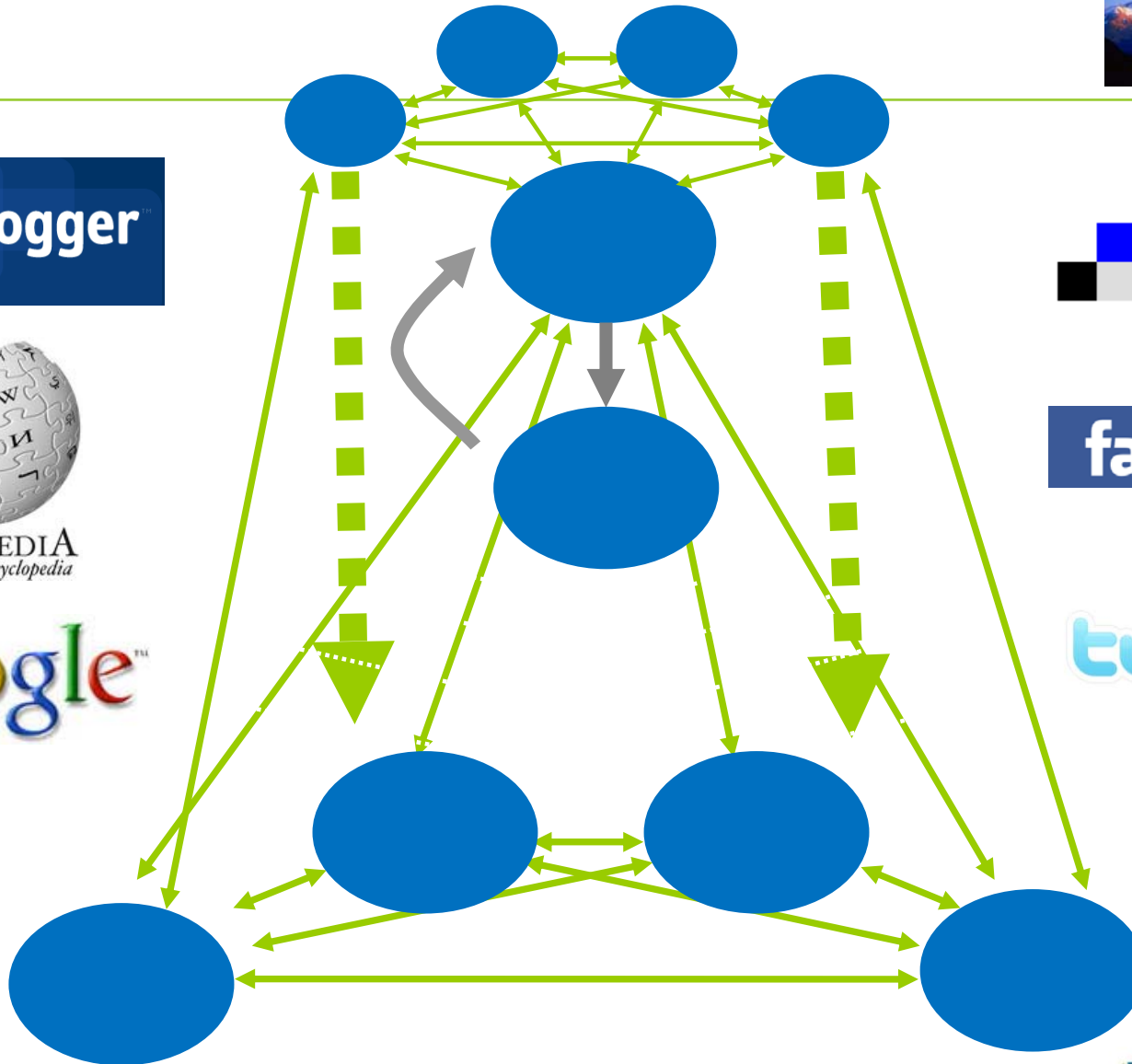
# Old style communication



# 2010



WIKIPEDIA  
The Free Encyclopedia



# Trends: 3/5

## Fragmentation



The old era

The new reality

A few  
centralised  
channels



- People got most information from a handful of news media.
- Organisations could efficiently manage (or at least monitor).

A huge cloud  
of interaction



- Conversations are distributed wherever people form opinions: blogs, forums, YouTube, etc.
- Most communication happens not in “owned” space, but in public space.

# Trends: 4/5

## The new landscape



The old era

The new reality

**Push**

communications



**Pull**

communications



**Web as distribution channel**

- The Web was a channel for pushing out information.
- Sites were static e-brochures.
- The Web was utilitarian. People felt neutral about it.

**Web as community**

- Now, people spend most time on interactive social media.
- The social web is informal, immersive and emotive.

# Trends: 5/5

## The new journalism



The old era

The new reality

Ordered  
and  
predictable



Messy and  
opinionated

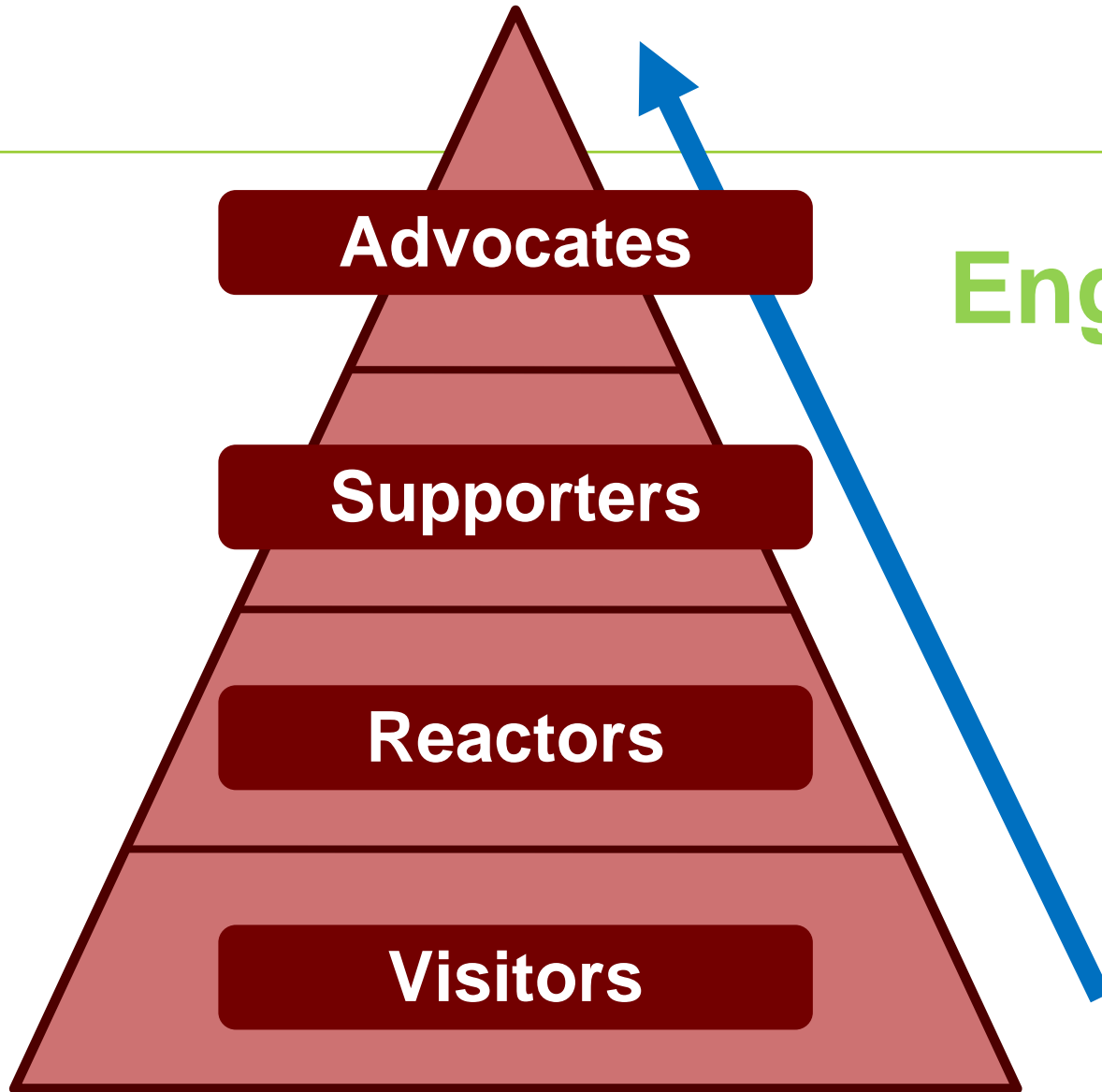


- The world of press releases, news conferences and interviews was well ordered.
- Journalists knew the rules of the game and were predictable.
- Balance, professionalism, accountability.

- Huge and distributed.
- Everyone is a journalist.
- Each sets his/her own rules.
- No obligation to be balanced.
- No recourse for inaccuracy.
- Opinion dominates content.
- Strong and passionate views



# PART 2: TOOLS FOR THE NEW REALITY



# Engagement Pyramid

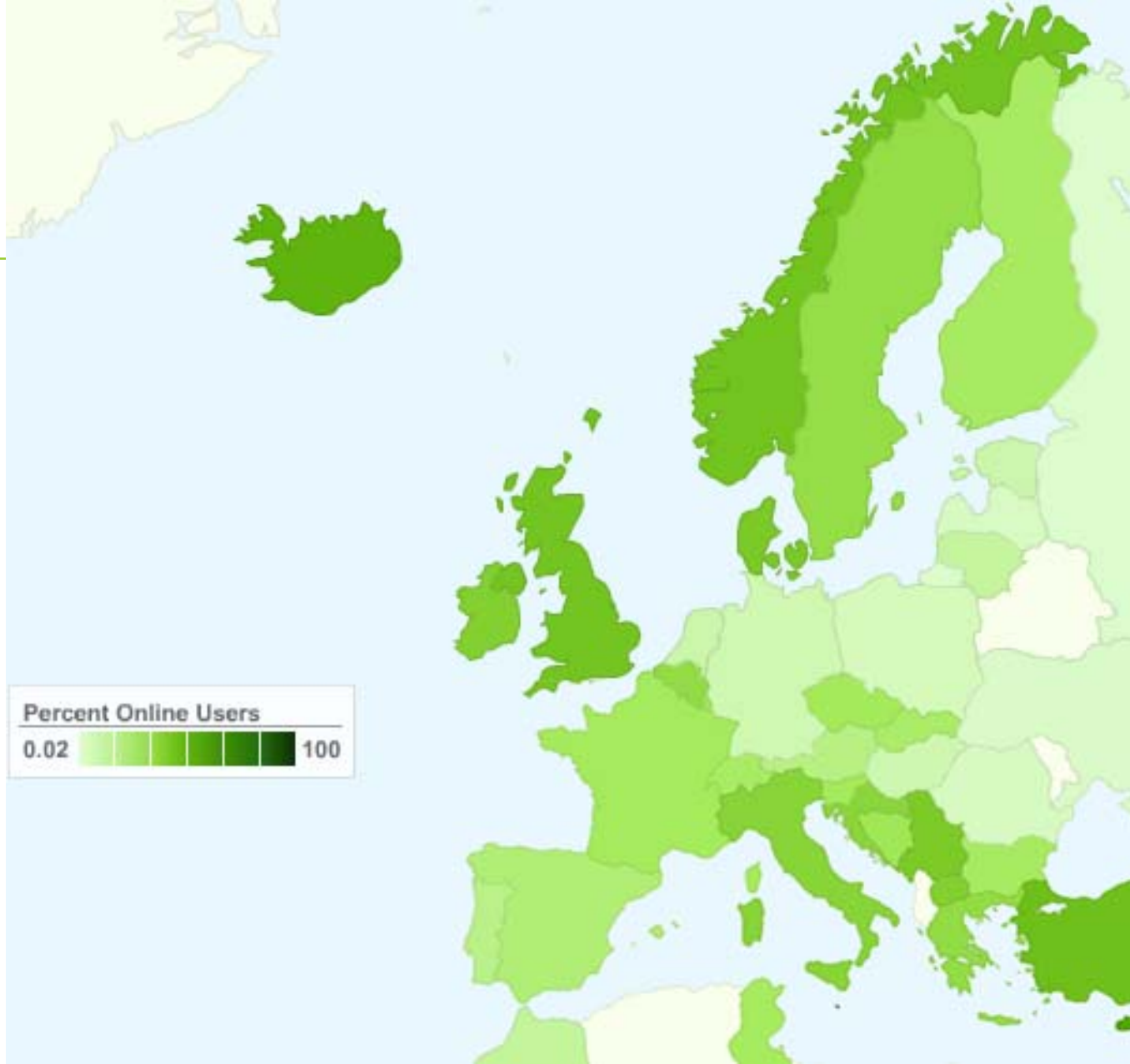
# The dominance of Facebook



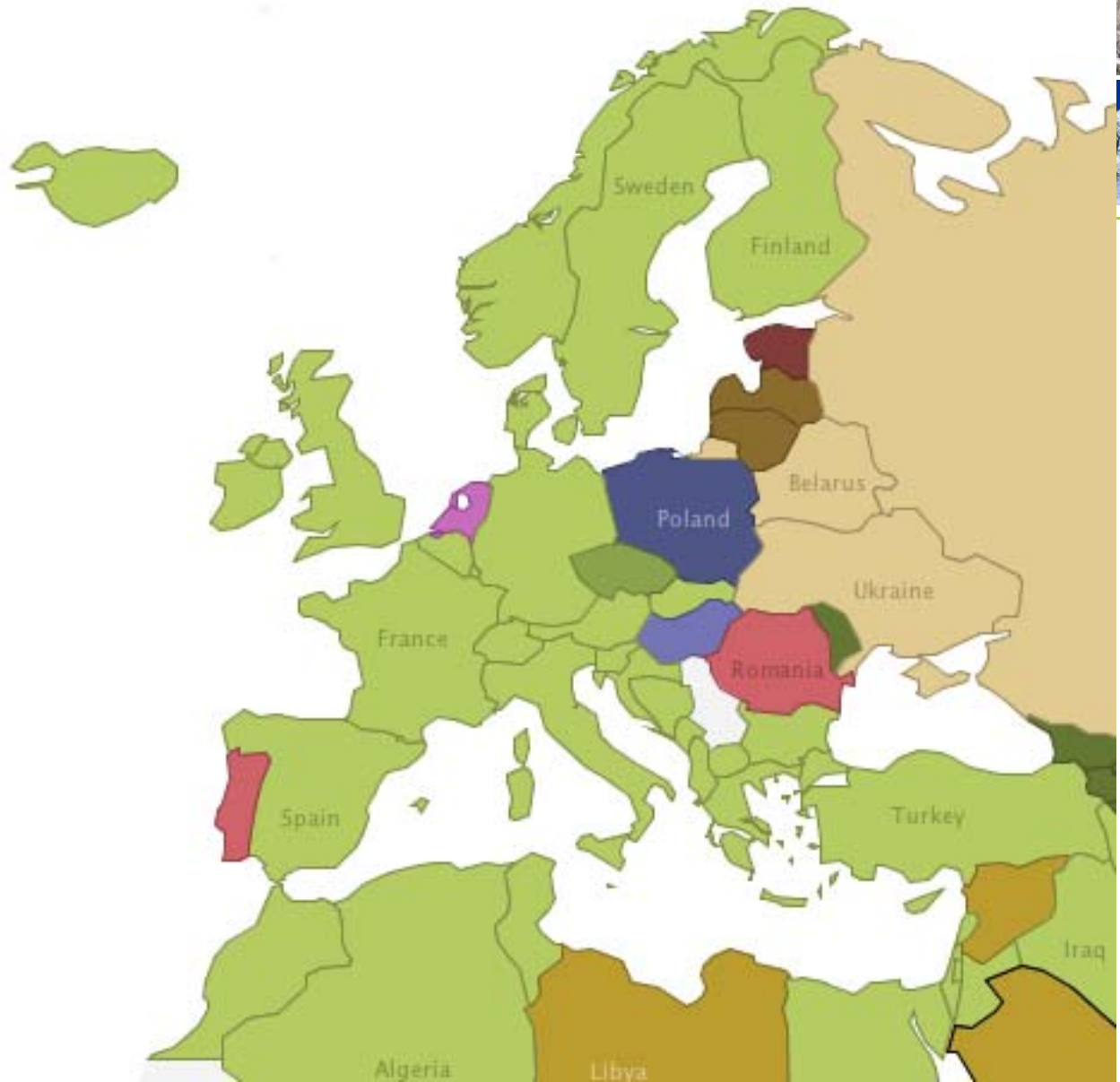
- 564 million users worldwide, ageing fast
- 28.7 million users in the UK, 20.3 million in France, 17.6 million in Italy, 13.3 million in Germany, 12.0 million in Spain
- Even if it's blocked in the DG people will be networking that way anyway



Previous slide and this slide adapted from [checkfacebook.com](http://checkfacebook.com)



- Cyworld
- Facebook
- Friendster
- Hi5
- Hyves
- Iwiw
- Lidé
- Maktoob
- Mixi
- MySpace
- Nasza-klasa
- Odnoklassniki
- One
- Orkut
- QQ
- Skyrock
- V Kontakte
- Wretch
- Zing



# The rise of the Facebook 'Page'



- Flexible and multi-faceted; resembles individual profile
- Use to develop an company's or an organisation's presence
- Draw in content from other sources
- More than one person can work on content
- Better privacy control





Add to my page's favourites

Suggest to friends

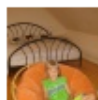
#### Fans

6 of 3,045,960 fans

See All



Bettina  
Caralde



Benas  
Girininkas



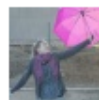
Cristian S.  
Ruffail



Abed  
Queider



Gina Cirilo



Kata Széll

Create a Page for My Business

Report Page

Share

## Pringles

Become a fan

Wall

Info

Thanks Mom

Boxes

Video

Conga Craze

>>

Pringles and Fans

Pringles

Just Fans



**Pringles** Team USA hockey mom Miriam Chu didn't see her support for hockey star daughter Julie as a sacrifice. She simply did what was needed to help her excel. Watch her story: <http://www.thankyoumom.com/olympics-videos.jsp>



**Watch Team USA Videos & Highlights – P&G ThankYouMom.com**  
[www.thankyoumom.com](http://www.thankyoumom.com)

Stay up-to-date with all the Olympic Winter Games action! Watch videos and highlights of the Olympic Winter Games in Vancouver -- brought to you by P&G and the Team USA moms.

19 February at 01:56 · Share

187 people like this.

View all 69 comments



**Pringles** Pringles fans, what did you think about the P&G ad in the Opening Ceremony last night? Miss it? See it here: <http://youtu.be/VSn5Z7EC4ME>



**To Their Moms, They'll Always Be Kids (P&G Commercial)**  
[youtu.be](http://youtu.be)

To their moms, Team USA athletes will always be kids. Watch this emotional commercial from P&G.

14 February at 02:27 · Share

424 people like this.

View all 75 comments



**Pringles** Customize your ride, Pringles style.



**Pring My Ride – Customise Your Bike Using A Pringles Pipe**  
[www.youtube.com](http://www.youtube.com)

Transform your old school wheels into a super-rad street hog that's guaranteed to get the ladies queuing for a ride. This was an entry for the P&G Pringles Sustainability Challenge, made at Wunderman UK.

18 January at 16:20 · Share

456 people like this

[Add to my page's favourites](#)[Suggest to friends](#)

Form is temporary, class is permanent

### Information

Members:  
Monsieur Wenger

Location:  
[Emirates Stadium](#)  
London, United Kingdom, N5 1BU

### Fans

6 of 667,295 fans

[See All](#)

Rudi  
Bambang  
Herdiana



Yousuf  
Shahzad



King Basil



Tomáš  
Jurošek



Lilien  
Kudip



Jason  
Jeremia

## Arsenal FC

[Wall](#)[Info](#)[Notes](#)[RSS/Blog](#)[Discussions](#)[Twitter](#)[»](#)[Arsenal FC and Fans](#)**Arsenal FC**[Just Fans](#)

### Arsenal FC Injury update video from Wenger: Cesc's back!



Fabregas, Rosicky and Song set for return | [News Archive](#) | [News](#) | [Arsenal.com](#)

[www.arsenal.com](#)

The Official Arsenal website for Arsenal supporters

about an hour ago · [Comment](#) · [Like](#) · [Share](#)

3,525 people like this.

[View all 437 comments](#)



### Arsenal FC



#### Song – The secret behind our late, late goals

By Richard Clarke Alex Song believes Arsenal score late goals because they stick to their footballing principles....

Yesterday at 16:56 · [Comment](#) · [Like](#) · [Share](#)

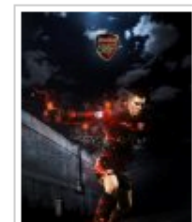
4,187 people like this.

[View all 649 comments](#)



### Arsenal FC Artwork by Chris Valentine.

[www.behance.net/chrisvalentine](#)



# There are limits



- Would someone want to publicly show how much they like someone in your organisation?



Name: **Apple Students**  
Type: Products  
Fans: 1,397,649 fans

[Become a Fan](#)



Name: **Steve Jobs**  
Type: Internet & Technology  
Members: 5,065 members

[Join Group](#)

# What about Twitter?



*Facebook is for the people you know, Twitter is for the people you would like to know*

- You ‘follow’ people and they ‘follow’ you; note vocabulary
- Super quick interactions, share information, links
- Helpful approach of users, professional usage
- Integration with mobile devices, desktop clients



# UK Prime Minister

**@Number10gov** 10 Downing Street, London

The official twitter channel for the Prime Minister's Office based at 10 Downing Street.

<http://www.number10.gov.uk>

✓ Following



Message



Timeline

Favorites

Following

Followers

Lists



**Number10gov** UK Prime Minister

England 2018 would be a "great world cup" – PM <http://bit.ly/fOd1lw>

27 Nov



**cabinetofficeuk** Cabinet Office

Matt Tee commissioned to review Central Office of Information

<http://bit.ly/fRzVJ0>

26 Nov



**transportgovuk** DfT

Plans to modernise the #rail network, tackle overcrowding, improve reliability and speed up journeys <http://bit.ly/hYU0fG> #transport #DfT

25 Nov



**Number10gov** UK Prime Minister

@knit4dolls According to organisers of National Sewa Day, in Sanskrit, Sewa means selfless service. More info here:

<http://bit.ly/htCp3Y>

24 Nov



**UKParliament** UK Parliament

Follow Prime Minister's Questions live in video and audio from midday <http://bit.ly/dLmQ2r> #pmqs

24 Nov



**foreignoffice** Foreign Office (FCO)

Foreign Secretary @WilliamJHague: loss of life at Pike River mine "will have touched the hearts of many in the UK" - <http://ow.ly/3eK77>

24 Nov



**ukhomeoffice** The Home Office

## About @Number10gov

2,106

Tweets

469,072

Following

1,759,819

Followers

11,457

Listed

Following 469,072



Similar to @Number10gov · view all



**UKParliament** · Follow

UK Parliament



**vincecable** · Follow

Vince Cable



**digi\_election** · Follow

The Digital Election



**edballsm** · Follow

Ed Balls

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[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

[twitter.com/Number10gov](https://twitter.com/Number10gov)





# Friends of the Earth

@wwwfoecouk London, UK

Friends of the Earth campaigns for solutions to environmental problems.

<http://www.foe.co.uk>

Following



Message



Timeline

Favorites

Following

Followers

Lists



**wwwfoecouk** Friends of the Earth

We respond to the Government's flawed arguments on the Sustainable Livestock Bill <http://bit.ly/gVrvAo>

26 Nov



**wwwfoecouk** Friends of the Earth

With the #cancun #climate summit imminent, the UN issues....the dress code!? Get the latest here [#cop16](http://tiny.cc/e0qmw)

26 Nov



**worstlobby** Worst Lobby Awards by wwwfoecouk

@wwwfoecouk Have you voted for Worst EU Lobby Awards? \*Last Day\* <http://www.worstlobby.eu/> (Pls RT)

26 Nov



**wwwfoecouk** Friends of the Earth

Undress to impress <http://ow.ly/1aaDBj>

26 Nov



**wwwfoecouk** Friends of the Earth

We're looking for a PA with excellent project coordination skills <http://bit.ly/g8wYK2>

25 Nov



**wwwfoecouk** Friends of the Earth

@ClimateSquad well spotted, thanks!

24 Nov



**wwwfoecouk** Friends of the Earth

RT @Beyondbrinkfilm How many people can we get to watch our #climate doc before #COP16 in #Cancun? 1000 1000!?



About @wwwfoecouk

2,045  
Tweets

19,921  
Following

24,523  
Followers

1,329  
Listed

Following 19,921



Similar to @wwwfoecouk · [view all](#)



**greenpeaceuk** · Follow  
Greenpeace UK



**greenvert** · Follow  
greenvert



**jaxie** · Send follow request  
Jaclyn Gallucci



**easygreensy** · Follow  
easygreensy

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[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

[twitter.com/wwwfoecouk](http://twitter.com/wwwfoecouk)



# Neelie Kroes ✓

**@NeelieKroesEU** Global (based in Brussels)

*I am Vice President of the European Commission, responsible for the Digital Agenda for Europe. This feed is maintained by me and my team.*

[http://ec.europa.eu/commission\\_2010-2014/kroes/index\\_en.htm](http://ec.europa.eu/commission_2010-2014/kroes/index_en.htm)

✓ Following



Timeline

Favorites

Following

Followers

Lists ▾



**12Entrepreneurs** 12Entrepreneurs ↔ by NeelieKroesEU

12E Co-Founder Leszek Szalek is organizing The Poland-Silicon Valley Technology Symposium on Dec 6 at Stanford University: [www.psvts.org](http://www.psvts.org)

27 Nov



**NeelieKroesEU** Neelie Kroes 📺

I uploaded a YouTube video -- De commissaris kookt - Kroes en De Gucht <http://youtu.be/NI8eaP5EIOE?a>

27 Nov



**tgianno** tgianno ↔ by NeelieKroesEU

Seven Ways to Build Your Own Educational Games [freetech4teachers.com/2010/11/seven-...](http://freetech4teachers.com/2010/11/seven-...) via @AddThis

26 Nov



**EUinNL** Europa in Nederland ↔ by NeelieKroesEU

EU-funded mathematicians piece together radio frequency design puzzle <http://bit.ly/er7SKg>

27 Nov



**NeelieKroesEU** Neelie Kroes

**#ff** my tips this week: @bengoldacre @Caro\_Bxl @nk\_m @scilib @netzpolitik @CERN

26 Nov



**RaceOnline\_2012** Race Online ↔ by NeelieKroesEU



About @NeelieKroesEU

**829**  
Tweets

**163**  
Following

**9,733**  
Followers

**592**  
Listed

Following **163**



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[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

[twitter.com/NeelieKroesEU](https://twitter.com/NeelieKroesEU)

# Blogging: reaching maturity



- Links, links, links
- A place for obsessives, feels tough these days
- Don't be too fearful of comments



Welcome to bloggingportal.eu, the new portal for EU political blogs.

- This site brings together the content of blogs related to EU affairs
- Currently we aggregate 706 blogs
- Editors find the best content for you ([join as editor](#))

New here? Check out [how to use bloggingportal.eu](#)

**EU Member States**

- Ireland (37)
- France (6)
- Germany (5)
- United Kingdom (4)
- Spain (4)
- Poland (3)
- Italy (2)
- Hungary (1)
- Portugal (1)
- + more

**Statistics**

- Eurozone (19)
- Employment (1)

**International**

- Ukraine (4)
- Russia (4)
- Neighbourhood Policy (2)
- Diplomatic Service (2)
- Macedonia (1)
- Afghanistan (1)
- Globalisation (1)
- Africa (1)
- Global Trade (1)
- Development (1)
- + more

**LB2S – Budget européen : les dessous de la négociation sur twitter – Budget européen : les dessous de la négociation sur twitter** NEW

lb2s.tumblr.com, 4 Hours, 41 Minutes ago

Details

budget X

**Une certaine image de la France** NEW

Europe 27etc 1 Day, 10 Hours, 6 Minutes ago

Doit-on s'enorgueillir de la récente inscription de la gastronomie française au patrimoine mondial de l'humanité ? Au delà du débat autour de la protection de la culture, c'est l'image que la France souhaite donner d'elle même qui res...

Details

culture X france X

**99% of Express readers agree with the Express | Minority Thought** NEW

www.minority-thought.com, 1 Day, 19 Hours, 33 Minutes ago

Details

britain X media X

**Für die Freunde der gediegenen Publikumsbeschimpfung | MOGiS e.V. --** NEW

/mogis-verein.de, 1 Day, 19 Hours, 36 Minutes ago

Details

infosoc X justice X

**You can't compare me to the Führer but I can call you a fascist** NEW

JW Jon Worth's Euroblog 1 Day, 23 Hours, 42 Minutes ago

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your@email.eu

Subscribe



**Bloggingportal**  
on Twitter



**MiaLeenaSofia:** RT  
@bloggingportal: The Week in

@Bloggingportal: One loudmouth and other stuff  
<http://ow.ly/3grtR> written by @mialeenasofia #euroblog



**kosmopolit:** RT  
@bloggingportal: RT @bloggingportal The Week in

@Bloggingportal: One loudmouth & other stuff  
<http://ow.ly/3grtR> by @mialeenasofia #euroblog



**andrewjburgess:** RT  
@bloggingportal: The Week in

@Bloggingportal: One loudmouth and other stuff  
<http://ow.ly/3grtR> written by @mialeenasofia #euroblog



**ronpatz:** RT  
@bloggingportal The Week in

@Bloggingportal: One loudmouth & other stuff <http://ow.ly/3grtR> by @mialeenasofia #euroblog



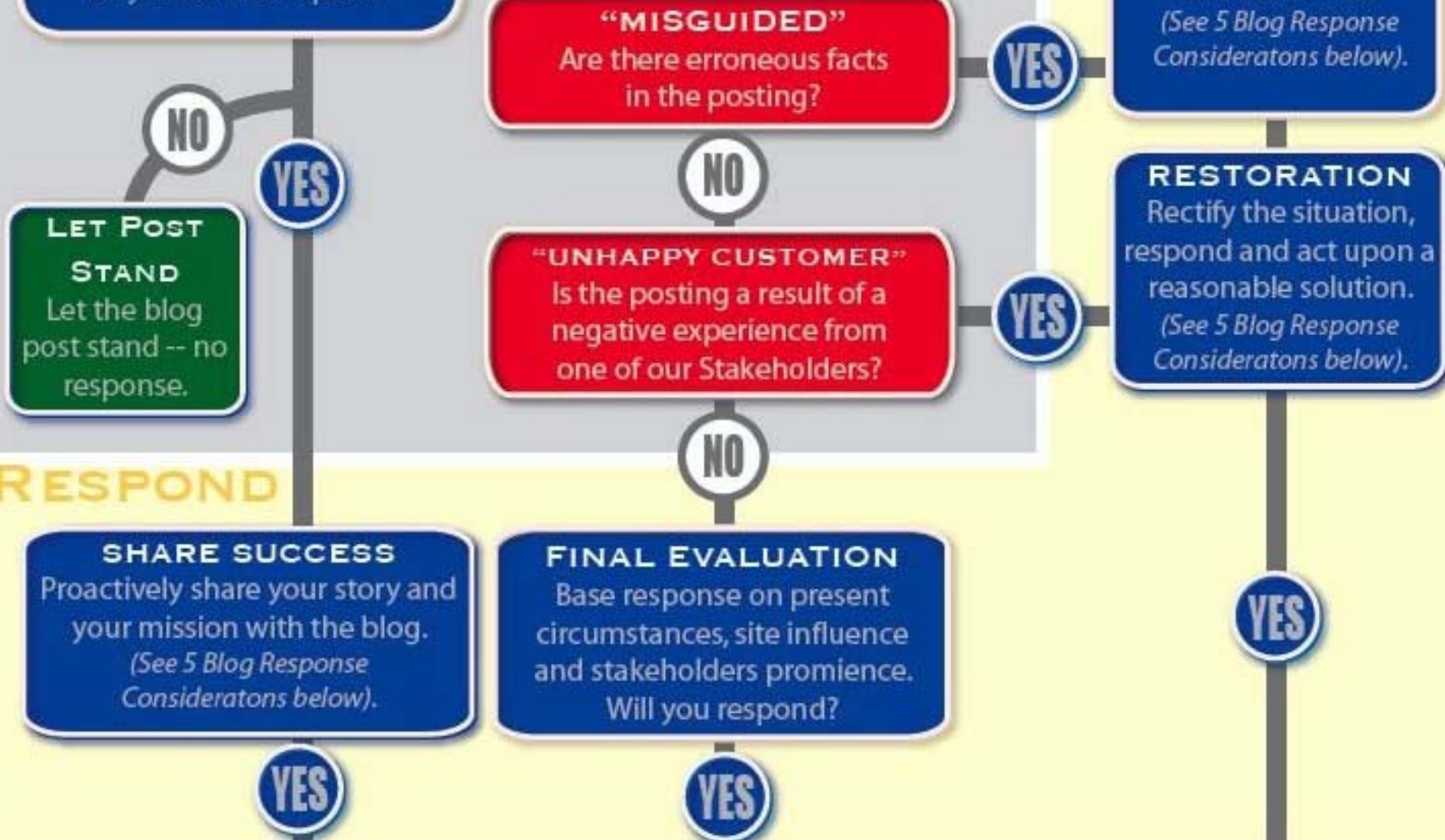
**andrewiburgess:**

# Keep an eye on your reputation



- Google alerts, [backtweets.com](http://backtweets.com)
- Incoming links in stats
- Get a RSS reader ([Google Reader](#), [Netvibes](#)), filter using [Yahoo Pipes](#)





## RESPOND

# BLOG RESPONSE CONSIDERATIONS

### TRANSPARENCY

Disclose your Air Force connection.

### SOURCING

Cite your sources by including hyperlinks, video, images or other references.

### TIMELINESS

Take time to create good responses, from a few hours to a day.

### TONE

Respond in a tone that reflects highly on the rich history of the Air Force.

### INFLUENCE

Focus on the most influential blogs related to the Air Force.



# RSS



## Really Simple Syndication

- A form of web feed used to publish frequently updated content like blogs and news
- Receive updates from all sites in one place.

## Why RSS matters

- **Subscribe to feeds** to monitor blogs and social media efficiently
- **Publish feeds** on news or blogs to make content easy to follow

## Work out how to use it

- Get a free account with Google Reader or Netvibes





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

9.5 million views on Youtube





Right and wrong

# **PART 3:** **CASE STUDIES**

# Story 1



## Alisher Usmanov, Arsenal, Craig Murray, Bloggers and Boris Johnson

Legal sanction doesn't work



# Story 2



## European Conservatives & Reformists Group in the European Parliament

Own your name



**European  
Conservatives  
and Reformists  
Group**

# Story 3



## Citzalia

Social Media is not just a neat promotion tool

Wondering if @jonworth has any interesting thoughts on this new use of webpolitics? <http://bit.ly/bf3i2r> coming soon! #EU #EP #democracy

6:52 PM Aug 5th via web  
Retweeted by 1 person



## CitZalia – the virtual ghost European Parliament (really, why spend money on this?)

Yesterday – thanks to [this tweet](#) – I had the dubious honour to be one of the first people to have a look at a draft website for **CitZalia**, a project that promises some sort of virtual European Parliament role playing game. The **official blurb** is as follows:

“*CitZalia is democracy in action. It is role playing game and social networking forum wrapped in a virtual 3D world that captures the essence of the European Parliament. You may even recognise parts of the building [...] Current Members of the European Parliament (MEPs) and European officials will be on hand to guide you through the procedures and provide*



- › News Archives
- › Bulletins
- › Press Summary Archives
- › Press Releases
- › Open Europe in the news

## Press Summary Archive

### European Parliament funds role-playing website recreating the life of MEPs in virtual reality

06 August 2010

On his blog, Jon Worth notes that the European Parliament is financing the development of a role-playing and networking website modelled on the European Parliament. **The project appears to be financed from €4 million allocated to European Service Network** work (ESN), a Brussels-based communications agency, from the European Parliament. The CitZalia webpage describes the project as follows: “CitZalia is a world you inhabit and help create. Using your avatar you can walk around, interact, network, debate the issues of today, propose legislation, vote and learn about how the European Parliament works for citizens [...] Current Members of the European Parliament (MEPs) and European officials will be on hand to guide you through the procedures and provide background information”.

## Eurogoblin.eu



### CitZalia: Idiot Commenters

Posted on August 12, 2010 by Eurogoblin

IN THE LATEST edition of the Week in Bloggingportal, I [mentioned](#) that I'd

# Story 4



## Eurostar

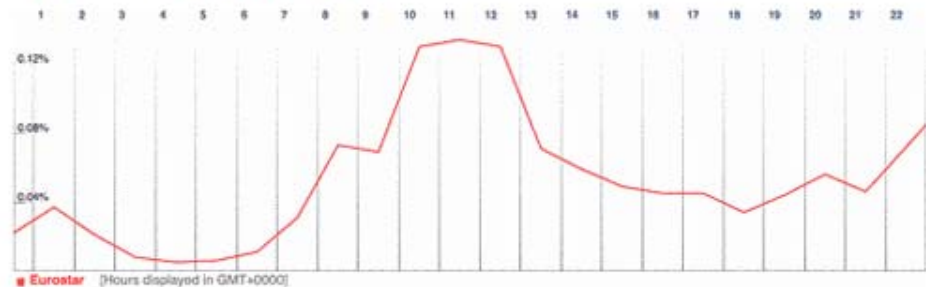
Social Media is not just a neat promotion tool –  
learn the lessons and improve





## Eurostar's social media crisis

by [Robin Grant](#) in [News](#) on 19 December 2009 at 23:37



As you may already know, Eurostar, who are a client of ours, **had a major disruption today**. Five Eurostar trains suffered electrical breakdowns in the channel tunnel, leaving passengers stuck on trains in very unpleasant conditions, and even more were left stranded as all of today's Eurostar services were cancelled. As you would expect with any event of this nature, this very quickly became big news on Twitter and elsewhere in social media.

Some have questioned both Eurostar's and our own handling of the situation, with a particular emphasis on Twitter, so I thought it worth giving some insight from our

# Story 5



## Greenpeace, Nestlé and Palm Oil

Don't let the comms become the story



facebook



Find people and more



Home

Profile

Account



Nestlé

Become a fan

Wall

Info

Photos

Boxes

Notes

Events

Filters



**Nestlé** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.



**Nestlé** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.

9 hours ago

Social media: as you can see we're learning as we go. Thanks for the comments.



**Richard Lawson** Is it just logos? Or are we not allowed pastiche, such as "Have a break, kill a primate"? about an hour ago · Report

# Story 6



## Coca Cola and Mentos

What are your values?



# mentos®

**“We are tickled pink by it.”**

- Mentos USA vice-president of marketing Pete Healy.

# Coca-Cola

**“We would hope people want to drink it more than try experiments with it.”**

**“The craziness with Mentos doesn't fit with our brand personality.”**

- Coca-Cola spokeswoman Susan McDermott





# PART 4: NEXT STEPS

# SMART objectives for the web



1. **Specific** – Objectives should specify what they want to achieve.
2. **Measurable** – You should be able to measure whether you are meeting the objectives or not.
3. **Achievable** - Are the objectives you set, achievable and attainable?
4. **Realistic** – Can you realistically achieve the objectives with the resources you have?
5. **Time** – When do you want to achieve the set objectives?

# Something to think about



*The most scary thing about the Internet for your government is not pedophiles, terrorists or viruses, whatever you may have read in the papers. It is the danger of your administration being silently obsoleted by the lightening pace at which the Internet changes expectations.*

**Tom Steinberg**  
**Founder of MySociety.org**  
[MySociety blog 07.01.2009](#)







Age of users



XING > Linked in

plaxo

twitter

facebook

meinVZ

friendfeed



Hyves

myspace.com  
a place for friends

bebo

hi5

NETLAG

Personal / Individual

Anonymous / Organisational

# Summary



1

- Control is dead – let go and join the age of influence

2

- Mainstream media are no longer gatekeepers.

3

- Get out there and join the conversation.

4

- Listen hard, react fast and join in

5

- Pump out great content

6

- Be authentic

7

- Plan a mix of owned, paid and earned media

8

- Staff, systems, buy-in and culture

9

- Give your site and news output a 2.0 makeover

10

- Blog, tweet and social network away

# Links and Credits



## Interesting articles

<http://www.webdesignerdepot.com/2009/10/the-history-and-evolution-of-social-media>

<http://advocacy.globalvoicesonline.org/projects/guide-blog-for-a-cause/>

<http://www.webdesignerdepot.com/2009/03/8-tips-to-design-a-charity-website/>

Statistics for Facebook <http://www.checkfacebook.com/>

Air Force and Blogs <http://www.web-strategist.com/blog/2008/12/31/diagram-how-the-air-force-response-to-blogs/>

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Atheist Bus Image: <http://www.flickr.com/photos/83015819@N00/3304921278/>

Cory Booker Image <http://www.flickr.com/photos/tris/2754124258/sizes//>

Networks image: <http://www.flickr.com/photos/kenyee/2013289/>

People Yellow Light: <http://www.flickr.com/photos/twose/887903401/>

Drunken Guy: <http://www.flickr.com/photos/bistrosavage/2131827/>

Girl out of water: <http://www.flickr.com/photos/nareas/415605445/>

Eye: <http://www.flickr.com/photos/thestarshine/1605185078/>

Man with finger up, B&W image: <http://www.flickr.com/photos/jeremybrooks/2906010943/>

Labour Party Conference: <http://www.flickr.com/photos/chodhound/2876603571/sizes//>

Leaflet delivery: <http://www.flickr.com/photos/tomswift/2702875765/sizes/o/>

Street protest: <http://www.flickr.com/photos/theordinary/3519904172/sizes//>

Fair votes now: <http://www.flickr.com/photos/83015819@N00/4595881076/>

People at coffee table: <http://www.flickr.com/photos/studiobeeldruis/2948952033/>

# Contact details



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