

Web 2.0 Squared

If you have ever doubted that blogs are important then take a look at Pete Snyder. Snyder, at 35, is a multi-millionaire today because he understands the importance of blogs and created New Media Strategies, a firm devoted to checking up on what blogs are saying about its clients. "Trolling" if you will. I have written about this phenomenon before, but had no idea a single person made so much money checking up on online mentions and reputations. Read the entire Washington Post story [here](#).

More and more, we will hear about Web 2.0. In fact, I am not sure that traditional public relations moves such as sending press releases will continue to work at all. Many people no longer read newspapers, unless they are online. Newspapers are consolidating and there are fewer reporters to target. Small community newspapers may still pay attention to press releases, but overall, people are using the Internet more often to obtain and disseminate news.

Recently, I attended a meeting with other writers. Some of them were woefully uneducated about the powers of social media. Indeed, if there is a Networking 2.0 it is social media. I know people who have hundreds of connections on LinkedIn and/or Facebook. These networks are the new Rolodexes. People who refuse to join will simply be tapped out of the new currency. It's like people who refused to have cell phones. It also always surprises me to find businesses without a website. What is that about? It seems today that aside from Mom and Pop neighborhood shops (drycleaners, card stores) everyone has to have a website. How else to find out more about someone?

All in all, the Web is the place. How many people have flocked to the iPhone because they want access to the Web wherever they are?