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# DIGITAL GENERATION BENEFITS OF AN ONLINE PRESENCE

# Overview

- ① The digital generation
- ② Why you need an online presence
- ③ Tools for creating content

# People 2.0

- ⦿ Generation 'x' got internet in the mid 90's
- ⦿ Generation 'l' got internet in the womb
- ⦿ This generation will dictate how our society is connected to the internet in the future

# Your online presence

- ⦿ Developed countries create content and send it barreling down the information super highway
- ⦿ Search Antigua, Montserrat and St.Kitts is creating local, indigenous content all the time and sending it backup stream
- ⦿ The more content the Caribbean produces the more marketable we become.

# Tools for creating content

- ⦿ Hardware: Cameras, Cell phones, Voice Recorders,
- ⦿ Software: paint.net, vlc media player, Audacity, windows movie maker.
- ⦿ Platforms: Blogger.com, Facebook.com, Twitter.com, Wordpress.com

# Quick recap

- ① We will talk but the I generation will dictate how we use the internet going forward
- ① There is no reason why any business, organization, movement or even an idea should not be on the internet
- ① Content is king and there are many free tools as well as tutorials on how to use them.

# Ken Shipley Vs. Ipad Baby

- ◉ Went online at 18
- ◉ Had to learn how to use computer
- ◉ Spent 50% of my life without access
- ◉ 1<sup>st</sup> PC cost \$6,000
- ◉ Born with internet
- ◉ Learned to compute intuitively
- ◉ Will never know a world without it
- ◉ Ipad \$500

Thank you Montserrat