

# Meet GoIAM 3.0

Since its launch almost a decade ago, GoIAM.org strived to stay on the cutting edge of Web technology and innovation. Earlier versions of GoIAM.org offered video-on-demand capability, pioneered the “Pick-a-Fight” action centers to focus on trade policy or disputes with employers and saw double-digit percentage increases in traffic each year.

The new GoIAM 3.0 isn't a mere redesign. It signals a major change in how IAM activists will communicate with

fellow members and the community at large. GoIAM 3.0 provides direct and interactive communication on issues ranging from jobs to health care. And it links to social networking sites, such as Facebook and Twitter, to reach a wider audience than ever before.

## Functionality and Ease

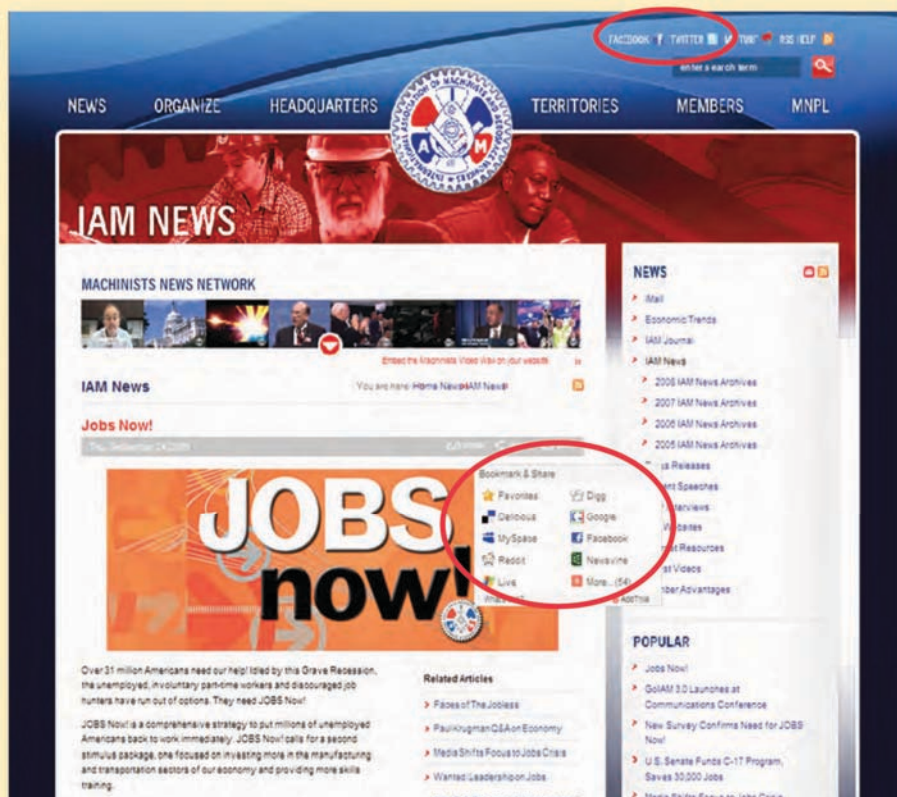
Changes in layout, functionality and ease of use give GoIAM 3.0 users even more tools to share information.

“The goal is to provide our members with

new and emerging technologies,” said IAM President Tom Buffenbarger. “With GoIAM 3.0, novice Internet users and Web-savvy activists can rely on social networking as a way to communicate.”

GoIAM 3.0 boasts a new article rating system, more sharing features and mass distribution of stories via simple clicks throughout the Web site. Visitors can now engage specific posts, giving them control over which issues and articles matter most.

“On GoIAM 3.0, you



## Social Networking

GoIAM 3.0 offers truly interactive features. The last version of GoIAM introduced RSS (really simple syndication) feeds as a social medium.

Now, GoIAM 3.0 offers some of the most current social media trends to hit the Internet, including revamped RSS 2.0 feeds.

Each article posted on GoIAM 3.0 has a full arsenal of sharing tools: email, Digg, Facebook, Twitter and MySpace to name a few. And, there is a new print feature that allows you to print specific articles instead of entire pages.

Along with GoIAM 3.0, the IAM launched an official Facebook Fan page and an IAM Twitter account. GoIAM 3.0 will also work to keep our members in touch with each other and have quick access to important issues by providing instant information via their Twitter or Facebook accounts.





## The New GoIAM 3.0

The new home page features a "Video Wall" of the Machinists News Network, a library of more than 280 IAM-produced videos. The IAM featured video-on-demand on the first launch of GoIAM.org and now averages more than 10,000 downloads per month.

Other changes on the home page include more visibility for iMail and major issue campaigns, an IAM Activist Center for direct links to messages to legislators, direct access to the IAM Territorial pages and a list of most popular articles voted by readers.

can make connections and learn from one another in an environment that offers an expanded reach at its very core," said Communications Director Rick Sloan. "Since the last re-launch in 2005, GoIAM has doubled, and in some cases tripled, its traffic. Now it can highlight the missions, the battles and the goals of the IAM and make them viral."

Regardless of the level of expertise — novice to

super-savvy — GoIAM 3.0 offers an experience where every member can participate, relate and network.

### Modifications to Existing Web Site Guidelines

To accommodate the new social networking capabilities, the IAM has modified its Web Site Policy and Guidelines to give communicators in locals and districts the same flexibility to grow with the changes.

The newly-revised guidelines provide detailed explanations on the responsible management of blogging, sharing social media, and commentary by users. And, it outlines steps that communicators and Web stewards can take to maintain an effective and responsible IAM presence on the Internet.

### GoIAM for the Future

GoIAM.org is one of

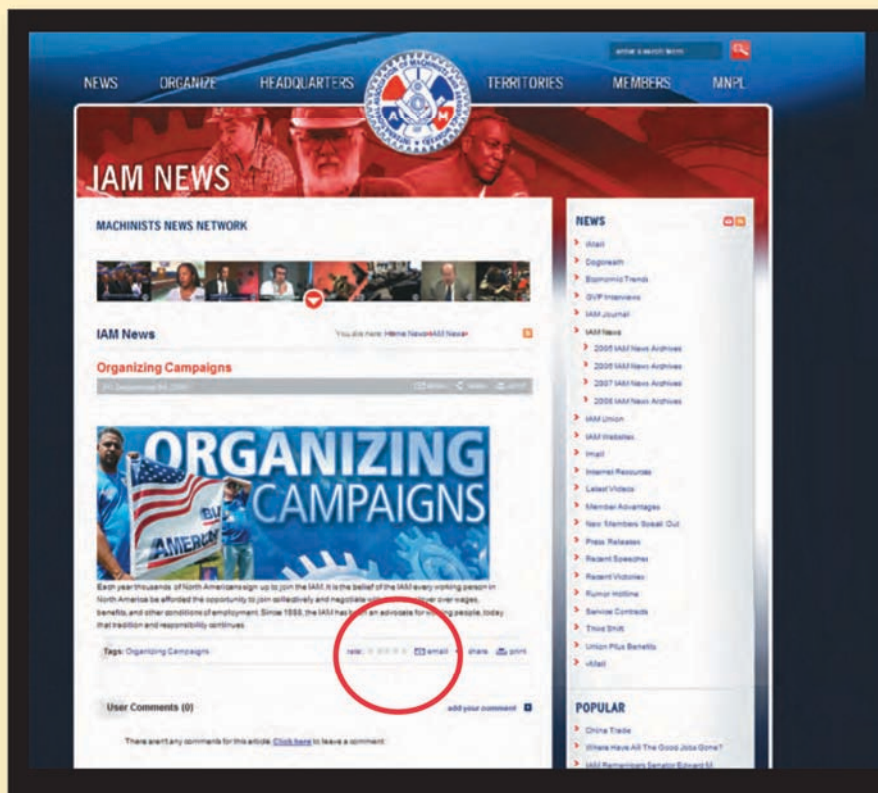


the heaviest trafficked labor sites on the Web. With over a million page views a month, GoIAM.org can reach out to members, their families, community activists and

others who share our battle for justice on the job. "Over the next few years, we want to push the envelope, to get our message out to the broader community to make

GoIAM 3.0 a tool for all our members," said Sloan.

As technology advances, the IAM will continue to harness those advances to benefit the IAM and its members.



## Content Rating

Members can now decide which issues are most relevant and which topics are the most critical. GoIAM 3.0's 5-star content rating system allows users to rate articles they find most important. Articles that receive the highest ratings are displayed on the home page.

The rating system not only shows which article or issue is most popular, it allows the Communications Department to focus on topics members say are most important. Whether the article is about airlines merging, or an economic stimulus package, members' star ratings will drive editorial decisions.

## Tag, You're It

Want to find all the articles on an issue? By clicking a "tag" – a word or phrase at the bottom right corner of the home page – you can find all of the related content on GoIAM.org. Whether it's an article, video, photo or other media, the "tag" will collect and display it all on one page.

Want to find more about the JOBS Now! campaign? Find the JOBS Now! tag and click it. Every article, video, and picture about JOBS Now! is displayed immediately. Users can get similar results on topics such as health care, trade, organizing or the economy.

