

LakeNet: Connecting Communities in Northwest Indiana



CONNECTING COMMUNITIES IN NORTHWEST INDIANA

www.lakenetnwi.net

What is LakeNet?

- A non-profit organization that maintains a website devoted to information related to Lake and Porter Counties in Indiana





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Home

What is LakeNet?

Find out how you can use this website to connect to almost everything in Northwest Indiana!



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Gardening



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Images of the Region



Latest News

[String Fever at the
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Our Mission

- The purpose of LakeNET is to maintain a community-based network of local interactive information resources in order to support an improved quality of life, regional economic development and better governance for Lake and Porter County residents and for those who use our site through the Internet.

What we Offer...

- 5,000+ link database covering recreation, historic, social service and directory links to our communities.
- Business, Social, Service, History and Kids articles to local events and opportunities.
- Community Calendar of Events with daily updated listings.
- We create and maintain basic websites for non-profit organizations at no charge.

Special Features:

Public Art Directory, Fun Things to Do, Local War Memorials, Mummy Deal\$, Community Bulletin Board, History Corner and Notable Personalities pages.



War Memorials



Background

- LakeNet is run by a single coordinator and a board of directors.
- We partner with the Lake County Public Library, but function as a separate entity.
- Sustain our efforts through business and member sponsorships and grant money.

History

- LakeNET was made possible, in 1996, by a grant from Access Indiana, an initiative of the Governor's office in cooperation with the Indiana Department Of Education.
- Changes throughout the years have been possible through grants from AT&T and the Legacy Foundation.

LakeNet and Web 2.0

In 2008, LakeNet moved from an html based website to a content management system called Joomla!



allows for...

- Discussion Forums
- Member log-ins
- Comments on Articles and Entries

Downside of using Joomla! 2.0 options

- Not enough staff to monitor and post.
- No 100% way of stopping spam once these options were to become available on the site.
- Extra technical help needed.

Interact with the community through out site...

Site submissions:

- Add a link
- Add an event to the calendar.
- E-mail.
- ActiveNWI

How do we 2.0?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook.

LakeNet NWI

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a subtle glow effect.

twitter



<http://twitter.com/lakenetnwi>

Twitter reluctance...

Time commitment and creating content was a big issue when deciding to Twitter.



I found out, it really isn't so bad.

Benefits of Twitter

- Interaction with others.
- Networking.
- Share knowledge and information.
- Free marketing – What is LakeNet and how do I get it?
- Brand Identity or Personality.
Positive, informative and helpful.
- Creates a positive image of the Region.

Why Facebook?

- Go where the people are!



- In 2009 there were 1,208,720 people in Indiana on Facebook.

*statistics taken from Facebook platform

Benefits of Facebook

- Share local events.
- Post events, bulletins and useful information.
- Instantly chat with friends.
- Tells the community who we are and what we do. “visit our site”
- Share images and stories.
- Follow specific people from the Region.
Target Audience.
- Comment on others posts – interaction.

Best of all it's...



For now...