



Workshop 4 Business Blogging & Really Simple Syndication (RSS) News Feeds

Part 1: Business Blogging

what is a blog?

A blog is a website or section of a website where entries are made (such as in a journal or news program), and then displayed in chronological order.

what to keep in mind for starting a blog?

- Create a dialouge with your customers.
- Be honest and open
- Post regularly
- Be yourself!

Part 2: RSS

what is a RSS?

RSS is an acronym for, "Really Simple Syndication". It's a system based on XML to publish content, in an easy way for others to subscribe to that content.

how is RSS useful for a business or organization?

- Keep track of your industry or name in the news.
- Easily read many news sources in one "feed reader" application.
- Future in subscription-based model to updates by team / dept., etc.

Terms:

Blog: short for "weblog".

A website or section of a website where entries are made (such as in a journal or news program), and then displayed.

RSS: Really Simple Syndication.

A simple XML-based system by which a website can publish content, and for visitors to subscribe to that content.

XML: eXtensible Markup Language.

A flat-file database system.

Feed: Any RSS formatted content.

Feed Reader: A web-based or desktop application that is able to check a list of RSS feeds on behalf of a user and display any updated articles that it finds.

Podcast: an online audio broadcast, distributed via RSS. Listeners typically download files for playing on mobile devices such as phones and iPods.

Vlog: short for, "video blog". Refers to an online video show, to which viewers can subscribe.

Visit our website at:
www.nextstepworks.com

For workshop material,
handouts, screencasts,
and a complete audio and
video broadcast of today's
presentation.

Know someone who missed
the workshop?
Feel free to share the website
with them as well.

Resources:

Websites

www.9rules.com

www.technorati.com

blogsearch.google.com

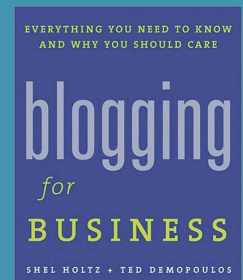
www.feedreader.com

www.podcast.net

Book

Bloggng for Business

by Shel Holtz and Ted Demopoulos



www.nextstepworks.com

Sponsored by:

SpiritBank
Business Resource Center
www.spiritbankarc.com

VIZALUTION™ LLC
"The Art of Business Solutions"
www.vizalution.com

