



TIPS for DEPLOYING BLOGS and WIKIs

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Links

- Gilbane article:
http://gilbane.com/gilbane_report.pl/104/Blogs__Wikis_Technologies_for_Enterprise_Applications.html
- Sun's blogs: blogs.sun.com
- Sun's blogging policy:
<http://www.sun.com/aboutsun/media/blogs/policy.html>

Why Deploy?

- Think about what you want to achieve
- Blog software can be used other than for blogs
- Wikis may be more or less comfortable for some people
- There are commercial hybrid systems
- There are free, open source systems
- What improvements are you looking for?

Making Connections



Blogs and Wikis are not all the same



Differences

Blogs

- Dated articles
- New versions of articles published rather than changing old ones
- More emphasis on individual voice
- Common uses: latest news, thoughts on issues

Wikis

- Collaborative authoring
- Articles updated rather than writing new versions
- More emphasis on group result
- Common uses: documentation, self-organizing meetings



Things to Think About

- Public versus internal
- Encourage some people, versus let everyone blog who wants to
- Policy decisions
- Who's the public face of the organization? Just one person? Lots of people?
- Legal considerations – some people have to be more careful about what they say



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Sometimes there's beauty



Or Cuteness



When it all comes together

- Information is easier to find
- People get credit for their knowledge, which encourages sharing
- With public blogs:
 - > The organization gets a human face
 - > Outsiders understand better what happens
 - > Outsiders can give feedback
 - > People use real language and not just PR-speak for communication

The Point: Communication





Questions?

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