

Blogs, Wikis, and Collaboration--  
*New Tools for Working Smart*

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Blogs

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What is a blog?

- A blog is a user-generated website where entries are displayed in a reverse chronological order (most recent on top). Blogs often provide commentary or news on a particular subject and can be public, or protected and therefore only accessible within an organization or a team.

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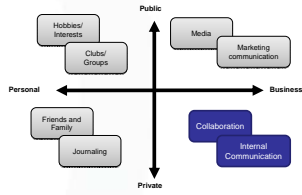
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## Types of blogs



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## The anatomy of a blog

- Identify
- Posts
  - Date with most recent on top
  - Title with keywords
  - Rich content
  - Categorized content
  - Permanent links
- Comments
- Subscription

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## The purpose of a blog

- Inform
- Educate
- Engage
- Motivate
- Impact behavior/culture
  - Create community

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Create your own blog

- Step 1: Define your blog identity and purpose
- Step 2: Decide on your service provider
- Step 3: Create the blog and make your first entry

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Step 1. Define your blog identity and purpose  
--template

- Name/Title:
- Tagline:
- Author(s):
- Primary purposes:
- Secondary purposes:
- Specific applications:
- About the blog:

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## Step 2. Decide on a service provider

### Blogging software and service providers

- Blogger ([www.blogger.com](http://www.blogger.com))
- Typepad ([www.typepad.com](http://www.typepad.com))
- Wordpress ([www.wordpress.com](http://www.wordpress.com))
- And many more...

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## Blogging software and service providers

	Cost	Hosted?	Enterprise?
Blogger	Free	Yes	---
Typepad	\$4.95-\$24.95/mon.	Yes	Yes
Wordpress	Free (extra features cost \$)	Yes	Open source

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## Step 3. Create the blog (implementation)



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What is a wiki?

- A wiki is a collection of web-pages that anyone can edit. Wikis are used as a knowledge-base similar to wikipedia, and as a collaboration tool reducing reliance on group email. With wikis you can reduced email volume, cut down meeting times, and accelerate project cycles.

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The anatomy of a wiki  
(Wikis in plain English)

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## The anatomy of a wiki

- Edit & Save
- New & Link
- Breadcrumbs
- Search

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### Creating your own wiki

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## Create your own wiki

- Step 1: Define your wiki identity and purpose
- Step 2: Decide on your wiki provider
- Step 3: Create the wiki and the structure

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Step 1. Define your wiki identity and purpose  
--template

- Name/Title:
- Tagline:
- Author(s):
- Primary purposes:
- Secondary purposes:
- Specific applications:
- About the blog:

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Step 2. Decide on a wiki provider

wiki software and service providers

- PBWiki ([www.pbwiki.com](http://www.pbwiki.com))
- Central Desktop ([www.centraldesktop.com](http://www.centraldesktop.com))
- Social Text ([www.socialtext.com](http://www.socialtext.com))
- Confluence ([www.atlassian.com](http://www.atlassian.com))
- Twiki ([www.twiki.org](http://www.twiki.org) and [www.twiki.net](http://www.twiki.net))
- And many more. Refer to [www.wikimatrix.org](http://www.wikimatrix.org) for more information and comparisons

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Wiki software and service providers

	Cost	Hosted	Enterprise
PBWiki	\$50 to \$250 per month* Up to 75 users	Yes	---
Central Desktop	Free to up to 5 users \$25 to \$250 per month Up to 100 users	Yes	---
Social Text	Free up to 5 users, then contact sales	Yes	Yes
Confluence	\$49 to \$249/month Up to 100 users	Yes	Yes
Twiki	Free, \$ services from Twiki.Net	No	Yes

\*Special offers for educators: contact sales@pbwiki.com

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### Step 3. Create the wiki (implementation)

- Using Central Desktop

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### Comparing Blogs and Wikis

- Blogs = **Communication**
  - the voice of one or few people
  - more focused
- Wikis = **Collaboration** & Communication
  - the voice of the many
  - multi-purpose

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### Happy blogging, wiki'ing, and training!

- Please fill out the feedback form
- E-mail me questions and comments to:  
[pierre@people-onthego.com](mailto:pierre@people-onthego.com)
- Feel free to connect on LinkedIn and Facebook

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