

Blogging: Reaching New Audiences with the Web 2.0 Tool You Can Implement and Afford Yourself

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Who are we?

Oregon State University is a comprehensive, public, research-extensive university

19,000 students

12 academic colleges

Located in Corvallis, OR

2006 Baseball National Champions!



Stages of Internet History (in under 5 minutes)

- Pages that are connected with links
- Pages get fancy
 - Flash
 - Proprietary browser requirements
- Everyone has one, the search revolution
- Who has the best information:
Communities of Experts Converge



History of Blogs

- Where did the term come from?
 - Weblogs, journals
- Paul Bausch (<http://www.onfocus.com>)
in Corvallis, home of the Beavs!



Technology: Requirements

- Blogging [tool](#) summary



- Web hosting options
- Server requirements
- The more integrated, the more complicated
 - But templates are provided



Technology: Features

- WYSIWYG editor (e.g. Microsoft Word-like Interface)
- Easy file and image uploading
- Database driven
- Compliant and ADA/508 Accessible Coding
- XML based .rss feed included



Benefits: Search Friendly!

- Google Loves Blogs



- GET TO KNOW SEO (Search Engine Optimization)

[http://blog.eduinsight.com/
Petersons/Nelnet blog](http://blog.eduinsight.com/Petersons/Nelnet_blog)

- Compliant, Accessible, and .css coded
- Targeted Messages



Benefits: Mini Content Management System

- Self Managed
- Very little HTML coding skills required
- Each entry can be categorized
- Unique URLs
- Nearly everything is customizable through the interface
 - Appearance is .css based allowing site wide changes.



Benefits: The Web 2.0 tool you can implement yourself

– .rss feeds come standard!





.rss Feeds Explained

- News feeds allow you to see when websites have added new content. You can get the latest headlines, audio, and video in one place, as soon as its published, without having to visit the websites you have taken the feed from.
- Feeds are also known as RSS, [...] 'Really Simple Syndication'. In essence, the feeds themselves are just web pages, designed to be read by computers rather than people.

-Credit: BBC News Website



Benefits: The Web 2.0 tool you can implement yourself

- [Feedreader](#) example



- [OSU Admissions 'ticker'](#)

- .rss feed example
- Advanced use; requires some coding

- FeedBurner

- Syndication
- And More



Benefits: It's all about Community and Content!

- Reach diverse audiences
 - Web page, rss feed, email notification
- Comments
 - Ability for the audience to actively participate with the author
 - A successful blog is one with many comments!
- Targeted messaging
 - Timely announcements
 - Marketing campaigns
 - News outlet
- Personal face on business
 - The behinds the scenes inside access
- New Communication Channel



Examples of Use

- Authoring styles
 - Personal blogs
<http://tjrublely.com>
 - Student blogs:
[Oregon State Univ. Housing](#)
[University of Alabama](#)
[Furman University](#)
 - Newsletter style
<http://oregonstate.edu/enewsletter/>
 - Upper Management
<http://www.presidentcaret.org/>
 - Business blogs
<http://fastlane.gmblogs.com/>



Examples of Use

- Blogs in Higher Education ([google search examples](#))
 - Harvard Law/Wharton School of Business
 - [University of Alabama google search #1](#)
 - [University of Alabama google search #2](#)
 - [University of Alabama google search #3](#)



Intro to Business Blogs

- Target an audience
- Carefully choose authors!
- Be mindful of legal implications
- Opinion
- Respond to [criticism/misinformation](#)



Live Blogging Example

<http://oregonstate.edu/admissions/blog>

....a business blog format



Tips for Success

– Actively use SEO

- Descriptive anchor tags
- Encapsulate content with meaningful headers
- Keyword integration

– [Analytics analysis](#)

- What are people reading
- What are people coming back to
- Trackbacks, pingbacks, auto-link exchange
- What search terms are people using to find your pages



Special Thank You's

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<http://www.anvilmediainc.com>

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<http://crouchconsulting.com>

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