

# Beyond E-mail

Using New Tools to Connect  
with your Stakeholders and  
Spread Your Message

NC Center for Nonprofits Conference  
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## What's the problem?

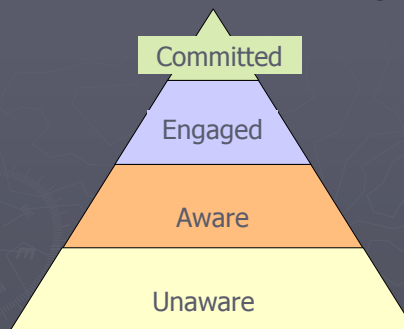
- ▶ How to get info to everyone who needs it
  - An address changes
  - A spam filter tightens
  - A flurry of other e-mail arrives
  - And even someone watching for your e-mail may miss it
- ▶ How to get info to those you want to see it
  - The person who deletes your message
  - The person who files it without reading it

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## What's the real problem?

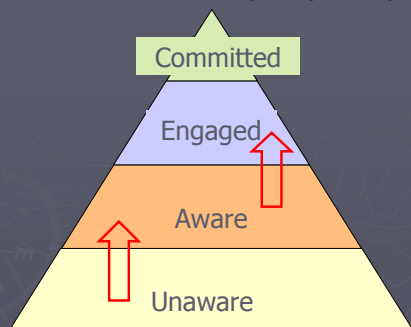
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## The stakeholder triangle



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## How to move people up?

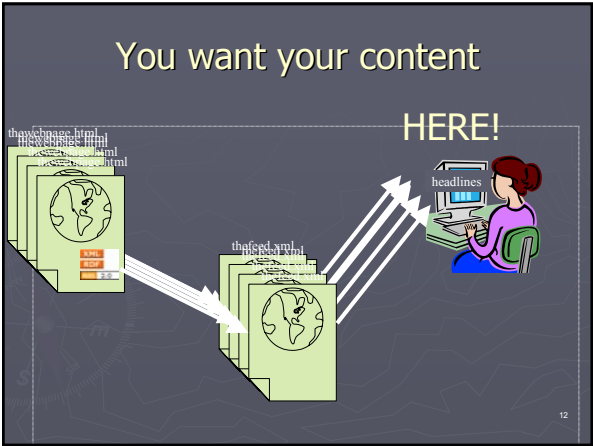
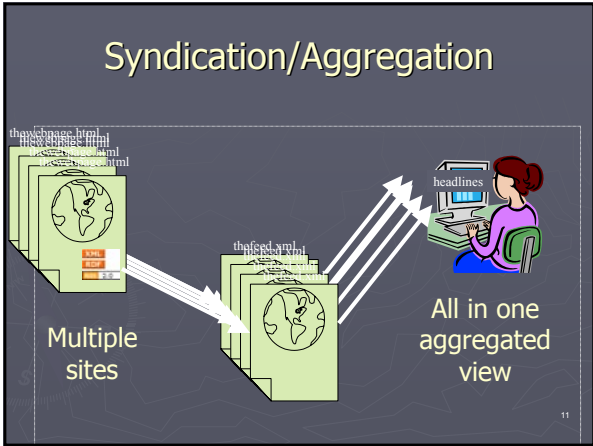
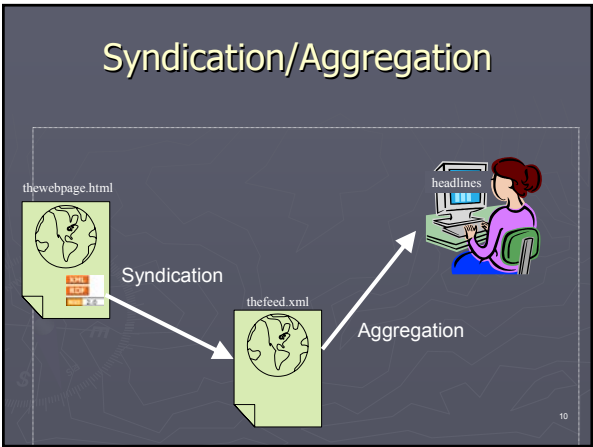
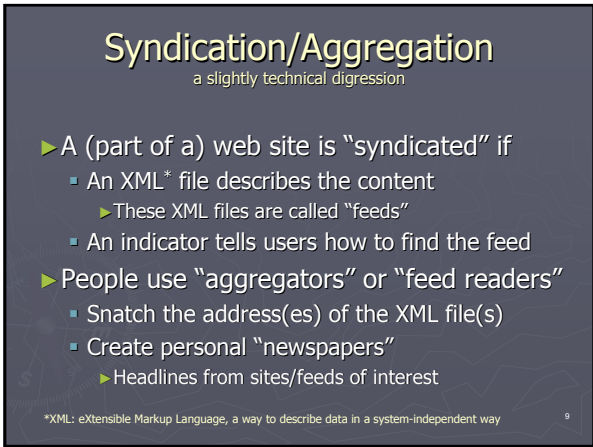
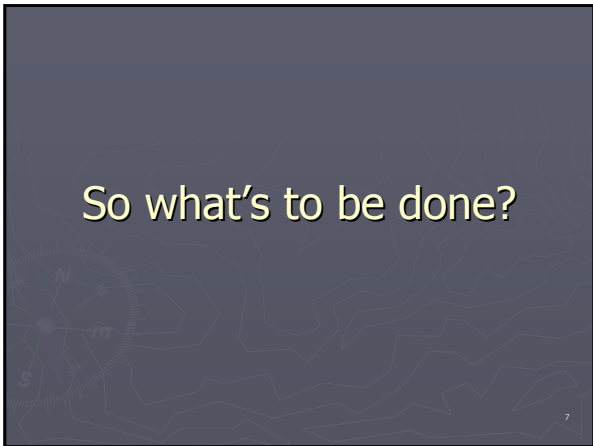


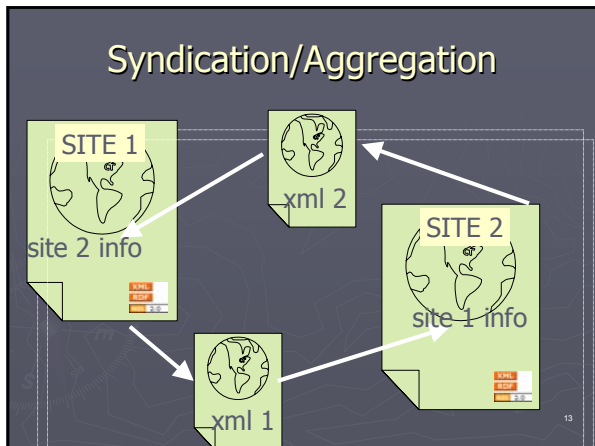
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## Moving up the triangle

- ▶ FIRST: get their attention
- ▶ Unaware to aware to engaged
  - Content delivered at a convenient time
  - In context with your other messages
- ▶ Engaged to committed
  - Beyond the scope of this talk
  - New tools for increased participation based on the ones we will be discussing

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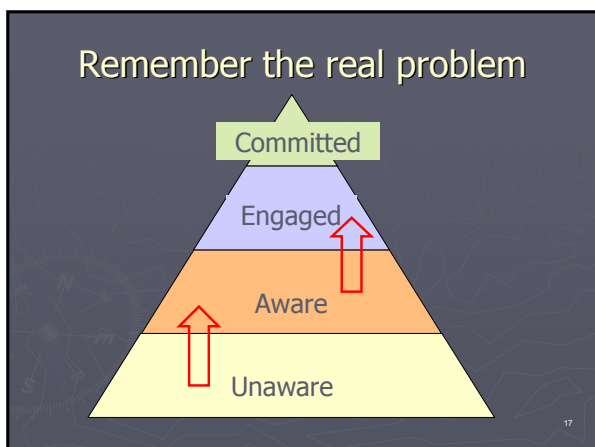




Isn't this too geeky to worry about?

- ### Nope.
- ▶ Syndication has been around for awhile
  - ▶ You may have heard of it as "RSS"
    - Rich Site Summary, Really Simple Syndication
    - Those refer to variations in the XML files
  - ▶ LOTS of sites are syndicating content
    - Traditional media outlets
    - Many CMS (database supported) systems
    - And, yes, the blogosphere runs on RSS

- ### And aggregation?
- ▶ That too, has lots of options
  - ▶ Readers of blogs don't "check this site often" – they use aggregators
  - ▶ The tipping point may come when IE 7 is released with built-in aggregation
  - ▶ So start planning now
    - Be ready to join the party!



On to the examples!

## Remainder of this talk

- I. Examples of aggregation
  - ▶ The browser (Firefox)
  - ▶ A hosting service (Bloglines)
  - ▶ Standalone application (RSSOwl)
- II. Examples of syndication
  - ▶ Content management (WordPress)
  - ▶ Add on to publishing software (Dreamfeeder)
  - ▶ Standalone feed creators (LinkRSS)
- III. Examples of sites linked to each other

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## Why Aggregation First?

- ▶ There are already LOTS of sites syndicated
  - Traditional media outlets
    - ▶ NY Times, Reuters, BBC
  - Tech oriented sites
    - ▶ NTEN, TechSoup
  - CMS based systems, blogs
    - ▶ Local newspaper blogs
    - ▶ Sites on almost any topic imaginable
    - ▶ We'll use asheville.aauwnc.org as an example

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## Using an aggregator

1. Install/access the software
2. Identify syndicated sites of interest
3. Tell the software about the site
4. Use the software to access site updates
  - ▶ No more "check this site often" ☺

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## Aggregator 1: Firefox

2. Identify syndicated sites of interest

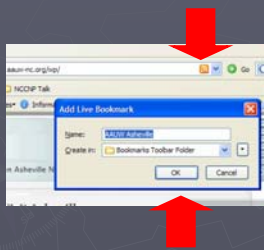


RSS icon displayed in address bar

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## Aggregator 1: Firefox

3. Tell the software about the site



Click icon to get dialog box

Add live bookmark

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## Aggregator 1: Firefox

4. Use the software to access site updates



Click live bookmark to get list of headlines.

Click for more info

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### Aggregator 2: Bloglines

- 1. Install/access the software

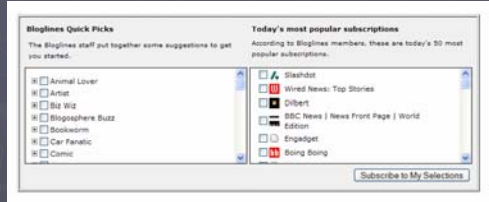


Go to bloglines.com

Sign up for an account

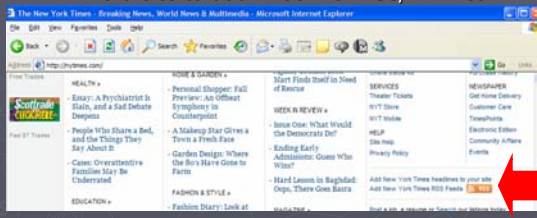
### Aggregator 2: Bloglines

- 2. Identify syndicated sites of interest
  - Recommendations when you sign up:



### Aggregator 2: Bloglines

- 2. Identify syndicated sites of interest
  - Find a site to add – look for RSS/XML icon



### Aggregator 2: Bloglines

- 3. Tell the software about the site

Find the link to a feed (may be an orange XML/RSS)

Right click

Copy shortcut



### Aggregator 2: Bloglines

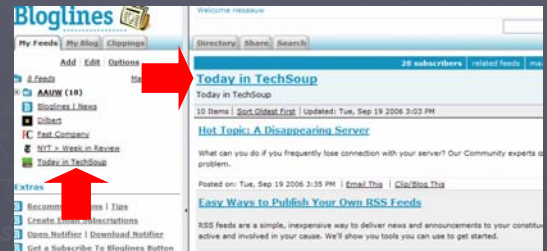
- 3. Tell the software about the site



Click "Add." Paste the link. Subscribe.

### Aggregator 2: Bloglines

- 4. Use the software to access site updates



### Aggregator 3: RSSOwl

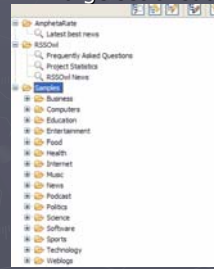
- 1. Install/access the software: [rssowl.org](http://rssowl.org)



This software runs on your machine

### Aggregator 3: RSSOwl

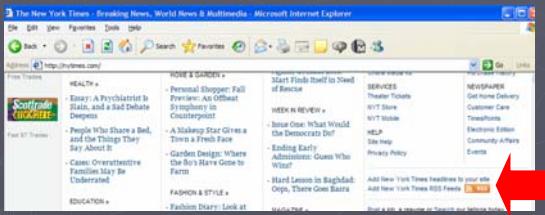
- 2. Identify syndicated sites of interest
  - Large set of subscriptions when you install



Can delete and rearrange as in Windows explorer

### Aggregator 3: RSSOwl

- 2. Identify syndicated sites of interest
  - Find a site to add – look for RSS/XML icon



### Aggregator 3: RSSOwl

- 3. Tell the software about the site



Find the link to a feed (may be an orange XML/RSS)

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Copy shortcut

### Aggregator 3: RSSOwl

- 3. Tell the software about the site

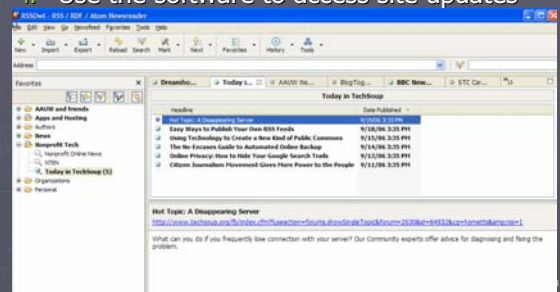


Click new feed

Then fill in the link address and your title

### Aggregator 3: RSSOwl

- 4. Use the software to access site updates



### Aggregators - Summary

- ▶ Firefox: simple, limited
  - Not much to configure – low futz factor
- ▶ Bloglines: flexible, hooked to blogging
  - Hosted – can access your info from anywhere
- ▶ RSSOwl: flexible, clean interface
  - Software and data on your machine
- ▶ LOTS of options. Find one that fits you!

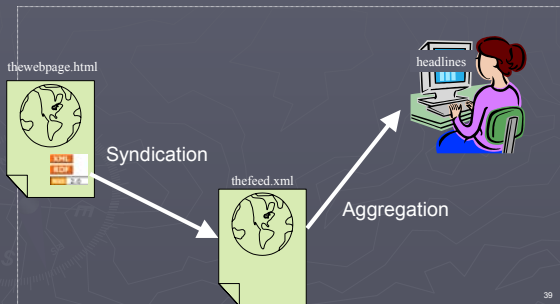
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### Examples of Syndication

So how do you create those XML files, anyway?

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### Syndication/Aggregation



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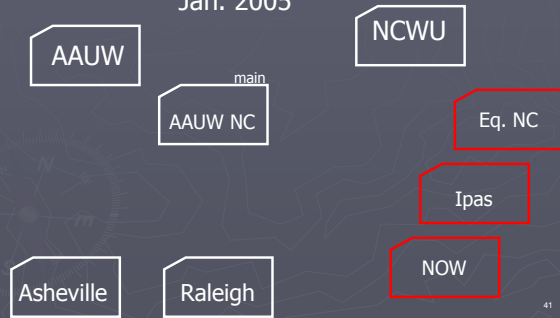
### Syndication examples

- ▶ Built-in to the web system
  - Examples based on WordPress
  - news.aauwnc.org, asheville.aauwnc.org
- ▶ Add on to a publishing system
  - Dreamfeeder extension for Dreamweaver
- ▶ Hosted solutions
  - FeedFire, LinkRSS
- ▶ Many other tools
- ▶ Or you can roll your own from the specs...

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### Diary of a Syndication

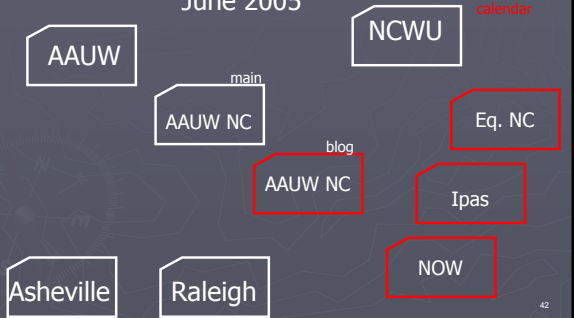
Jan. 2005



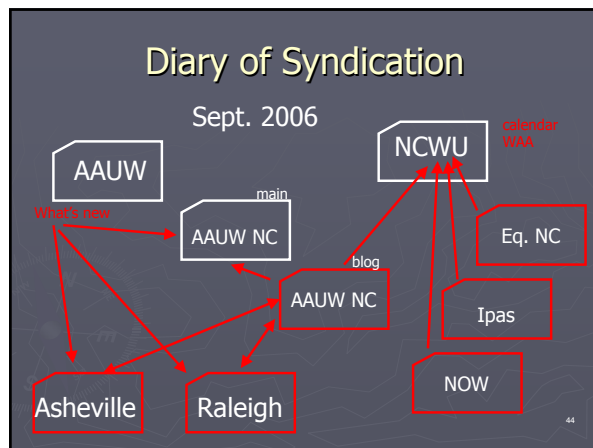
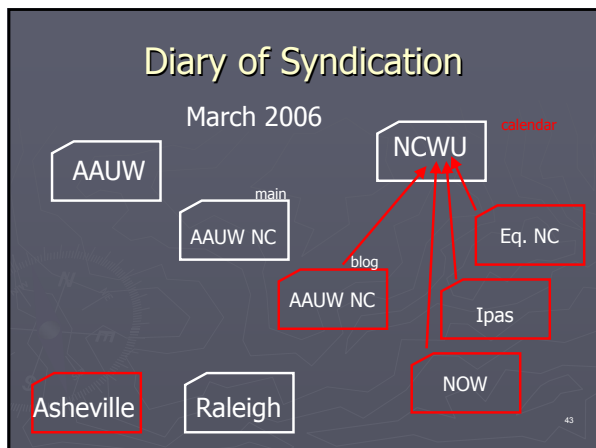
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### Diary of a Syndication

June 2005



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- ### Summary
- ▶ Consider using an aggregator
    - To help navigate the information overload
  - ▶ Plan to syndicate your content
    - Put your content in the "news" stream
    - Look for partnering opportunities
      - ▶ Increase value of your web site
      - ▶ Increase the viewers of your content
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### Questions

▶ Soft copy of slides and handouts –

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