



# Mashing Up the Enterprise: Creating Rich Intranet Experiences



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# DL Byron

Principal, Blogger, Author  
Textura Design





# Back in the day

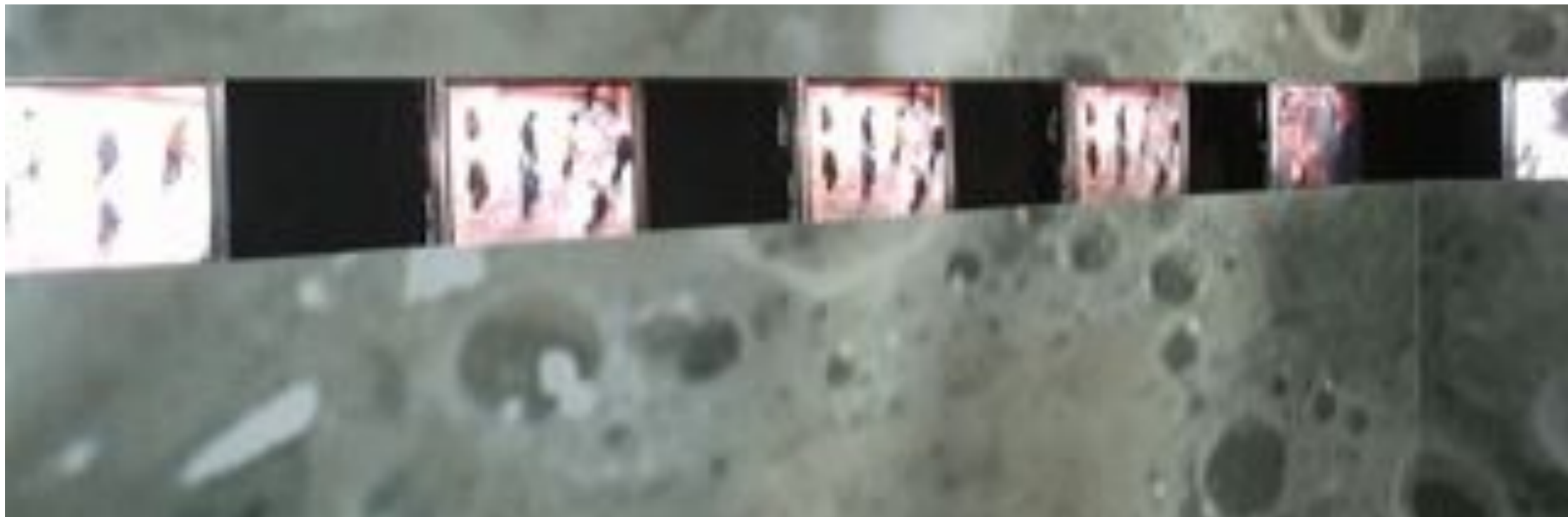
Cool skateboarder dude

Rockstar

UPS helper



# Social Media for Business



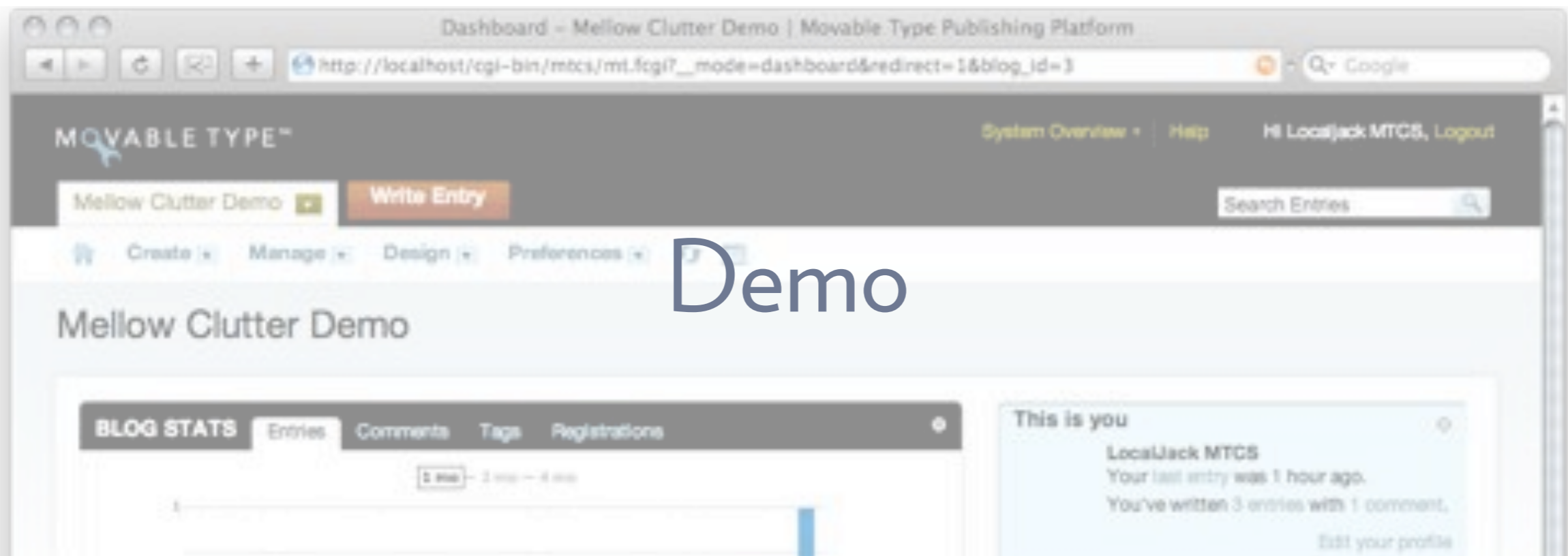
# Mellow Clutter: social media publishing

Organizing social services . . . .

Brand, message, topics

One platform





# Demo

## Mellow Clutter: a product persona

Geek out online . . .

Built with blog engines

Feeds, APIs, services



# Planet "insert name here"

FriendFeed

ActionStreams

Your products & services



Demo

- Bi This Just In
- Treehugger
- Interbike Times
- masigey
- BikePortland.org
- Bicycle Design
- Karl's Bike Blog
- bikesattle.org
- Bicycle Newswire
- Google Blog Search: Interbike
- Cartar Ted Productions
- PezCyclingNews.com
- BikeBa
- FeedBulletin for: bikehugger
- Read Cycling at YourCycling.com - Sh...
- urban bikes - Google News
- interbike - Google News
- Bikes Belong Latest News
- BuzzFeed Latest

- LED and OLED Home Lighting Systems Al... Treehugger 9:31 AM  
Photo credit: mathewem Today's New York Times has a special section on innovation
- Apple Sues Big Apple Over Green Logo Treehugger 9:19 AM  
Whenever we write anything wildly complimentary about Apple Computers, we get
- Vande Velde powers to TT win at Circo... VeloNews | Th... 2:14 PM  
Christian Vande Velde powered to victory in Wednesday's time trial stage at the Circuit
- Factory Tour: Bell Sports VeloNews | Th... 11:02 AM  
Our annual Buyer's Guide features several tours of bicycle and bike accessory
- A Graham Watson Ghent-Wewelgem ga... VeloNews | Th... 10:43 AM
- Herrero wins stage three of the Vascia VeloNews | Th... 10:00 AM  
Spain's David Herrero of the Katusha team won the 195km third stage of the Tour of the
- Rock slide risk prompts Tour change VeloNews | Th... 8:08 AM  
A heightened threat of rock falls has prompted a change in the Tour de France
- Freire wins Ghent-Wewelgem VeloNews | Th... 8:07 AM  
Oscar Freire's knack for winning chaotic sprints made him a favorite to win the 70km
- Eyes on the Street: Cat Ready for the N... Streetsblog 2:35 PM  
The view of Conservant Plaza looking west. The area to the right of the construction
- Silver and Assembly Dems Defend The... Streetsblog 11:27 AM  
In the latest New York Observer, Azi Poybarch talks to state legislators and other
- Miller Brewing Co: Cycling Is Patriotic Streetsblog 10:26 AM  
This ad has some apt on it, but we thought it'd be nice for once to see one from a
- Internal Affairs Crackdown Nets Placar... Streetsblog 9:00 AM  
They're summoning their own... and their come. The Post reports that NYPD Internal
- Plan B: Reallocating Street Space To Bu... Streetsblog 08 Apr 2008  
In a world where the much-loved of Portland, Oregon's that never actually solved



Come out and support our Naked ally on her road to off-off fame and fortune!

What: Year-End Art Show

Where: Bank Street Art School -- Bank & Leighton St.

When: Friday, April 11th, from 7-9pm

Food & refreshments provided.

[Team Naked 4/9/08 1:39 PM](#) [Ze Commandant Announcement](#)  
[Bing Entertainment](#) [Comments](#)

# Mashed up intranets

Blog o' ritto!

Distributed content across platforms


Create rich experiences with social media



# Mellow Clutter: social media metrics

- Rank
- Buzz
- Reach





I USED TO HAVE SUPER HUMAN POWERS  
BUT MY THERAPISTS TOOK THEM AWAY  
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# Conversation tools





# An Extra Extranet

Blog, Wiki, tickets, whatever . . .

Private blogging

Adapts to usage



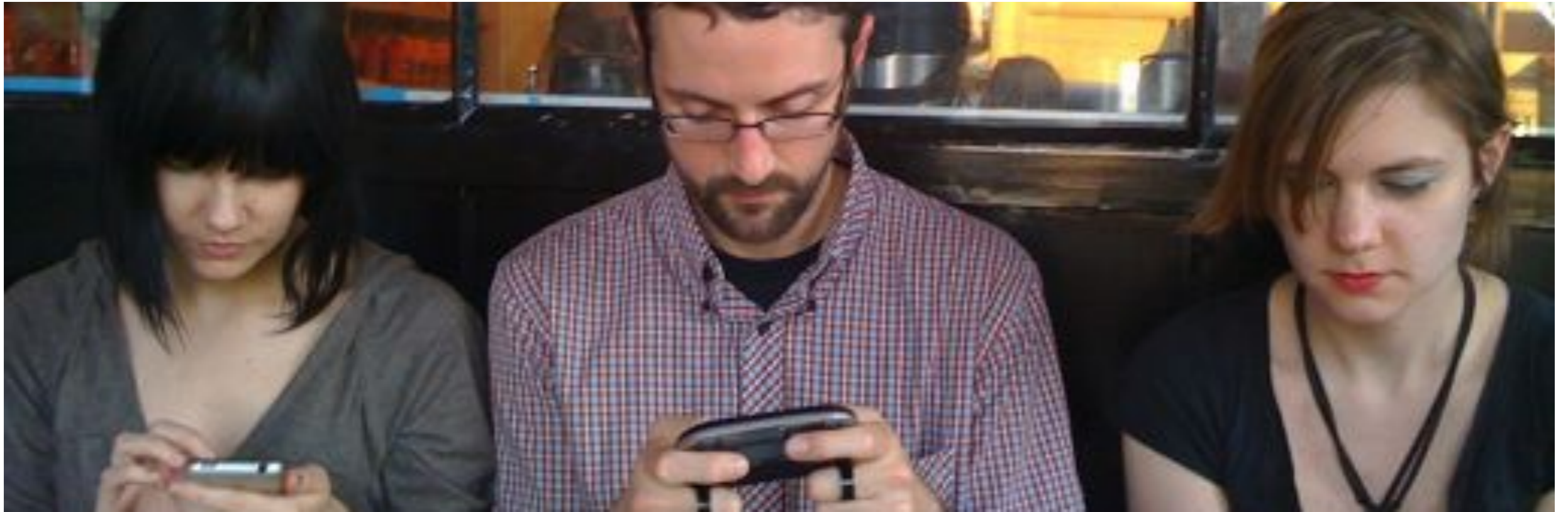
# Demo

## Twitter Tracking

More than blog marginalia . . .

Status, updates

Group hubs



# Mobile Social

Audience/User/Consumers

Community

Location aware





# Standards

```

<feed xmlns="http://www.w3.org/2005/Atom">
  <title><SMTBlogName remove_html="1" encode_xml="1"$></title>
  <link rel="alternate" type="text/html" href="<SMTBlogURL encode_xml="1"$>" />
  <link rel="self" type="application/atom+xml" href="<SMTLink template="atom"$>" />
  <id>tag:<SMTBlogHost exclude_port="1" encode_xml="1"$>,<SMTTemplateCreatedOn format="XY-Xm-
Xd"$>:<SMTBlogRelativeURL encode_xml="1"$>/<SMTBlogID$></id>
  <updated><MTEEntries lastn="1"><SMTEntryModifiedDate utc="1" format="XY-Xm-
XdTKH:XM:KSZ"$></MTEEntries></updated>
  <MTIfNonEmpty tag="MTBlogDescription"><subtitle><SMTBlogDescription remove_html="1"
encode_xml="1"$></subtitle></MTIfNonEmpty>
  <generator uri="http://www.sixapart.com/novobletype/"><SMTProductName
version="1"$></generator>
  <MTEEntries lastn="15">
<entry>

```

# Finally

XML

XHTML

CSS



# Interoperability

Google, Yahoo, Microsoft: OpenSocial, Mesh . . .

Modern Browsers: Safari, FireFox, IE8

New Platforms: everyday something new





# Conclusion

You can have it all!

Practical Social Media

Make it work for you . . .

# Slides and Contact

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