



Talk Amongst Yourselfes: How Blogs, Wikis & Social Media Are Transforming Business



Attribution-Noncommercial-Share Alike 3.0 United States

You are free:



to Share — to copy, distribute, display, and perform the work



to Remix — to make derivative works

Under the following conditions:



Attribution. You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

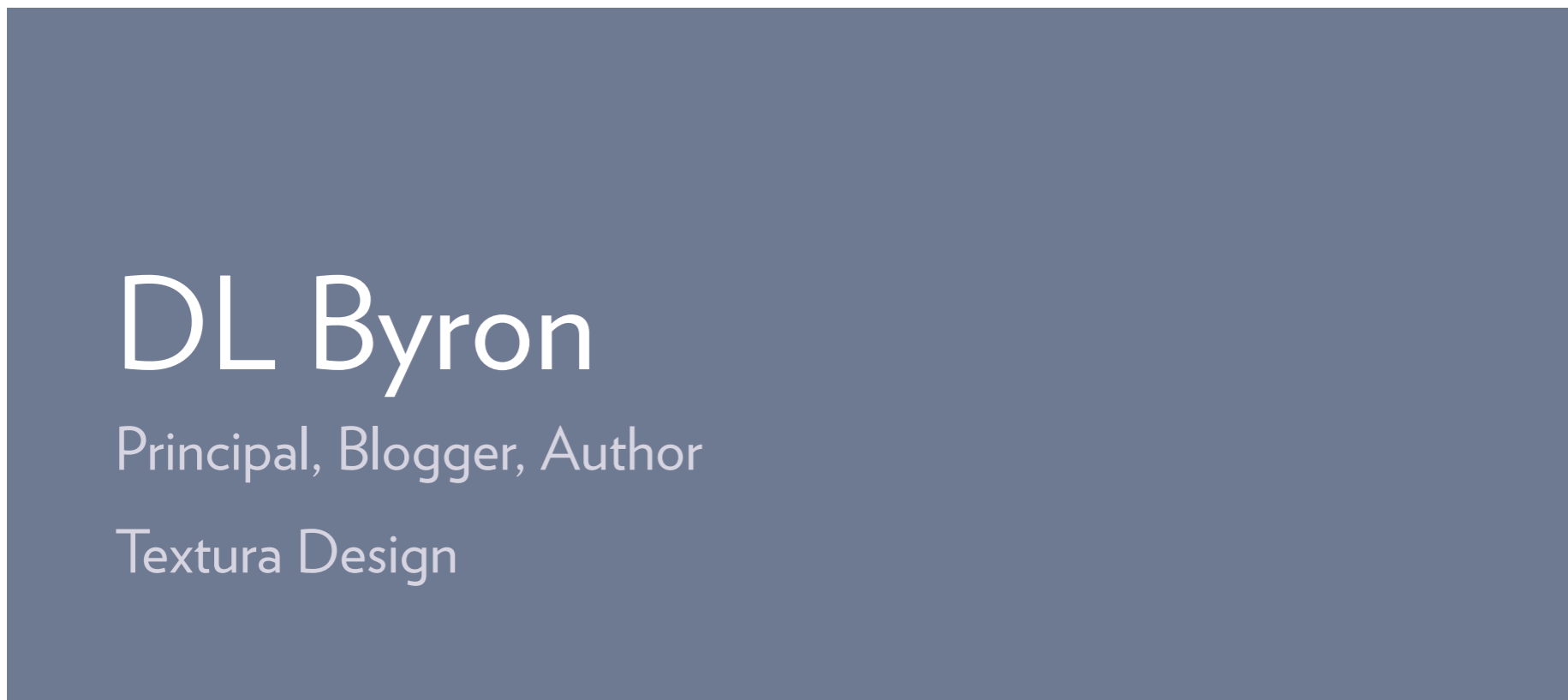


Noncommercial. You may not use this work for commercial purposes.



Share Alike. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.

- For any reuse or distribution, you must make clear to others the license terms of this work. The best way to do this is with a link to this web page.
- Any of the above conditions can be waived if you get permission from the copyright holder.
- Apart from the remix rights granted under this license, nothing in this license impairs or restricts the author's moral rights.





Back in the day

Cool skateboarder dude

Rockstar

UPS helper



Business blogging



Create community

Make it easy
people will use it
A lot



A blortal

Blog + portal

Syndicates everything

An info flow

Go to:

MY WEBLOGS

Blogs@Intel

Innovative online dialogues

URL: <http://blogs.intel.com/>

Create a new entry on this weblog

- Entries (23)
- Comments (0)
- TrackBacks (0)
- Templates
- Settings
- View Site -

CSR@Intel

Putting social responsibility on the agenda

URL: <http://blogs.intel.com/csr/>

Create a new entry on this weblog

- Entries (103)
- Comments (226)
- TrackBacks (0)
- Templates
- Settings
- View Site -

Как живет IT в Intel

Как служба IT стала лучшим другом бизнеса в Intel

URL: <http://blogs.intel.com/ruia/>

Create a new entry on this weblog

- Entries (27)
- Comments (53)
- TrackBacks (0)
- Templates
- Settings
- View Site -

IT@Intel

Talk with Intel's IT Leaders

Create a new entry on this weblog

- Entries (142)
- Templates

MOVABLE TYPE NEWS -

SYSTEM SHORTCUTS

- WEBLOGS**
Concise listing of weblogs.
- USERS & GROUPS**
Create, manage, set permissions.
- PRIVILEGES**
Create and manage roles and associations.
- ENTRIES**
Multi-weblog entry listing.
- TAGS**
Multi-weblog tag listing.
- COMMENTS**
Multi-weblog comment listing.
- TRACKBACKS**
Multi-weblog TrackBack listing.
- REBUILDQUEUE**
List items currently in the rebuild

A blog network

...Dennis I ... & ... Dennis I ...

Entry Comments Notifications

Title

Whiteboard Infinity on IDF

Entry Body

B **I** **U** **Q** **U** **A**

Sun Micro-Executive Sin-Yaw Wang blogs on Whiteboard Infinity and [recaps IDF Shanghai](http://blogs.sun.com/syw/entry/idf_2008_shanghai).

`<blockquote>I herded myself to the meeting hall and sat down right before Pat Gelsinger's keynote. After the fanfare, he showed up on a wide screen! I was in the simul-cast room. The instinct of getting up quickly subdued. The screen did a good job: Pat spoke, polished, well-rehearsed, and obviously from a stage at a much larger hall upstairs. I learned my lesson and attended the great hall for Renee James's keynote the 2nd day.</blockquote>`

Tags (comma-delimited list)

@page-included-content, @tech-meta, idf08, idf2008, intel dew

Status

Published

Text Formatting

Markdown With SmartyPants

Magic Tags

User-generated tags

Tag-based navigation

Calling content with tags

The screenshot displays a web feed with a sidebar on the left containing a list of sources such as 'Treehugger', 'Interbike Times', 'masigay', 'BikePortland.org', 'Bicycle Design', 'Ken's Bike Blog', 'bikesattle.org', 'Bicycle Newswire', 'Google Blog Search: Interbike', 'Cattar 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', and 'BuzzFeed Latest'. The main content area shows a list of news items with titles, sources, and timestamps, including 'LED and OLED Home Lighting Systems Al...', 'Apple Sues Big Apple Over Green Logo', 'Vande Velde powers to TT win at Circo...', 'Factory Tour: Bell Sports', 'A Graham Watson Ghent-Wewelgem ga...', 'Herrero wins stage three of Pais Vasco', 'Rock slide risk prompts Tour change', 'Freire wins Ghent-Wewelgem', 'Eyes on the Street: Cat Ready for the M...', 'Silver and Assembly Dems Defend The...', 'Miller Brewing Co.: Cycling Is Patriotic', 'Internal Affairs Crackdown Nets Placar...', and 'Plan B: Reallocating Street Space To Bu...'. On the right side, there is a circular logo with a bicycle symbol and a text block for an event: '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.', and a link to 'Team Naked 4/9/08 1:39 PM Ze Commandant Announcement Blog Entertainment Comments'.

Feed publishing

Event feeds

Product feeds

Twitter feeds



Collaboration



Mobile Social

Simple

Powerful

Adaptable



From this day forward

Adapts to usage

Doesn't force behavior

Customizable workflow



Blog your own way

Doesn't look like a blog

Just function like it

Bloggy when appropriate



A rich intranet experience

Standards

Nimble

Findability



Emerging markets



China bloggers

Adapt to Social Media faster than we do

Flickr, Twitter, YouTube

All flourishing

Slides and Contact

texturadesign.com

byron@texturadesign.com