

# Getting Sh\*t and Getting Sh\*t Done with Blogs

Using Blogs at Work

# Stuff I Got



# Also...

- > Introduced tags as a feature.
- > ScrumMaster Training
- > Patent Discussion
- > The Black Hole: Flattened Idea Exchange

# Getting Sh\*t Done

- > Time Shifted Conversations
- > Shift logs (status, support)
- > Quick Documents (requires good search)

# Skunkworks

- > Don't wait for IT...unless you have to.
- > Get an old box, and run it.
- > Works for wikis too.

# Enterprise Blogging Systems

- > Self-registration.
- > Multi-user
- > Easy to setup and run: you'll do all the work.
- > Multi-platform (for scaling)

# Systems

- > Roller (Tomcat, MySQL, Good schema)
- > Lyceam
- > WordPress
- > Hosted

# Complimentary Sh\*t

- > Aggregators (SharpReader, NewsGator, NetNewsWire...)
- > Search (Google, Nutch...)
- > Wikis (stock vs. flow)
- > RSS

# Getting Users

- > My #'s were low.
- > But high quality.
- > Whichard's Law of Blogging: who reads is more important than how many read.
- > Programmers aren't always fans.
- > Get at least one exec to bully-pulpit.

# Scale!

- > The biggest challenge was scaling from the crap box to something better.
- > Finding time to admin box.
- > But I got sh\*t and got sh\*t done.