

# **Engaging with web 2.0 technologies**

***Implementing enterprise content management at Bond University***

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# The Gap

User Expectations



Publishing Model



# CMS and Web 2.0

Only 8% of high performing businesses were either not using a content management system and/or had no plans to implement one.

"by integrating web 2.0 functionality with a core content management solution (...) Best-in-Class companies are hoping to build and manage web sites that incorporate all the necessary information and collaboration tools to improve the customer's online experience".

Customer 2.0 : the business implications of social media (2008) Boston, MA:Aberdeen Group.  
Retrieved October 7, 2008 from: <http://www.awarenessnetworks.com/resources/5195-RA-Customer2-0-AJ-07-NSP.pdf>

<http://is.gd/uqO0>

# Web 2.0 : a term in search of a definition

## Tim Berners-Lee

a piece of jargon of which nobody really knows the meaning

## Marshall Breeding

“Notions that we are thinking about in web 2.0 and web 3.0 have been there from the very, very earliest articulations of what the web is ... we didn't get web 2.0 all at once. It evolved up to that and eventually it got a name”

## Me

“a convenient label to group social media and software features delivered in a web browser”

# Enterprise 2.0

The idea of web 2.0 has helped people think differently about how they do business

Utilising web 2.0 capabilities to produce business value is the key to enterprise 2.0

Are we ready?



# ECMS Project

- Objectives
  - Efficient publishing model
  - Easy contribution method
  - Engaging information environment

# Selecting a CMS

- Addressing web 2.0 in the RFP
  - Blogs
  - Wikis
  - Commenting & Feedback
  - RSS & content syndication

# What 2.0 features?

- RSS feeds – publishing & consumption
- Wysiwyg editing & click to publish
- Commenting & feedback in policy formulation
- Collaboration spaces for projects



# What's next?

- Website launch - 14<sup>th</sup> June 2009
- Further website development – July-Dec 2009
- Intranet development – July-Dec 2009

# Measuring Effectiveness

Does the new website and intranet appear to be up-to-date in terms of functionality seen on popular sites?

Has the email congestion from news and events been mitigated by the intranet news & events features and RSS content publication?

Has the publishing model and wysiwyg editor empowered more staff to contribute more easily?

Does the wiki functionality provide better sharing and documentation of procedures, than existing practices with print or shared network drives?

Has the improved intranet contributed to reduced printing?

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Poinciana at lake, by petaj.

<http://www.flickr.com/photos/54511827@N00/2038991963/>



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