

“IMPLEMENTING WORDPRESS IN CORPORATE AND EDUCATIONAL ENVIRONMENTS”

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IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Definition:

blog - (n) contraction of “web log”

a shared on-line journal where
people can post diary entries
about their personal experiences
and hobbies

<http://wordnetweb.princeton.edu/perl/webwn?s=blog>

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Definition:

WordPress

WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability.

<http://wordpress.org>

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With the functionality, scalability, and user friendliness of WordPress, it is possible to create blogs which are more than the definition of “a shared on-line journal”.

Purpose of this Session

In this session, we want to consider how to develop blogs “outside the definition” in order to use them in corporate and educational environments.

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

When thinking about implementing WordPress in corporate and educational environments, do not focus on the question *“Where can I use a blog?”*

Instead, focus on a different question:

“Where can I use the functionality, scalability, and user friendliness of WordPress?”

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Other helpful questions:

1. Where can I use a content management system?
2. Where do I need a user management system?
3. Where is collaboration important?
4. Where do I have dynamic content?

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For the next few minutes, we're going to examine some major categories in which WordPress can be beneficial in corporate and educational environments.

This session will not be exhaustive. But hopefully we will be able to help each other think about uses of WordPress blogs outside the definition of "a shared on-line journal".

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- Internal
 - Within a corporation or business
 - Among employees
- External
 - For those outside the corporation or business

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- **Internal Examples**

1. General Management Communication

C.E.O. news and updates

Department management updates

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- **Internal Examples**

2. Human Resources

Benefits information

Internal job announcements

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- **Internal Examples**

3. Inter-departmental Updates

Sales/Marketing/Forecasting updates

Company Events Calendars

Conference/Speaking Schedules

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Corporate Environments:

- **Internal Examples**

4. Intra-departmental Updates

Project Planning / Tracking (MU)

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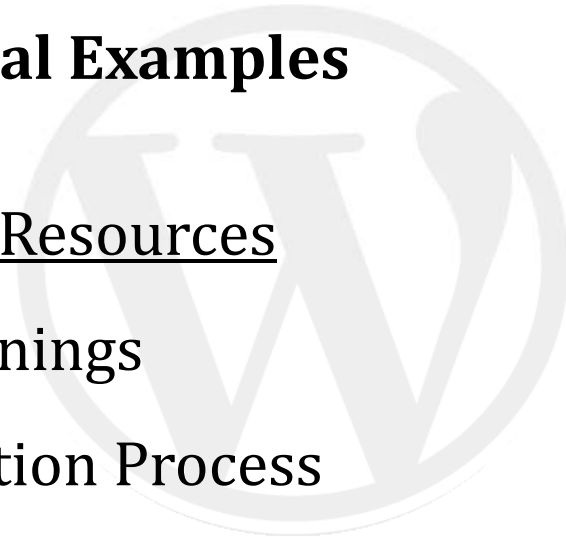
Corporate Environments:

- External Examples

1. Human Resources

Job Openings

Application Process



IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- External Examples

2. Public Relations

News Releases

Advertisements/Commercial Links

Sponsored Events

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- External Examples

3. Customer Support

Product Release Information

Product Notes

Upgrade Information

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Corporate Environments:

- External Examples

4. Project Development

Customer Project Tracking (MU)

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- Internal
 - Within the School or System
 - Among faculty, staff, & students
- External
 - For those outside the School or System

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **Internal Examples**

1. Any Internal Corporate Examples

President's news and updates

Human Resources Benefits / Jobs

Events / Speaking Schedules

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **Internal Examples**

2. Campus Activities

Intramurals

Meetings and Conferences

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **Internal Examples**

3. Faculty / Teacher Pages

Interests and Research (MU)

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **Internal Examples**

4. Course / Classroom Pages

Information for and about each class
(MU)

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **External Examples**

1. Admissions

Info for new applicants about location, restaurants, housing, how to apply

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- External Examples

2. Faculty Pages

Interests and research, geared more toward attracting students (MU)

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- **External Examples**

3. Promotions

Speaking Schedules and Conferences

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

Educational Environments:

- External Examples

4. Alumni

Alumni Magazines

Alumni Websites (MU)

IMPLEMENTING WORDPRESS ... IN CORPORATE AND EDUCATIONAL ENVIRONMENTS

If we think of a blog as “a shared on-line journal”, then we will limit the way that we can implement WordPress.

However, if we think “outside the definition”, we will find that there are many applications for WordPress in corporate and educational environments, as well as many other types of environments.

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