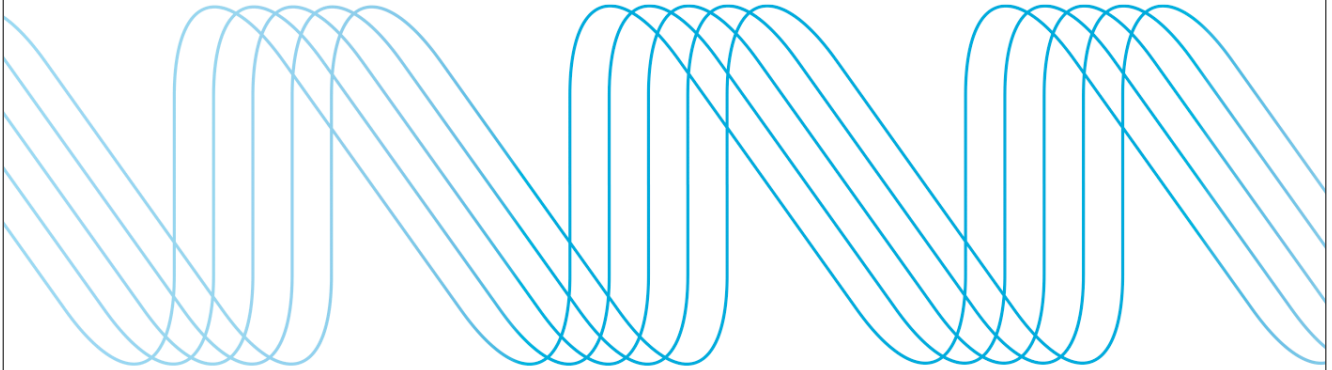


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## Maximising Online Resource Effectiveness



### Session 1

Arrangements, introductions, clarification of workshop content and purpose

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## Workshop venue

- Emergency procedure
- Restrooms
- Coffee breaks
- Food at lunch time

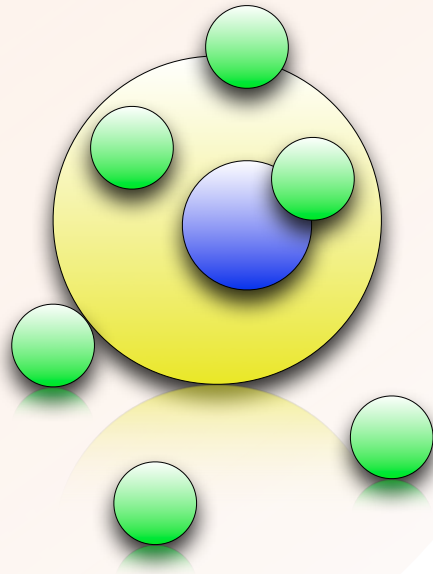


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## Workshop description

### Improving the *quality, reach* and *potential* of your web presence

This two day workshop leads participants to seek maximum value from online resources and activities by addressing the range of strategic and tactical considerations that determine effectiveness in this area—including an understanding of how the internet is evolving; the role of search engine optimisation; the importance of social networks; acknowledgement of relevant smart technologies.



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## Workshop leaders

George Munroe  
Christine Cahoon



George



Christine

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## Workshop target audience

This event is aimed primarily at practitioners who wish to gain an appreciation of many different convergent themes that impact their work of preparing, promoting or managing online material. It also provides pertinent insights to what is possible and with what implications to inform organisation policy makers. While we anticipate participants from universities and higher education as well as public sector services—such as archives, museums, broadcasting, education and cultural heritage—the workshop is equally suited to those from a commercial business background. No particular technical knowledge is required as a prerequisite.



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## Today's audience



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## Your expectations...



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## Workshop topics

- The rate of growth of internet users, cloud services and data volumes
- Putting things in perspective and realising the challenge of resource discovery
- Significance and limitations of conventional search engine optimisation
- Identifying, and communicating clearly with, intended audiences
- Content structure, semantic mark-up, and why it's very important
- Leveraging HTML5, CSS3, basic metadata approaches, and other technologies
- Elements of content strategy, including people, technology and processes
- Embracing social networks, multiple content curators and content fusion
- Effective promotion of online resources and the new social marketing regime
- Joining data up using embedded metadata with RDFa
- Examples of best practice and exploring future possibilities



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## By the end of the workshop you will have

- Acquired some new practical skill related to content preparation, promotion or management
- An understanding of how content can be propagated and reused effectively
- Considered the real impact and potential of the social web
- Gained an informed awareness of the evolving web and near future scenarios

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## Programme

### Session 1 Day 1 10:00–11:15

Arrangements, introductions, clarification of workshop content and purpose

*Coffee break 15 minutes*

### Session 2 Day 1 11:30–12:45

Backdrop—what's going on

*Lunch 30 minutes*

### Session 3 Day 1 13:15–14:30

Simply content

*Coffee break 15 minutes*

### Session 4 Day 1 14:45–16:00

Websites



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## Programme

**Session 5 Day 2 10:00–11:15**

**Social networks**

*Coffee break 15 minutes*

**Session 6 Day 2 11:30–12:45**

**Organisations**

*Lunch 30 minutes*

**Session 7 Day 2 13:15–14:30**

**Joining the semantic web**

*Coffee break 15 minutes*

**Session 8 Day 2 14:45–16:00**

**Workshop review and closing remarks**

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## Perspectives—the pace of life today



## Perspectives—information overload

“...in an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.”

Herbert Simon, 1971

"Designing Organizations for an Information-Rich World", in Martin Greenberger, Computers, Communication, and the Public Interest, Baltimore, MD: The Johns Hopkins Press

[http://en.wikipedia.org/wiki/Herbert\\_Simon](http://en.wikipedia.org/wiki/Herbert_Simon)

## Workshop web site

The screenshot shows the homepage of the workshop website. At the top right is a search bar with a 'Search' button. Below it is a navigation bar with links for 'About', 'Slides', 'News', 'Newsfeeds', and 'Contact'. The 'News' section is active, showing a post titled 'Google's Knowledge Graph...' dated 'Fri 18 May 2012'. The post text discusses linked data and Google's Knowledge Graph. To the right of the text is a small image labeled 'Example of Knowledge Search' showing search results with knowledge panels. At the bottom right of the page, the text 'Netskills' is visible.

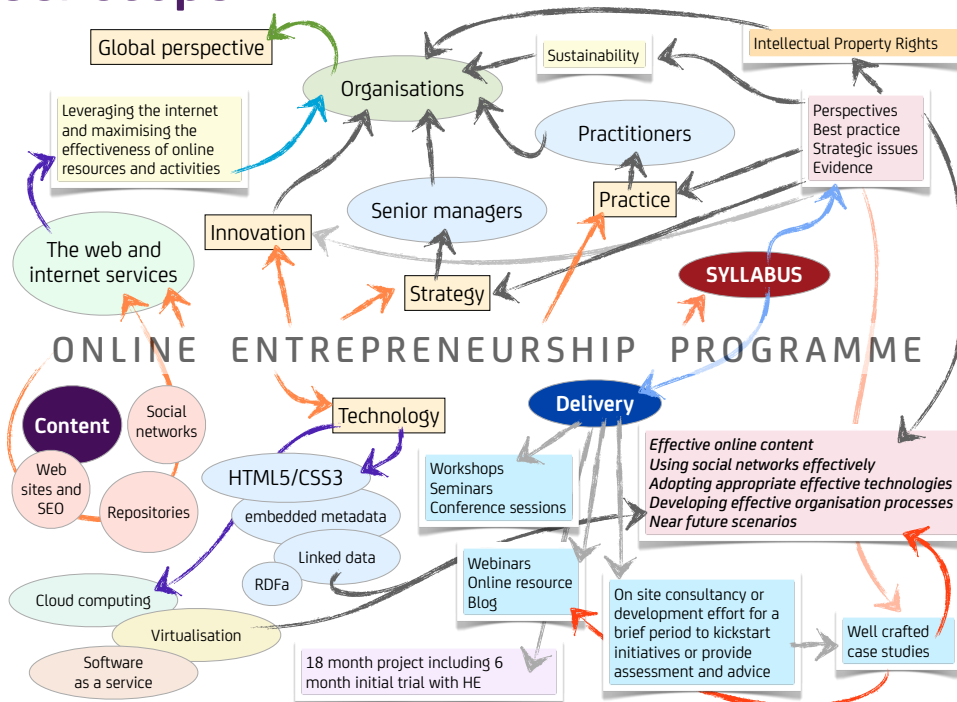
<http://more.netskills.biz/>

# Useful summary of workshop content



<http://more.netskills.biz/guide> [http://sca.jiscinvolve.org/wp/files/2011/04/SCA\\_MORE\\_Guide\\_Mar11\\_v1-03.pdf](http://sca.jiscinvolve.org/wp/files/2011/04/SCA_MORE_Guide_Mar11_v1-03.pdf)

# Wider scope



<http://more.netskills.biz/scope>