

Sacramento



Newsletter



Internal Blogging as a Virtual Idea Board Evelyn Milani, President InfoSYS Inc.

In December 07, 2007 — [CIO](#) —magazine, Eugene Roman, group president of systems and technology at [Bell Canada](#) shares information on turning "email storms" into productive internal, collaborative blogs. [Bell Canada](#)'s corporate intranet has a lightweight enterprise blogging tool, that enables coworkers blog about topics from figuring out ways to cut energy costs to conceiving new products for Bell Canada, whose distributed workforce stretches from the Atlantic to the Pacific.

CIO magazine goes on to say Roman's embrace of blogs shows that he understands an ugly secret that IT departments all over North America don't want to admit: E-mail, used by itself, just doesn't cut it anymore for project management and interoffice communication. People get lost in "CC storms" of reply-all e-mails that overwhelm users trying to manage projects or collaborate on new business opportunities. "There's definitely a dark side to e-mail," Roman says. "We've all had it for 20 years, and you'd think we could get it right."

Recent research suggests that corporate America is looking for alternatives. CIO magazine cites a report earlier this year by consultancy [Forrester Research](#) revealed that 54 percent of IT decision makers expressed an interest in blogs. Of the companies that had piloted or implemented blogs, nearly two-thirds (63 percent) said they used them for internal communications. Fifty percent said they used blogs for internal knowledge and content management—and these companies are leading the way of the future, analysts say.

Roman states that "you'll need enterprise-worthy blogging tools and test group members who become believers and ideally will

evangelize the technology". If successful, blogs could be the first critical building block in a group of Web-based applications to help spawn horizontal collaboration across the enterprise.

It is thought that C-level executives are critical of blogging. According to CIO magazine, Bell Canada's Roman says, companies should consider avoiding the word blog altogether and use a euphemism. "Calling it something like an idea board can be good start," he says. "That's less threatening than saying, 'I want to start a virtual water cooler where people can blog and discuss new products.'"

It's also important to address security and compliance issues from the start, Roman notes. Bell Canada addressed those concerns by building the blog behind the corporate firewall. Remote workers can access it only through the corporate intranet using a virtual private network (VPN). "The executives are immediately concerned about legality," he says. "So you lay out what the rules of engagement will be. That makes them more comfortable with going forward."

Start small. The blog will grow organically. Your test group can promote and help grow the concept throughout the enterprise. Roman also has very specific guidelines for how people conduct themselves. Lay the "communication ground rules". Web rage is a term that Roman uses to describe aggressive communication style of those who feel that they are in a safe place to say what's on their mind via the web. This is not acceptable. "There won't be any slamming on our blogs," Roman says. "We make that very clear when people log on for the first time." I don't know about you, but most everyone I know in corporate America spends way too much time on email.



September HDI Meeting Location and Agenda!



Il Forno Classico
2121 Golden Centre Lane
Gold River, CA 95670

Hwy 50 to Sunrise Blvd Exit
North on Sunrise Blvd
Right on Gold Express
Left on Golden Centre
Arrive at destination

Agenda

3:30 – 5:30pm Holiday Party
at Il Forno Classico
Meet, Greet and Socialize

This month's meeting
sponsored by:
Tek Systems

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December 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31					1
2	3	4	5	6	7	8
9	10	11	12 HDI Meeting/ Holiday Party	13	14	15
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23	24	25	26	27	28	29



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