

2 DECEMBER 2019

ICT 302, WEEK 15: LEARN

WEEKLY REVIEW

WEEK 15

- ▶ Monday (Learn): attend lecture on multichannel distribution of content
- ▶ Wednesday (Explore): explore RSS, comments, and social media on WordPress
- ▶ Friday (Create): continue work on CMS Guidebook
- ▶ Sunday (Submit): submit Learning Journal entries

REVIEW: WHAT IS CONTENT?

REVIEW: CHANNELS

CHANNEL: A DISTRIBUTION OUTLET FOR CONTENT; A METHOD IN WHICH CONTENT IS CONSUMED.

Deane Barker, [Flying Squirrel CMS Glossary](#)

A SPECIFIC PRESENTATION OF CONTENT IS DELIVERED TO A CHANNEL. DIFFERENT TEMPLATES MIGHT BE APPLIED TO CONTENT TO PREPARE IT FOR OUTPUT INTO DIFFERENT CHANNELS.

Deane Barker, Flying Squirrel CMS Glossary


**SYSTEMS THAT CAN PUBLISH
CONTENT TO MORE THAN ONE
CHANNEL ARE CALLED MULTI-
CHANNEL.**


Deane Barker, [Flying Squirrel CMS Glossary](#)

WHY MULTICHANNEL?


**GET MORE
ATTENTION**





Scott Duncan 2 [+ Share](#)




Reader






30 new items

Mark all as read

Folder settings...



SUBSCRIBE

Home

All items (333)

★ Starred items

📊 Trends

Browse for stuff

Explore

Subscriptions

Analytics (18)

Education General (10)

Edu Tech Mobile (2)

Edu Tech NewsWa... (218)
















Marketing General (28)

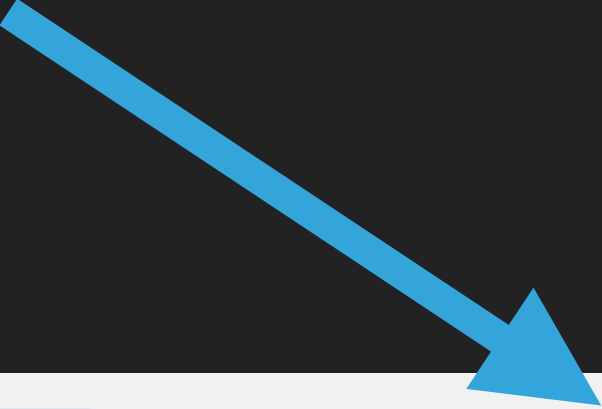
Marketing Ed Tec... (30)

Publishing (7)

Software Models (13)

Marketing Ed Tech Blogs

☆ ICEF Monitor - Market intell	Demand for Spanish instruction escalating, higher ed still facing challenges - Spain has long been a	8:22 AM	
☆ collegewebeditor.com	1-1-1 Book Review: Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg - I read my fair share	7:31 AM	
☆ Online Marketing Blog	Online Marketing News: Google Updates, Email Marketing Insights & Content Marketing Success - 7	7:17 AM	
☆ HESA	No to "World-Class" Research in the Humanities - You often hear talk about how Canadian institutions need to	7:01 AM	
☆ Posts	Could Google Hangouts on Air be the solution to your college's video headaches? - Videos are some of	1:50 AM	
☆ Higher Education Marketing	Could Google Hangouts on Air be the solution to your college's video headaches? - Videos are some of	Apr 4, 2013	
☆ @ProBlogger	Mastering the Upsell - Everyone's heard of the term 'would you like fries with that' – it's probably the most famous	Apr 4, 2013	
☆ A List Apart: The Full Feed	PPK on Blink - Our good friend PPK has some thoughts on the news that Google will be using a new rendering	Apr 4, 2013	
☆ Posts	Marketing & Communication in Student Affairs: What We Didn't Get To On Student Affairs Live - Last week	Apr 4, 2013	
☆ Interactive Marketing	Sophisticated, demanding mobile customers: Ready or not, here they come! - A few weeks ago, my dad	Apr 4, 2013	
☆ CMO and Marketing Leader	B2B Thought Leadership? Not so much... - What does it take to become a thought leader in your market? Deep	Apr 4, 2013	
☆ ICEF Monitor - Market intell	Germany's new strategies in the race for international students - Over the last decade, soaring international	Apr 4, 2013	
☆ The College Puzzle	Starting Salaries Vary By College Attended - Report: Earnings of Colorado college grads vary widely by major	Apr 4, 2013	
☆ HighEdWebTech	Microsoft makes browser testing easier - I'm a Mac guy, have been full time since 2003. One of the challenges	Apr 4, 2013	
☆ Intead.com Blog	Why your International student applicants won't brag - Why your international student applicants won't brag.	Apr 4, 2013	



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THE BIGGER PROBLEM IS THAT THEY'VE ABANDONED INTEROPERABILITY. RSS, SEMANTIC MARKUP, MICROFORMATS, AND OPEN APIS ALL ENABLE INTEROPERABILITY, BUT THE BIG PLAYERS DON'T WANT THAT — THEY WANT TO LOCK YOU IN, SHUT OUT COMPETITORS, AND MAKE A SERVICE SO PROPRIETARY THAT EVEN IF YOU COULD GET YOUR DATA OUT, IT WOULD BE EITHER USELESS (NO ALTERNATIVES TO IMPORT INTO) OR CRIPPLINGLY LONELY (EMPTY SOCIAL NETWORKS).

Marco Arment, Lockdown

GOOGLE RESISTED THIS TREND ADMIRABLY FOR A LONG TIME AND WAS VERY GEEK- AND STANDARDS-FRIENDLY, BUT NOT SINCE FACEBOOK GOT HUGE ENOUGH TO EFFECTIVELY REDEFINE THE INTERNET AND REFOCUS GOOGLE'S PLANS TO BE ALL-GOOGLE+, ALL THE TIME. THE ESCALATING THREE-WAY WAR BETWEEN GOOGLE, FACEBOOK, AND TWITTER — BY FAR THE THREE MOST IMPORTANT WEB PLAYERS TODAY — IS ACCUMULATING NEW CASUALTIES EVERY DAY AT OUR EXPENSE.

Marco Arment, Lockdown

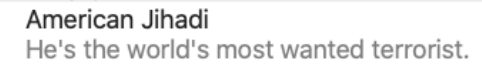
GOOGLE READER IS JUST THE LATEST CASUALTY OF THE WAR THAT FACEBOOK STARTED, SEEMINGLY ACCIDENTALLY: THE BATTLE TO OWN EVERYTHING. WHILE GOOGLE DID TECHNICALLY “OWN” READER AND COULD MAKE SOME USE OF THE HUGE AMOUNT OF NEWS AND ATTENTION DATA FLOWING THROUGH IT, IT CONFLICTED WITH THEIR FAR MORE IMPORTANT GOOGLE+ STRATEGY: THEY NEED EVERYONE READING AND SHARING EVERYTHING THROUGH GOOGLE+ SO THEY CAN COMPETE WITH FACEBOOK FOR AD-TARGETING DATA, AD DOLLARS, GROWTH, AND RELEVANCE.

Marco Arment, Lockdown

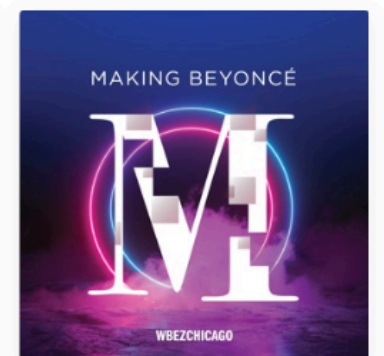
THIS PLAN IS PARTICULARLY
PROBLEMATIC BECAUSE GOOGLE+
IS, RELATIVELY, A CLEAR FAILURE
SO FAR.

Marco Arment, [Lockdown](#)



[See All](#)

The Official Watchmen Podcast
HBO







SO, WHAT'S NEXT?

facebook



**BROADER/MORE
TARGETED AUDIENCE(S)**

facebook



**LESS CHANNEL
DEPENDENCE
(CGP GREY)**

PRACTICE WRITING FOR EXTRA CONTENT CHANNELS