New Media Tsunami
Managing the Content Flood

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The Ineffective Old Days

Start Day

Start Day

Lunch

End Day

End Day

Today’s Content Chaos
Content Strategy

- **Aggregate** to reduce the number of websites you go to
- **Set aside time** to read what you want
- **Add new feeds** when you find something you like
- **Delete rarely read feeds** on a regular basis

How - To

1. **Select** an Aggregator
   - On your computer
   - In your email
   - Online

   ![Gnome NewsGator](image1)
   ![OS X](image2)
   ![Win](image3)
   ![Straw](image4)
   ![Gnome](image5)
   ![NewsGator](image6)
   ![FeedReader3](image7)
   ![SharpReader](image8)
   ![RSS Popper](image9)
   ![Microsoft Office Outlook](image10)
   ![Web](image11)
   ![Bloglines](image12)
How - To

1. Select an Aggregator
   • On your computer
   • In your email

2. Subscribe to content
How To

1. **Select** an Aggregator
   • On your computer
   • In your email
   • Online

2. **Subscribe** to content

3. **Read** Content

4. **Update** Subscriptions
Email Strategy

- **Do not be a slave** to email
- **Set aside time** to focus on email only
- **Empty your inbox** every time and sort into
  - Archive
  - Followup, these are things that need a longer response or to do items
  - Hold, these are things you will need shortly

Society Time = Strategy Time

- Work with your friends to agree to all be on **one network**
- Remember: Social **Widgets are Video Games**
Today

Start Day

WORK WORK Lunch WORK WORK WORK BLOG Dinner

End Day

Adopt an Integrated Workflow