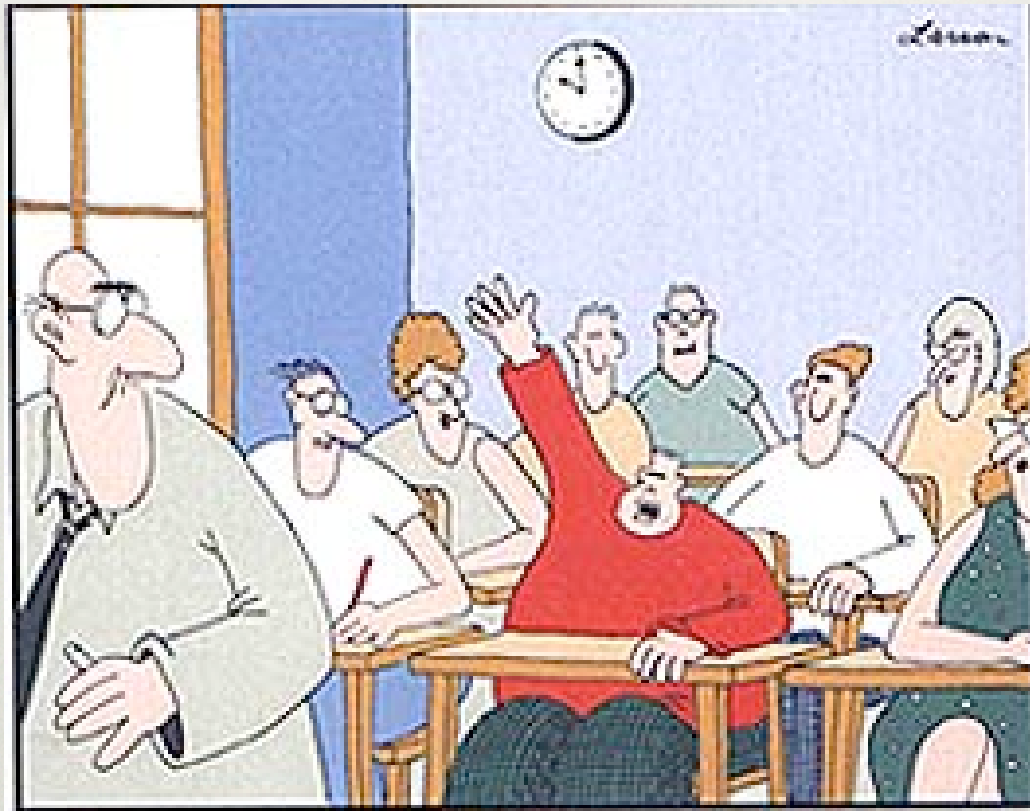


RSS FOR NON-TECHIES: ADVANCING BRAND AND MARKET AWARENESS USING SIMPLE INTERNET TECHNOLOGIES

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I'LL TRY TO BE BRIEF



"Mr. Osborne, may I be excused?
My brain is full."

RSS FOR NON-TECHIES

- What is RSS?
- RSS Reader software
- How to subscribe to a feed
- Search and Subscribe
- Beyond RSS - OPML

WHAT IS RSS?

- RSS - Really Simple Syndication
- RSS is a family of XML file formats for web syndication
- Used by news sites, blogs and increasingly search sites



TYPES OF RSS READER SOFTWARE

- RSS Reader application
 - Can be standalone app
 - Online RSS reader
 - Included in your browser or
 - Mail client (Thunderbird / Outlook plugin)
 - Ubiquitous in Vista and next Office and IE!

ONLINE RSS READERS

- Bloglines.com
- Google Reader
- Netvibes.com
- Start.com
- myYahoo.com
- [http://en.wikipedia.org/wiki/List of news aggregators](http://en.wikipedia.org/wiki/List_of_news_aggregators)

HOW TO SUBSCRIBE TO A FEED

- Locate the feed address on the site (often an orange button with white text i.e.  )
- Copy the address
- open your RSS reader
- Click on the Add button (or equivalent)
- Paste feed address

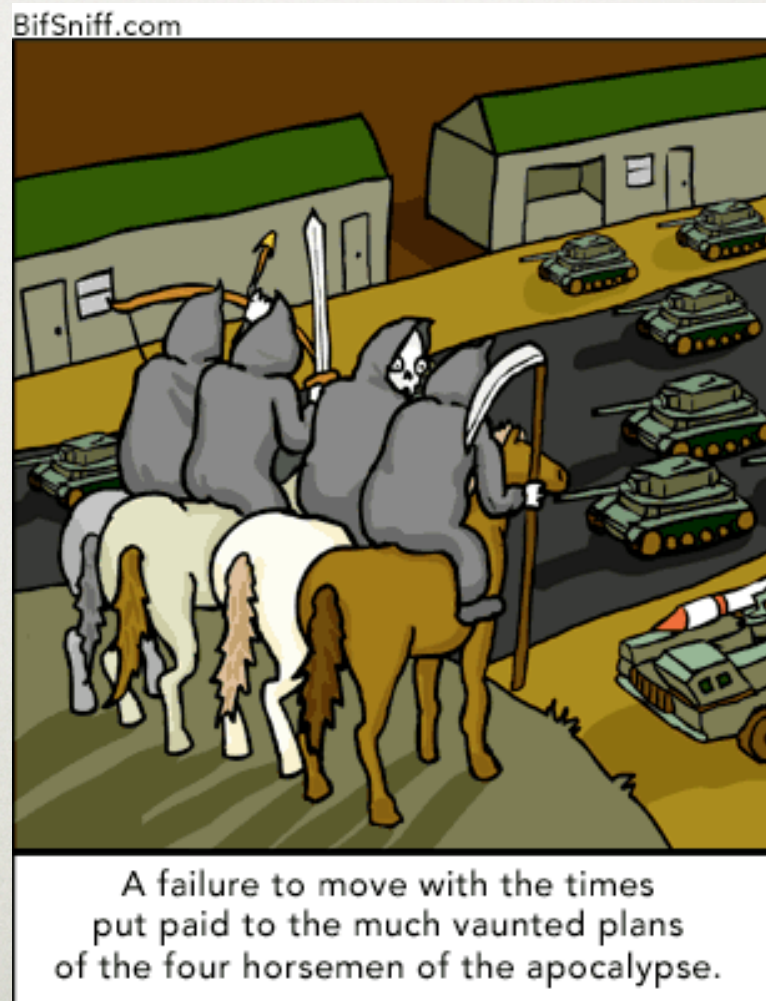
SEARCH & SUBSCRIBE

- Search engines increasingly give RSS feeds for results Google's News, Yahoo! News, MSN
- Blog Search Engines give RSS feeds (Google's Blog Search, Technorati, IceRocket, PubSub, etc.)

BEYOND RSS - OPML

- OPML (Outline Processor Markup Language) is an XML format for outlines
- Used to exchange lists of RSS feeds between RSS aggregators
- Now also used as *Super* RSS search - see Gada.be

MOVE WITH THE TIMES!



CONCLUSION

- RSS is straightforward
- RSS Reader software is ubiquitous
- Easy to subscribe to a feed
- Search and Subscribe is here
- Beyond RSS - OPML allows for supra-searches

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