



# The Art of Blogging

Thursday, 29 November 2007

## Blogging for creative writers

In January, [I will teach](#) an elective on blogging as "special guest faculty" at the [Pine Manor College MFA Program in Creative Writing](#), in Che [Kearney](#) directs the prog force behind [Solstice Sur](#) place each June.

Faculty in both program stellar, including some c [Gone, Baby, Gone](#), and [National Book Award wi](#) [Whole World Over](#), and dear blog readers, have most recent book is enti funny: [Breakfast with Bl](#) list as these folks.

Posted at 08:50 PM in [Weblog](#)  
 Technorati Tags: [Pine Manor](#) | [Conference](#)

Thursday, 28 August 2008

## Calling all bloggers, again, particularly professors

In a few weeks, I'm giving a faculty development session on blogging for professors in a graduate leadership program. Then about six weeks after that, I'm doing another program for a professional audience on "the art of blogging." Any reader-blogger-teachers/professors here? If yes, then, please lend a hand. All responses will be acknowledged with attribution unless you want to remain similar to what I did with the "[Blogg Writers](#)" course earlier this year (the bloggers who responded to that call

1. How does blogging aid your c
2. Do you only blog about the pe also indulge in other areas of
3. What, if any, topics do you req off-topic/out-of-bounds?
4. Has anything particularly (cho funny/scary/ridiculous/inspirir your blogging?
5. What pointers do you have fo just beginning to blog?

Posted at 07:44 AM in [Education](#), [Web 2.0](#)  
[Permalink](#)



**Jessica Lipnack**

CEO at NetAge Inc

Jessica - talking to professors about blogging next tues. advice, anyone?

1 second ago [ [Edit](#) ]



Your profile is **95%** complete [ [Edit](#) ]

Jessica Lipnack  
 AOKM  
 30 October 2008



# What We're Doing Today

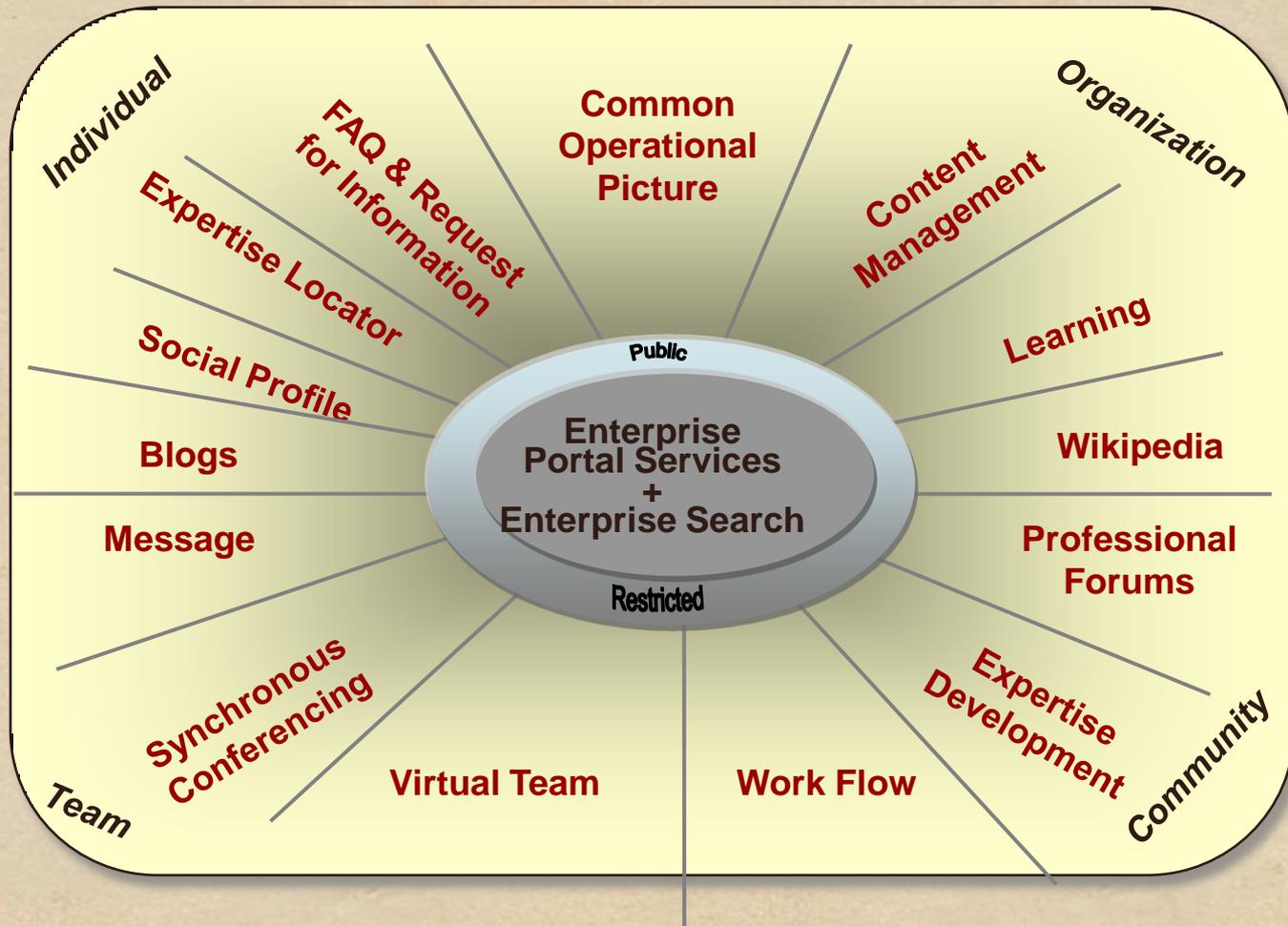
- ◆ History of the Internet in One Slide
- ◆ What Is a Blog?
- ◆ Professor Enterprise 2.0
- ◆ Frontier 6 and Running a Hospital
- ◆ Bloggers, Beware
- ◆ Conversation







# Where Blogging Fits



From *Teams of Leaders Handbook*: Information Services Wheel (BCKS)



# My blog, Endless Knots

September 2007

Saturday, 17 November 2007

**Thanksgiving menu Chi 2007 (redux)**

Due to a rash of travel, we are postponing our Thanksgiving dinner until coming Thursday. The soup depar "Harvest Soup" rutabagas, and veggies) in place of the Curried I also adding a requested second s and mint (really easy and delish) If you'd like the recipes and/or tl for an easy time at the grocery st me an email: [jessicadotl@prackat.com](mailto:jessicadotl@prackat.com)

Menu credit: [Miranda Stamps](#)

Thanksgiving Menu November 24, 2005

Sunday, 30 September 2007

**"The studio of my mind"**

She lived for thirteen years after tests confirm cancer, which she intuited long before that. S sealed orders early, knew she was meant to di did until two days before she died on April 6, 1 Last night, two hundred members of [Dorothy](#) family celebrated her life. Sweet nibbles to w and then the curtain.

**What Mom says**

A [very close friend](#) with three kids sent this to me and a few other mamas. It needs to go to every mom on earth, regardless of nationality, ethnic origin, religion, age, or even gender (dads can be moms too). "The Mom" song, set to the William Tell Overture, by [Anita Berfroze](#). "What a mom says in 24 hours, condensed into 2 minutes and 55 seconds!" Watch it with the words on the jump page.

A forty-minute film that I a dance biography, with I to the filmmaker, Lynn Bi talking to us. Dance back

Saturday, 05 January 2008

**Oscar takes the challenge**

Further to our new friend Oscar Berg in Sweden, who's thinking about green teams. Go, Oscar! He's [taking the challenge](#) to write a checklist for situations wh

Friday, 01 February 2008

**"Let soldiers blog, post to YouTube"**

I don't know if [Lt. Gen. Bill Caldwell](#) is the first US Army three-star to say this but, with all that brass on his shoulders, he's got to be near the head of the line. Regardless, I reckon others will take notice.

In [Changing the Organizational Culture](#), his article in Small Wars Journal, Caldwell has some ex you saw in the Baghic speaking for the Mult refers to it below). W the war, what he's sa proposing a new appi

Recent experier! Sing it twice, the signs sa important it is t What I've noticed: next px and also how v culture: After M bureaucratic re posting on You! were among the top 100 most viewed YouTube for weeks after their posting. These videos included gun tape videos showing the awesome power the US military can bring to bear. Using YouTube part of the new media - proved to be an extremely effective tool in countering ar adaptive enemy.

In a new and different world, none one of us educated to reside in, we need new thinking l areas. Next, I'd like to see General Caldwell b or at least commenting on this post. My entre him aside, the general goes on to list four ar the Army should rethink its rules:

Saturday, 23 August 2008

**Aspirational Yoga: The Sequence of the Bear**

A few years ago, [Daughter #2](#) spent a month in [yoga teacher training](#), something I've always wanted to do. When she completed the course, she moved home a few months (lucky us) and taught me the yoga routine I've been doing ever since.

Over the past week, we've had the opportunity to practice together every day. Here's this week's routine, strongly recommended. Warning: Don't try it all at once if you're new to yoga or have been taking some time off. The length of holding poses requires some

ly, lordy, it feels sooooo good. And : long as you want between poses. rby to time yourself. "Poses" : **links** (see my comment below as here thanks to a reader) are for is routine takes us about 90 'shorten depending on time mber never to hold a pose if it's u know the difference between the ing and true **QuickTime™** and a decompressor are needed to see this picture.

Tuesday, 08 January 2008

**Public service announcement: Wash your hands**

[Flu outbreak in three Boston hospitals](#) prompts the reminder to wash our hands over at Running a Hospital. I've been doing the twice-through "Happy Birt seeing a sign in a client's Sing it twice, the signs sa important it is t What I've noticed: next px and also how v culture: After M bureaucratic re posting on You! were among the top 100 most viewed YouTube for weeks after their posting. These videos included gun tape videos showing the awesome power the US military can bring to bear. Using YouTube part of the new media - proved to be an extremely effective tool in countering ar adaptive enemy.

Thursday, 03 April 2008

**Eliza Stamps: Being and Nothingness**

Eliza Stamps  
Being and Nothingness

Reception: Thursday April 17, 2008 6-8pm  
Exhibition: April 17, May 17, 2008

From the Invitation:  
Petra Projects is pleased to present new drawings and textiles in a second exhibition by [Eliza Stamps](#) at Mehr Gallery. Entitled Being and Nothingness, this body of work features an expansion on Stamps' earlier designs in detailed ink drawings, which mimic complex and elaborately embroidered linen and thread textiles floating in thick walnut frames. Through both mediums, Stamps employs her signature seed form to become one entity among thousands, together making up the cohesive whole.

- ◆ Born June '05
- ◆ Lost in website provider switch, Feb '06
- ◆ Relunched June '07
- ◆ 579 posts, 672 comments, 80 links
- ◆ 44K page views, 6 continents, 21 subcontinent/regions, 124 countries and territories, 3500 cities, 53 languages





# What Is a Blog?

- CATEGORIES**
- 1968 90% people, 10% technology
  - Animals Antioch
  - Art Benjamin Books Boston
  - Buddhism Business Clients
  - Coincidences
  - Collaboration**
  - Communities of practice
  - Complexity Courage Current
  - Affairs Design Dogs Education
  - Email Energy Enterprise 2.0
  - 2007 Enterprise 2.0 2008
  - Environment Family Fiction
  - Book Club Film Food and Drink
  - Friends Fuller Family Games
  - Gardening Green Teams Health
  - Holidays Horses Humor
  - Innovation Inspiration
  - Internet/web Interviews
  - Jargon Knitting Knowledge
  - management Language
  - Leadership Me Movies MS
  - Music Nature Networks and
  - Networking Obits OrgScope
  - Philanthropy philosophy
  - Photography Poetry Politics
  - Publishing Recipes Recreation
  - Regulation Religion Research
  - Romance Science Social
  - bookmarking Social networking
  - Solstice Summer Writers Sports
  - Storytelling Suicide Technology
  - Telecommuting Television Theatre
  - Travel violence Virtual reality
  - Virtual Teams** Volunteers
  - War Weather Web 2.0
  - Web/Tech Weblogs
  - Women Writing Yoga

Last 10 posts

Search

Reader comments

Archives

Categories

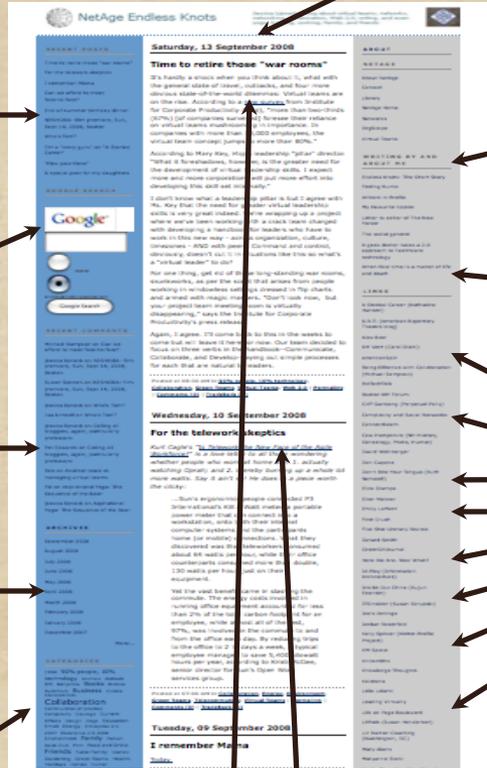
Links

New posts

About

Writing

Bloggers



# “Right way to do knowledge management”

**100 YEARS 1908-2008** HBS Home Search Index HARVARD BUSINESS SCHOOL

## Faculty & Research

**Andrew P. McAfee** > Faculty & Research Home  
Associate Professor of Business Administration

Andrew McAfee joined the faculty of the [Technology and Operations Management Unit](#) at [Harvard Business School](#) in 1998. His research investigates how managers can most effectively select, implement, and use Information Technology (IT) to achieve business goals. He was the recipient of a US Department of Energy Integrated Manufacturing Fellowship for his doctoral research, which focused on the performance impact of enterprise information technologies such as [SAP's R/3](#).

Tel: (617) 495-6547  
[Send E-Mail](#)

**Overview**  
[Biography](#)  
[Publications and Course Materials](#)

**Unit:** [Technology and Operations Management](#)  
**Primary Areas of Interest:** [enterprise resource planning, information technology, IT strategy, network organizations, organizational change and transformation](#)

[more](#)

Facebook Home Profile Friends Likes

**Andrew McAfee** is writing a submission for the WISE conference...

Write something... [Post](#)

View Profile of Andrew L'Ecuyer  
Send Andrew a Message  
Like Andrew

"Thank the company of those who search for truth. For those whose aim has found it." - Voltaire

**Back Information**  
Harvard  
Harvard Faculty  
Joined: April 29, 1967  
Mutual Friends  
33 friends in common See All

**Enterprise 2.0: The Dawn of Emergent Collaboration**  
Andrew P. McAfee  
Reprint 47306; Spring 2005, Vol. 47, No. 3, pp. 21-28

**MIT Sloan Management Review**

Part of the SloanSelect "What Is To Become of IT?" and Innovation collections.

There is a new wave of business communication tools including blogs, wikis and group messaging collectively, Enterprise 2.0 - knowledge-based collaboration contends, may well supplant management systems with knowledge, best practices a company and make them offer a paradigm these new technologies, wh (search, links, authoring, ta organizational communication and highly collaborative env of knowledge work and its c studies and survey data, the rules for implementing the r create a receptive culture in practices. Second, a comm collaboration infrastructure.

**HARVARD BUSINESS SCHOOL** RSS Feeds | My Home

## The Impact of Information Technology (IT) on Businesses and their Leaders

**Andrew McAfee**  
Associate Professor, Harvard Business School

HBS Faculty Blogs are a forum for presenting and encouraging discussion of ideas and activities related to research, course development, and teaching conducted under the auspices of Harvard Business School. All opinions expressed are those of the faculty member of the blog and representative, not of the School.

**Recent Articles**

What Happens When You Treat a Nerd Like a Nerd? [Read More](#)

What Happens When You Treat a Nerd Like a Nerd? [Read More](#)

How "Nerd" is a Teacher? [Read More](#)

Is This Like Email? [Read More](#)

The Sixty-Sixties [Read More](#)

Research You Don't Even Have to Read [Read More](#)

Freedom is Still Overrated...but [Read More](#)

Freedom is Overrated [Read More](#)

Technology Beats a Full House [Read More](#)

Science is Science about Enterprise [Read More](#)

Facebook [Read More](#)

Curk the Enthusiasm [Read More](#)

Some Questions You Might Get Asked [Read More](#)

**September 12, 2008**

**What Happens When You Treat a Nerd Like Proust?**

The Boston-based Internet inbound marketing company [Sixty Six](#) recently started its own version of [Sixty Six's](#) "Nerd Questionnaire" (which was originally inspired by the acronym [Nerd](#) found on its site) and announced it when he was 13 and 20). They asked me to complete it a little while ago and I jumped at the chance to pay back [CEO](#) [Bobby Goldberg](#), who asked me to the HBS class and invited me to a Six game this summer.

I loved the questions very much, and hope I did them justice. [My responses](#) have just been posted on HubSpot's web site. Check them out if you're interested, and leave a comment there or here to let us know what you think.

Posted by Prof. Andrew McAfee on 09/12 at 08:10 AM  
60 Comments | [Print Article](#)

**September 08, 2008**

**Eurling?**

- First Professor to Blog at Harvard Business School
- Teaches “Managing in the Information Age,” MBA course; exec ed
- “[Impact of IT](#)” blog launched with “Enterprise 2.0” article, Sloan Management Review, 2006
- New book: *Enterprise 2.0*, HBSP, 2009
- Tech comfort among students varies widely
- “Narrowest pedagogic thing:”
  - Assign blog posts
  - Poll pre-class, discuss in-class, use workspaces after class
  - Raise voices otherwise quiet
- Requires blog, encourages Twitter, Facebook
- Immerse in authoring, content contribution, “small pieces loosely joined”



# Key Ideas for Bloggers from “Professor 2.0”

- Unparalleled way to get ideas out there
- Doesn't have to be 1500 words; very effective in 15-30 min stretches
- Write a paper? Post
- Read news? Post
- Keep ideas flowing in organization
- Able to maintain emphasis on ideas over time
- “Frictionless”
- “Amazing complement” to traditional publishing
  - Without blog, months, years to get ideas out



# Who Is Frontier 6?



**NetAge OrgScope**

Nodes Links Charts

Map ID

- Organization
- Group
- Position
- Person
- Place

Properties...  
Edit Properties...







# How Did He Get it?

“Huge collection of toy guns  
and Lincoln Logs” as child;  
father, grandfather career military officers

“SLOW ....very slow ....”  
to take to Web

Read blogs “for some time”  
before first post, Jan '08

Brought up to write to grandparents,  
to father when gone (Vietnam, 7th grade)

“My peers are not comfortable  
with me blogging; most still  
question whether we are even  
authorized to by the DoD”

West Point cadet, 1972:  
Required to learn to write,  
mandatory to take English and Literature



1994: First computer at work;  
didn't buy one for home until 1996

1974: Went from slide rule  
to HP calculator

Grad, 1984: “Had to learn to type”  
Took night classes at local high school  
with HS students

# Who Is Running A Hospital?



### RUNNING A HOSPITAL

THIS IS A BLOG STARTED BY A CEO OF A LARGE BOSTON HOSPITAL TO SHARE THOUGHTS ABOUT HOSPITALS, MEDICINE, AND HEALTH CARE

MONDAY, DECEMBER 18, 2006

#### Blackberry Cold Turkey

One of the most important attributes of email is the asynchronicity of the medium: The sender and the receiver do not have to be in contact at the same moment. This enables efficient communication. You can integrate email into the fabric of your life. You originate a message when you...

© NetAge OrgScope - C:\Documents and Settings\JeffW\My Documents\Current\Current OrgScope

File Layers View Bookmarks Nodes Links Charts Search Help

Beth Israel Deaconess Medical Center

## PatientSite

Your Health. Online.

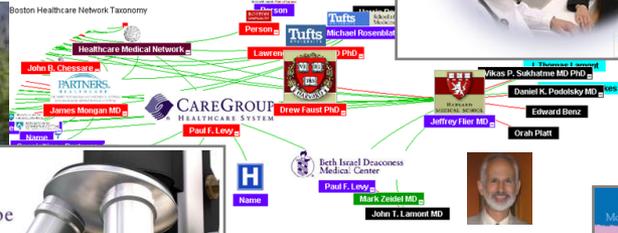
Sign In

- for Patients
- for Providers

New User Registration

Demo

© 2005 CareGroup. All Rights Reserved. Microsoft, Blogger, ResearchGate, PPT, GIMP, GIMP.NET



### THE FACTS AT BIDMC

we're putting ourselves under a microscope

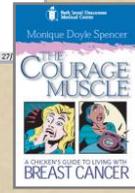
Click here to download plugin

Why? So we can help you make informed choices about health care and so we can improve our care when we need to. We believe that putting a public spotlight on ourselves helps us provide the world-class quality care you expect from Beth Israel Deaconess Medical Center.

Tell us what:

- Why this Info is Important to You
- Hospital-wide Measures
- Specific Services Measures
- Our Priorities for Improvement
- Our Awards Recognition

Hospital-wide Measures		
Infections	BIDMC Performance	Comparison*
Preventing Ventilator Associated Pneumonia A higher score is better.	100%	90%
Central Line Associated Blood Stream Infections A lower score is better.	0.91	1.55
Hand Hygiene: Intensive Care Unit A higher score is better.	70%	N/A
Hand Hygiene: Medical-Surgical A higher score is better.	57%	N/A



### Beth Israel Deaconess Medical Center Ranks Among Top Hospitals

Beth Israel Deaconess Medical Center has been recognized as one of the nation's "Best Hospitals" edition, placing among the leaders in 10 clinical specialties

According to the magazine, BIDMC is among an elite group of 173 hospitals - to rank in at least one of 16 specialties.



# How Does He Get It?

SATURDAY, SEPTEMBER 13, 2008

## Transparency, a reprise

These things happen -- a description of the point of view, all to often found in hospitals, that a certain level of harm that occurs to patients is "just the way things are."

We saved one person's life -- one of series of posts on our effort to eliminate (yes, eliminate) central line infections.

Teamwork wins against VAP -- one of a similar series on our efforts to eliminate ventilator associated pneumonia.

Aspirations for BIDMC and BID~Needham -- the story of how our Boards established an overall goal for these two hospitals of eliminating preventable harm over the next four years.

Source material -- Detailed background on the material behind the Boards' votes.

Next stage of transparency -- A link to our website documenting our progress, quarter by quarter, towards the goal to eliminate preventable harm.

The message you hope never to send -- How we used transparency to learn from one of the most egregious errors that can occur at a hospital, a wrong-side surgery.

POSTED BY PAUL LEVY AT 9/13/2008 12:21:00 AM [2 COMMENTS](#)  
[LINKS TO THIS POST](#)

- Almost 600,000 hits on blog in 18 months
  - According to Technorati, 205 blogs link to it
  - On healthcare100.com , #7 as of June 9, 2008
  - Medgadget: [winner in two categories, 2007](#)
- 14

From a 13 Sept '08 email...

**...It's how I give my talks now: internet connection, projector, and then tell our story. People love it... follow on own computers as I talk...funny kind of interactivity, no? Watching me, watching my screen, watching their screen, following links as I talk, coming back to me, etc.**



# How Did He Get It?



Lincoln Logs, erector set, Mr. Wizard

Wrote letters to sister, 7 years older

"Not good" writer in junior high, improved in high school, and college

First typewriter, 12 or 13

Typing required for high school graduation

Continuously amazed at depth and scope of response to blog

First computer, Apple II, early '80s

"direct, unedited communication with important audience segments"

First email, c. 1990

Read article: CEOs don't blog; launches his Aug, 06

Later, they said:  
"This is bad for academic medicine"  
"Who does he think he is?"  
"He's just trying to make us look bad"  
"He's trying to gain a competitive advantage"  
"I read it every day"  
"I am addicted to it"  
"You've changed medicine in Boston"  
And from a person on street walking dog: "I love your blog"

Initial reaction from colleagues:  
"some enthusiastic, some nervous,"  
some thought "a very bad idea and highly risky"



# Mind Your Categories



Category cloud indicates relative number of posts

- ◆ Assign at least one to each post
- ◆ Universal filing cabinet on web, mutually created by all who post
- ◆ Basis for tagging, social bookmarking, "folksonomies"
- ◆ Allows readers to find you, know your interests
- ◆ Add as you go
- ◆ Critical to search engines finding you ("drive traffic")



# One topic, multiple posts

## Search Results

The following posts and pages match the search term "roland merullo".

Title	Authored On
Roland on "the overlooked issues of 2007"	12/29/07
A double for Endless Knots writers	12/16/07
January '08 book club: Water for Elephants	12/10/07
Reader's delight	12/9/07
Blogging for creative writers	11/29/07
Buddha, tonight, in Cambridge	10/23/07
Roland reads in Rockport, MA tonight, Andover tomorrow	10/3/07
Reading with Roland	9/23/07
It's Monday: It's Roland	8/27/07
My weekly post on Roland Merullo's Boston Globe column	8/20/07
Merullo: Counting his "foreign fox pass"	8/13/07
Endless Knots writers encore	8/1/07
Who's your favorite writer?	7/24/07
Fiction Book Club reads GOD IS DEAD	7/10/07
Roland Merullo Reading June 17 at Solstice '07	6/16/07
Dennis Lehane on The Unreliable Narrator – Solstice '05 #3	6/13/07
Solstice Summer Writers – re-post #2	6/13/07
Roland Merullo on The Demons of Writing	6/11/07

Commentary  
on lecture,  
panel, reading,  
op-ed, new  
book, reading  
schedule,  
Boston Globe  
review...



# Bloggers, Beware

Shorter is better and easier

Everything is public forever  
Post nothing offensive

Link, link, link

Don't dumb down language because it's a blog

Understand and speak to your readers

Monday, 31 December 2007

## Advice from other bloggers

Week after this one, I teach an elective on blogging in the [Pine Manor MFA program](#). Thus this poll:

1. Has blogging improved your writing?
2. How long, on average, does a good post take?
3. One unusual thing that's come from your blogging
4. Your advice to new bloggers

All responses attributed to authors unless otherwise requested.

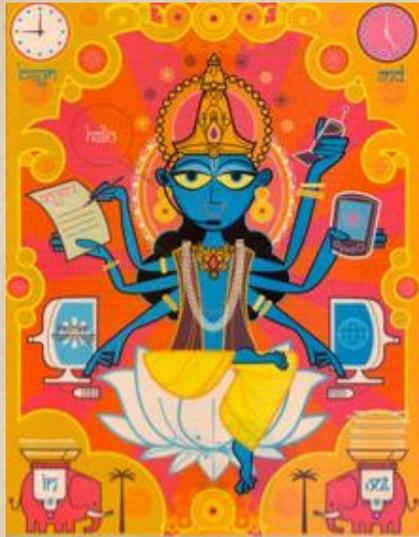
Posted at 04:00 PM in [Education](#), [Weblogs](#), [Writing](#) | [Permalink](#)

Much more social and collaborative than expected

Replace all previous addictions with an all-consuming one; pursue at own risk

Try it and see how it feels; you can always stop

Blog often or readers won't return



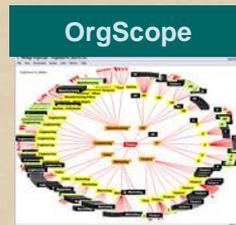
Jessica Lipnack  
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[jessica.lipnack@netage.com](mailto:jessica.lipnack@netage.com)

# NetAge Background

## Publications



## Software



## Website



## Blog



## Clients



Incorporated 1998 to develop software, methodology, and tools for distributed organizations, NetAge is privately held and generates revenue from consulting, licensing, and royalties. Its founders and principals are Jessica Lipnack and Jeffrey Stamps, PhD.

Website: [www.netage.com](http://www.netage.com)  
 Blog: [www.endlessknots.com](http://www.endlessknots.com)