

weconverse **vetenskap**

aktiehandel ?

weconverse **who says what?**

weconverse **citizen generated content**

weconverse **ett didaktiskt poddrama**

weconverse **product wiki**

weconverse **student generated content**

weconverse ARCHITECTURE **intraWikis**

e-gineer
 Blog - Nathan - Archive - About

Our Intranet, the Wiki: Case Study of a Wiki changing an Enterprise
 Saturday, August 18, 2007

Introduction
Janssen-Cilag is one of the fastest growing, research based pharmaceutical companies in Australia. It has more than 300 employees, split across Australia and New Zealand with around half based in the field. It is one of 250 **Johnson & Johnson** operating companies, which total about 121,000 employees across 57 countries.

In 2006, Janssen-Cilag completely replaced our simple, static HTML intranet with a Wiki solution. Over the 16 months since launch, it has dramatically transformed our internal communication and continues to increase in both visits and content contributions each month.

History of Janssen-Cilag's Intranet
 Janssen-Cilag's previous intranet, InfoDownLander, was a static HTML site, originally developed in 2001. Content was maintained using FrontPage, with only a handful of active editors throughout the company. IT was involved only to upload latest versions of content files from the development site onto the production server.

While some areas were lovingly maintained to a high standard, large sections of content were out of date. There was no search capability. Trust in the information was very low. News was distributed via email, not the web.

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what is a blog ?

weconverse ARCHITECTURE **modeblogging**

Annas blog feat. Mei E
 Om mode, skönhets och konst i vid barnskolan.

ANNA KLAR SIG I
 Today 5 Juni 2007

8 Juni, 2007

VITA PLASTISAR

Sommarens skönaste skor - plastsåorna från Marc by Marc Jacobs - [http://www.flickr.com/photos/anna/10000000000/](#) Vita i storlek 29. Om jag kunde ge mig själv en utlysning till vad jag vill ha så skulle jag vilja ha. Men nu har jag för många andra håll en fulla tyvän.

Bild från Tradera

Anna (1144) Anna: Skur
 Link: Kommentarer (2) Trackback (0)

VECKANS VÄSKA
[www.flickr.com](#)

KOMMENTARER
 Ida: "I väntan på världens bästa häggan!"
 Paulina: "Härligt!"
 Linda: "Vita plastisar!"
 Louise: "I väntan på världens bästa häggan!"
 Louise: "Vita plastisar!"
[www.flickr.com](#)

weconverse ARCHITECTURE **kändisblogg**

Blogg **Aftonbladet** **Blogg** **Forum** **Bloggportalen** **Läsartbladet** **Bloggsök**

AFTONBLADET ATT VARA ALEX SCHULMAN

Carina Berg vägrar dela min taxi!
 Skrivet av Alex Schulman 26 september 2007, kl 08:22

Jag har ett ärende på produktionsbolaget Metier nere i Firnans och åker taxi dit. Strax innan vi startar "Wake me up before you go-go" med Wham och chauffören tycks vara mycket förtjust i låten, för han trummar med båda händerna på rattens och gungar i takt med musiken. Han är glad som en student där han sitter och jag ryktas med ett glatt och trummar snett med ena handen, till försiktighet, mot mitt knä. Det är en bra idé.

Vid infarten till Firnans ser jag **Carina Berg** komma glöende. Jag inser att hon också ska till Metier och arbetat med kvällens skåp-program. Jag ber chauffören stanna och han säger "jagst" och bromsar stängt in aldeles bredvid henne. Jag ropar "hej" och hon svarar "hallo där" tillbaka. Men jag upptäcker att något inte är som det ska. Jag säger "hoppa in, du ska väl också till Metier?" Och det blir lyst och konstigt och avväntande och till slut säger Berg "Jag tror jag går istället."

Och så vänder hon på staccan och trummar väg. Och jag sitter kvar och gapar ihjället och tänker "länk, vad har hänt här?" Och så blir det en annan värld. Det är som att jag har blivit en del av hennes värld.

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BOEING

RANDY'S JOURNAL

Margot Wallström

my blog

JOHN EDWARDS08 **WIN THE CAMPAIGN TO CHANGE AMERICA**

Social Networking

43 Things, del.icio.us, assembly, facebook, flickr, gather, myspace, partybuilder, youtube, yahoo, song, metacafe, reverb, yahoo! 360°, hq.tv, CNN, vhsocial, tagworld, collectives, bebo, care2, hot, xanga, livejournal

John Edwards has a presence on all of the following online networks. Most of them will allow you to add images, badges and banners from our download page. So feel free to spruce up your profile with some of our stuff by clicking here for downloads.

weconverse ARCHITECTURE **THE BETTER BANKING BLOG**

ABOUT ME

CHARIS PALMER is the editor of **Online Banking Review** which she founded in 2003. She reports on issues including banking strategy, bank technology, payments, web 2.0, cybercrime, phishing and online marketing in the financial services industry.

VIEW MY COMPLETE PROFILE

FRIDAY, SEPTEMBER 28, 2006

A banking CEO that's willing to blog

When I posed the question "Does blogging matter to you?" in a recent **email**, I was pleasantly surprised to find the answer for many people is yes.

That particular email's link to The Better Banking Blog generated a record number of clickthroughs and our blogwatch section has also proved popular - well beyond our expectations.

Online Banking Review first wrote about blogging and banking in 2004, but I think it's fair to say blogging has now gone mainstream. In the current issue's feature on **Web 2.0**, HotHouse founding partner Simon van Wyk says "Any one who runs a business needs to run a blog."

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GREY MATTER: FROM THE WRITERS OF GREY'S ANATOMY

RECENT POSTS

Allan Heinberg on "What I Am"

Original Airdate: 10-12-06 | October 13, 2006 in Allan Heinberg | Permalink | Comments (1318)

So, here's the thing: you people terrify me. You're passionate, you're insightful, you're bravely outspoken. You know *Grey's Anatomy* and its characters better than anyone, except maybe Shonda Rhimes. And I don't know if you realize this, but the way you write about the show, debate it, love and/or hate it carries an enormous amount of weight in the Writers Room.

All of which makes the experience of blogging here for the first time absolutely terrifying.

ARCHIVES

October 2006

www.greywriters.com/2006/10/allan_heinberg.html

weconverse

blogged event

Kommenterat

15 november 2006
Bloggforum 2006

Starta det första intryck.

Viljan till berättelser och sociala respondorier verkligt tragiska är som utan några tecken.

Andra parader: datorerade kassett, bloggare och företag. Kanade behöva en särskild bloggpolicy, föreläsning någon. När man bloggar är det rätt tryggt.

www.kommenterat.net

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at gnomedex and forrester

Forrester's Consumer Forum 2006

Humanizing the Digital Experience • Oct. 24-25, 2006
Palmer House Hilton, Chicago, IL

October 30, 2006

Voice on the Consumer Forum Blog

By Olof Stromberg - Researcher, Marketing, Forrester

This is just to say that, with all of our bloggers blessings, I've added a byline to the top of each of our posts on this blog. Again, our bloggers are awesome and I'm grateful to Forrester and especially Forrester's Consumer Forum.

via www.micropersuasion.com/2006/10/should_conferen.html

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intrawiki

So with IBMers blogging both inside and outside our intranet environment, recognizing full well that it was time to formalize their support for what many of us had been doing for quite some time, the corporate communications and legal teams worked collaboratively with the IBM Blogging Community to draft the Corporate Blogging Guidelines copied below. The core principles -- written by IBM bloggers over a period of ten days using an internal wiki -- are designed to guide IBMers as they figure out what they're going to blog about so they don't end up like certain notable ex-employees of certain notable other companies. They're also intended to communicate IBM's position on such practices as advertising, covert marketing, and openly goading or berating competitors -- specifically, don't do it. As these guidelines were being drafted, we drew heavily upon our own experiences as bloggers and the excellent [IBM Wiki](#) in the space graciously provided by [Sally Thurmond](#) and many others who have drafted policies and guidelines for their employees.

IBM Blogging Policy and Guidelines

Introduction
Responsible Engagement in Innovation and Dialogue

Whether or not an IBMer chooses to create or participate in a blog or a wiki or other form of online publishing or discussion is his or her own decision. However, it is very much in IBM's interest -- and, we believe, in each IBMer's own -- to be aware of this sphere of information, interaction and idea exchange:

www-03.ibm.com/developerworks/blogs/page/jasnell/entry/blogging_ibm

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Search

Kategorier

selectec

Post Tweet

http://www.weconverse.com/guides/blogg/

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mashing things up

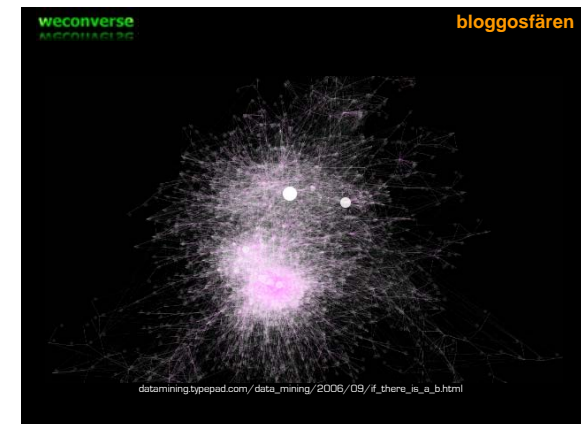
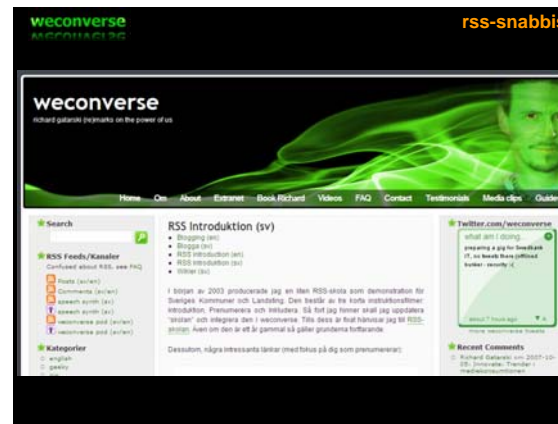
Home | On | About | Intranet | Book Richard | Videos | FAQ | Contact | Guides

2007-04-19: Stockholms kommun, Sociala medier

sms + blogging + social networking = twitter

Google + twitter = twittervision

Richard Gatarski on Twitter



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free data

TED Ideas worth spreading

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www.ted.com/index.php/talks/view/id/92

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några råd

börja blogga

1. lyssna varsamt
2. bjud in att konversera
3. stöd andras konversationer
4. skapa egna sociala medier

tänk om?!

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tack!

www.weconverse.com

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small graphic: Patterns in the world of...

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