Blogging in the Open
about work experience

knowledge sharing, networking,
professional development

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About the presenter

- **Software Engineer** - Java, Linux, Open Source
- Senior Consultant, Team Lead at **CGI** since 2008
- **20+ years hands-on** software development
- Studied mathematics, linguistics, teaching
- German, in Canada since 2006
- http://oliver.doepner.net/

About the presentation

Theme: Interaction between knowledge sharing, networking and professional development

Blog: http://odoepner.wordpress.com/
"My nuggets of wisdom about coding and tweaking software"

➔   I explain **why** I run a public blog
➔   I show **how** I do it
➔   Then let's discuss (Q&A at the end)

This is **not** about
- ~~Tweaking visual appearance~~
- ~~Comparison of blogging platforms~~
- ~~Business models around blogging~~
- ~~The content details of my posts~~

Agenda

The beauty of public note-taking

- Blog setup, write a simple blog post
- Use categories and tags effectively
- Publish source code

Connect globally

- One-click Publicize to social networks
- Be easy to find without SEO tricks
- Encourage followers and feedback

Show and grow skills

- Blog content selection and quality
- Sharing beyond blogging
- ~~Cross-browser testing~~

The beauty of public note-taking

We take notes to remember and reflect, but

- Paper and local files have limited functionality
- Emails to self are hard to share and organize
- Cloud document services are not for quick notes
- Corporate blogging portals are for employees only

Public blogs

- are easy to share, discover and navigate
- can be organized by date or topic areas
- can use free yet powerful blogging platfoms
- require almost no web design or coding skills

Use just a web browser to write down and find your "nuggets of wisdom" anytime, anywhere!

Blog setup, write a simple blog post

- We go to http://signup.wordpress.com/signup/
- All we need is an email address
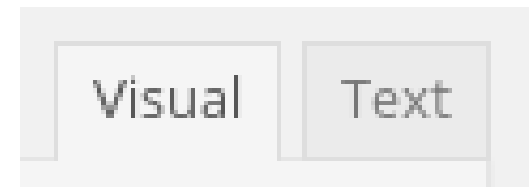- Choose WordPress.com **Beginner**
- Choose a theme
- Create the first post

Editing modes

- "Visual" editor requires no HTML knowledge
- "Text" editor allows full control on the HTML level
- Optionally enable Markdown

Pasting rich text

- Can lead to unexpected effects
- Useful button: "Clear formatting"
- Review the cleaned up code in "Text" tab

Dev▼   Me▼   Goo▼   @▼   Feeds▼   CGI▼   nslug▼

https://odoepner.wordpress.com/wp-admin/post-new.php   Google

Add New Post ‹ Oliver Doepner...   Oliver Doepner's IT blog

Oliver Doepner's IT ...

Go Premium   New Post   Oliver

Dashboard

Store

Posts

All Posts
Add New
Categories
Tags
Copy a Post

Media

Links

Pages

Comments

Feedback

Appearance

Users

Tools

Screen Options ▼   Help ▼

Add New Post

Something interesting

Permalink: http://odoepner.wordpress.com/2014/04/20/something-interesting/

Edit   View Post

Add Media   Add Poll   Add Contact Form

Visual   Text

B   *I*   ABC   ☰   ☰   66   —   ☰   ☰   ☰   🔗   🔗   ▦   ABC✓   ⤢

⌨

Paragraph ▼   U   ☰   A ▼   📋   ✏   Ω   ⤏   ⤎   ↶   ↷   ❓

I just found out that ...|

Publish ▲

Save Draft   Preview

📍 Status: **Draft** Edit

👁 Visibility: **Public** Edit

📅 Publish **immediately** Edit

Publicize: **Google+: Oliver Doepner,
Twitter: @odoepner, LinkedIn: Oliver
Doepner** Edit Settings

Move to Trash   Publish

Categories ▲

All Categories   Most Used

☐ coding
   ☐ bash
   ☐ css
   ☐ html

ABP▼   ✕   ⬇ 2/10

Use categories and tags effectively

Categories for main topics of the blog

- Limited number of categories
- Just one sub-category level
- Add new categories sparingly

Navigation by category

- category cloud
- navigation menu

Use **tags** for additional ad-hoc keywords

URL patterns

- http://myblog.wordpress.com/**category**/mycategory/
- http://myblog.wordpress.com/**tag**/mytag/

https://odoepner.wordpress.com/wp-admin/edit-tags.php?taxc Google

Iceweasel | Categories ‹ Oliver Doepner's I... | Oliver Doepner's IT blog

Oliver Doepner's IT ...

Go Premium   New Post   Oliver   🔍

Categories

Screen Options ▼   Help ▼

- Dashboard
- Store
- Posts

All Posts
Add New
Categories
Tags
Copy a Post

- Media
- Links
- Pages
- Comments
- Feedback
- Appearance
- Users
- Tools
- Settings
- Collapse menu

Search Categories

Add New Category

Name

pd-summit

The name is how it appears on your site.

Parent

conference ▾

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

Add New Category

Bulk Actions ▾   Apply   36 items « ‹ 1 of 2 › »

	Name	Description	Slug	Posts
☐	**coding**		coding	19
☐	— **bash**	bash scripting	bash	23
☐	— **css**		css	2
☐	— **html**		html	6
☐	— **java**	Java Programming	java	45
☐	— **jquery**	JQuery, JQery UI and all related plugins	jquery	3
☐	rails		rails	2

Connect globally

Example: Total views by country since Feb 2012

Country	Views
United States	20,846
India	9,289
Germany	6,563
Canada	4,607
United Kingdom	4,005
France	3,640
Brazil	2,584
Italy	2,237
Spain	1,837
Russian Federation	1,795
Australia	1,448
Poland	1,448
Netherlands	1,411
Mexico	1,064
Ukraine	1,061
Switzerland	1,023
Indonesia	969
Sweden	930
Japan	917
Viet Nam	901
Thailand	862

1 — 20,846
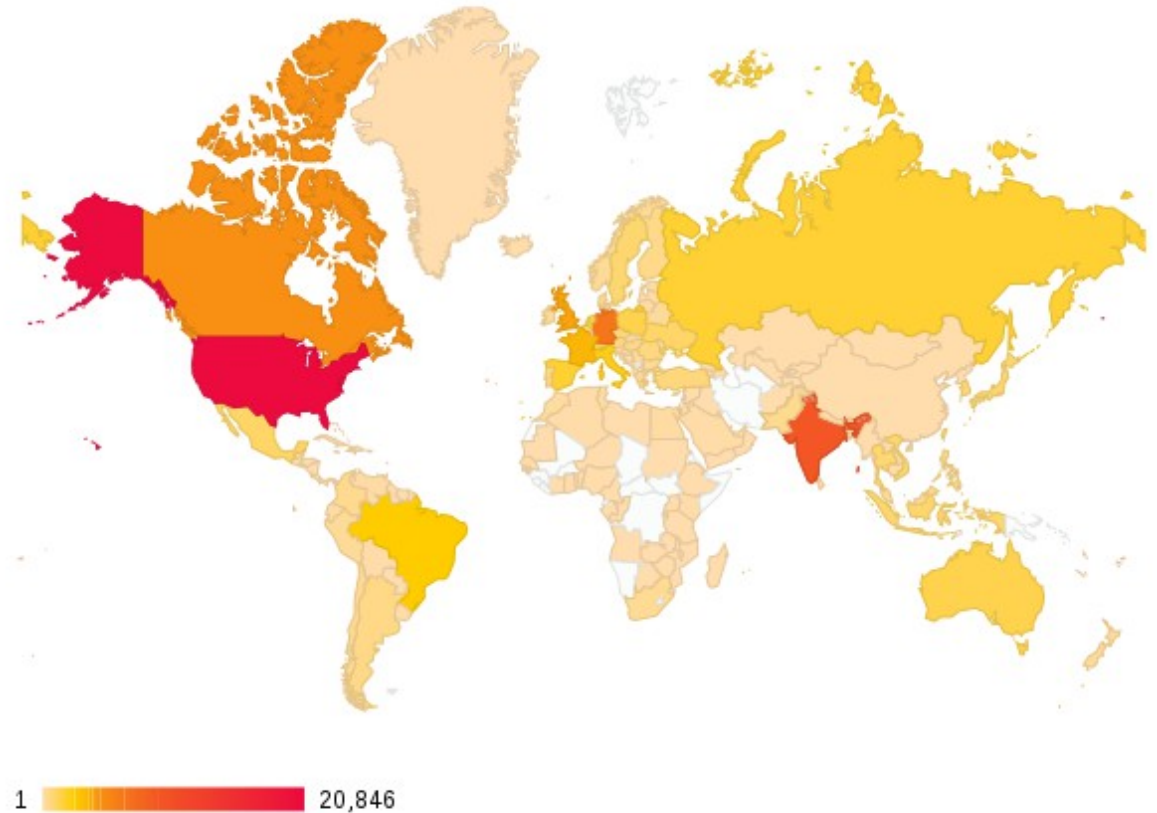
People from across the globe will find your posts ...

One-click Publicize to social networks

- Connect your social network accounts: *Facebook, Google+, Twitter, Tumblr, LinkedIn, ...*

- By default you publicize to all your networks

- Can be fine-tuned per post at publish time

- Shares lead-in of post and links back to your blog

Oliver Doepner @odoepner · Mar 10
Halifax PD summit will feature a presentation about this blog wp.me/pahlt-mh
📄 View summary   ← Reply ⇄ Retweet ★ Favorite ••• More

➔ Drives traffic to your blog

➔ You control your posts

➔ You appear active on many social sites at once

Oliver Doepner
Shared publicly · Mar 10, 2014   #Blogging

On April 30th, I will give a presentation "Blogging in the Open about professional experience" at the 2014 Halifax PD summit. I will show how I use this public web log to share structured knowledge with an international community and serve as online...

W | 🌐 Oliver Doepner's IT ... | Go Premium | New Post 💬 | Oliver 🖼 🔍

Help ▾

Sharing Settings

Publicize

Connect your blog to popular social networking sites and automatically share new posts with your friends. You can make a connection for just yourself or for all users on your blog. Shared connections are marked with the (Shared) text.

→ More information on using Publicize.

f Facebook   Connect

in LinkedIn

Connected as: **Oliver Doepner** ✕

Add New

g+ Google+

Connected as: **Oliver Doepner** (Shared) ✕

❓

Add New

t Tumblr   Connect

🐦 Twitter

Connected as: **@odoepner** ✕

Add New

P Path   Connect

Google+ Profile

Sidebar

- 🎛 Dashboard
- 🛒 Store
- 📌 Posts
- 🎵 Media
- 🔗 Links
- 📄 Pages
- 💬 Comments
- 📧 Feedback
- 🖌 Appearance
- 👤 Users
- 🔧 Tools
- 🎚 Settings

General
Writing
Reading
Discussion
Media
Sharing
Polls
Ratings

Be easy to find without SEO tricks

- Wordpress is search-friendly out of the box, no need for SEO plugins or other tricks

- Use meaningful and precise titles and "slugs"

- Use factual and specific language, double-check terminology, link to sources

- Post links to your blog on other sites where appropriate, including sharing sites at work

- Google for links to your posts, give feedback

- Choose relevant topics and try to be useful

http://en.blog.wordpress.com/2013/03/22/seo-on-wordpress-com/
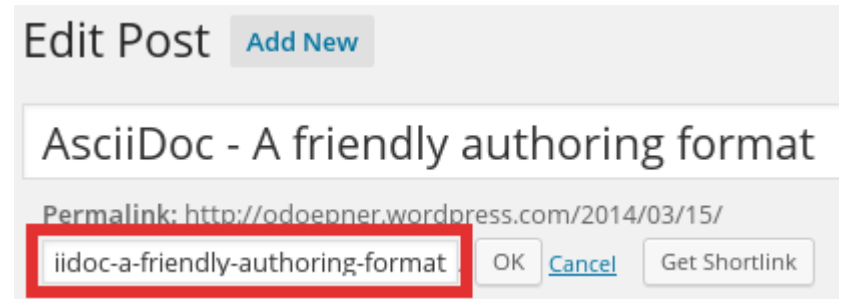
Publish embedded source code

Use simple markers to embed source code with syntax highlighting, preserved formatting, line numbers, etc :

[code language="java"]
 ...
[/code]

Example:

```
1  /**
2   * @param collection A collection
3   * @return A string listing all collection items
4   */
5  public static String toContentString(Collection<?> collection) {
6      return Arrays.toString(collection.toArray());
7  }
```

Supported languages include xml, css, html, java, c#, perl, bash, and many others

Not for large amounts of code (use a repo instead)

Encourage followers and feedback

- Enable comments, approve users once
- Approve and reply to comments quickly
- Be responsive when users ask for help
- Correct errors reported by commenters

- Use the "subscribe to blog" widget
- Provide RSS feed link
- Enable all available "Share" buttons

Share this:

| ✉ Email | 🖶 Print | f Facebook | 8+ Google | ⊙ Reddit |

| 🔀 StumbleUpon | P Pinterest | 👍 Digg | t Tumblr | 🐦 Twitter ❶ |

| in LinkedIn ❸ | ♥ Pocket |

Show and grow skills

Blogging can show off <u>and</u> grow your skills

- Fact-checks before publish often give new insights
- Linking to related sites and sources adds context
- Hopefully readers review, try and give feedback

Publicizing to networks like LinkedIn

- documents your activities and skills to professional peers and potential employers
- motivates you to produce high quality content

Using your blog as referenceable knowledge

- is a good indicator of its usefulness
- might force you to update and correct past posts

Maintain pride in your blog and it will grow with you!

Blog content selection and quality

Topic selection

- It has to interest you and ideally others
- Focus on what you know well, avoid rehashing
- Keep your blog site focused on few subject areas

How-to style

- "this is how I did it", very concise, result-oriented
- details like code snippets are important
- assume basic knowledge, focus on hard parts
- include screenshots or even screencasts

Opinion pieces

- clearly indicate what is opinion (not fact)
- elaborate, explain, but avoid overly wordy essay style

Sharing beyond blogging

Some types of content are best shared on specialized community sites and then linked to, for example

➜ Github for openly developed software projects

➜ Wikipedia for encyclopedic reference knowledge

➜ Stackoverflow for coding questions/answers

➜ Commandlinefu for one-liner shell commands

➜ JsFiddle for live html / css / js examples

➜ Flickr or PhotoBucket for online photo albums

➜ Youtube for videos or screencasts

➜ Buildhive for automatic builds of Github projects

➜ Openshift for cloud application deployment

Most of these are free and community based.

Questions / Comments ?