



**CBS Bibliotek**  
**Innovation & Ny Viden**

  
**Copenhagen  
Business School**  
HAEDELSHØJSKOLEN

Strategien for CBS Bibliotek blog –  
*Innovation og ny viden*  
Videndeling 2.0

# Program

- Baggrunden for CBS Bibliotek Blog
- Hvorfor WordPress
- Case: Videndeling, strategi, organisation
- Videndeling 2.0
- Fremtiden

# Baggrund for CBS Bibliotek Blog

Ledelsens ønske om et forum for:

- Innovation
- Ny viden
- Ideudvikling
- Vidensdeling
- Afrapportering

# Baggrund for CBS Bibliotek Blog

Delmål:

- Input til ideudvikling/innovation
- Medarbejderinddragelse
- Markedsføring af biblioteket
- Et indlæg om dagen

# Baggrund for CBS Bibliotek Blog

## Status:

- Som udgangspunkt en intern blog
- Første indlæg 12. april 2007
- I alt 1.512 indlæg
- 1.03 indlæg pr. dag
- 25 abonnenter hos Bloglines
- 176 abonnenter hos Google Reader

# Baggrund for CBS Bibliotek Blog

## Indhold

- Fokusartikler (analyser, kommentarer, uddybning)
- Orientering (nye rapporter, bøger, konferencer, kurser, web sites, services m.m.)
- Afrapportering (konferencer, studieture, kurser)
- Diverse (blandet)

# Baggrund for CBS Bibliotek Blog



# Baggrund for CBS Bibliotek Blog

- Præsentation af CBS Bibliotek Bloggen
  - <http://blogs.cbs.dk/cbsbibliotek/>



# Hvorfor WordPress?



- Open Source
  - Når først WP er installeret, kan man med lidt teknisk snilde gøre meget selv
- Standard
- Tilfældighedernes spil – IT havde netop sat en prøveinstallation op af WordPress.

# Hvorfor WordPress?

Support – Forums

<http://wordpress.org/support/>

Plugins Directory

<http://wordpress.org/extend/plugins/>

Themes Directory

<http://wordpress.org/extend/themes/>



# Forums

 Username  Password   (forgot?) or [Register](#)

We've got a variety of resources to help you get the most out of WordPress. Your first stop should be our [documentation](#), where you'll find information on everything from installing WordPress for the first time to creating your own themes and plugins.

## Getting Started Resources

If you need help getting started with WordPress, try these articles.

- [New to WordPress — Where to Start](#)
- [Frequently Asked Questions about Installing WordPress](#)
- [First Steps with WordPress](#)
- [Writing Posts](#)

## Search the Support Forums

Enter a few words that describe the problem you're having.

## Hot Topics

[categories](#)
[category](#)
[Comments](#)
[database](#)
[error](#)
[feed](#)
[Help](#)  
[installation](#)
[nextgen-gallery](#)
[page](#)
[php](#)
[plugin](#)
[plugins](#)  
[post](#)
[posts](#)
[RSS](#)
[sidebar](#)
[tags](#)
[theme](#)
[Themes](#)
[upgrade](#)  
[wordpress](#)

## Forums

Forums	Topics	Posts
<b>Installation</b> - Problems with getting it running.	25,865	119,779
<b>How-To and Troubleshooting</b> - Once it's running	139,970	572,054
<b>Themes and Templates</b> - XHTML and CSS	35,935	151,518
<b>Plugins and Hacks</b> - Extensions and modifications	55,210	201,168
<b>WP-Advanced</b> - Beyond Codex Questions	714	3,067
<b>Your WordPress</b> - Strut your stuff.	6,709	37,034
<b>Miscellaneous</b> - Almost everything else.	10,517	46,299
<b>Requests and Feedback</b> - Feature requests; criticism.	7,744	29,651
<b>Alpha/Beta</b> - Discussion of development versions only	936	6,248

[All Topics](#) | [No Replies](#) | [No Tags](#) | [Not Resolved](#)



# Plugin Directory

 Username  Password  [Log in](#) (forgot?) or [Register](#)
[Extend Home](#)
[Plugins](#)

 ■ [Developer Center](#)
[Themes](#)
[Ideas](#)
[Kvetch!](#)
[Popular Tags](#) [More >](#)
[widget \(980\)](#)
[Post \(835\)](#)
[admin \(631\)](#)
[plugin \(599\)](#)
[posts \(589\)](#)
[sidebar \(541\)](#)
[comments \(482\)](#)
[images \(345\)](#)
[links \(342\)](#)
[google \(311\)](#)
[page \(302\)](#)
[rss \(268\)](#)
[twitter \(266\)](#)

Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

**6,504** PLUGINS, **49,015,791** DOWNLOADS, AND COUNTING

 [Search Plugins](#)

## Featured Plugins

### PollDaddy Polls

Create and manage PollDaddy polls from within WordPress.

[Download](#)

### IntenseDebate Comments

IntenseDebate comments enhance and encourage conversation on your blog. Build your reader community, increase your comments, & boost pageviews.

[Download](#)

### WP Super Cache

A very fast caching engine for WordPress that produces static html files.

[Download](#)

### Wickett Twitter Widget

Display tweets from a Twitter account in the sidebar of your blog. As seen on WordPress.com.

[Download](#)

### WordPress.com Stats

You can have simple, concise stats with no additional load on your

[Download](#)

## Most Popular >>

- [All in One SEO Pack](#) Downloaded 2,956,258 times
- [Google XML Sitemaps](#) Downloaded 1,854,794 times
- [Contact Form 7](#) Downloaded 805,520 times
- [Akismet](#) Downloaded 1,882,718 times
- [Add to Any: Share/Bookmark /Email Button](#) Downloaded 454,463 times
- [WPtouch iPhone Theme](#) Downloaded 170,926 times

## Newest Plugins >>

- [WordPress Reusables Added](#) September 8
- [WPSuperCountdown Added](#) September 7
- [D3000 Box widget Added](#) September 7
- [WP Featured Content Slider Added](#) September 7
- [Youtube Add Video Added](#) September 7
- [Announcement ticker highlighter scroller Added](#) September 7

## Recently Updated >>

- [skaDoogle](#) Version 1.01

# Free Themes Directory

Username  Password   (forgot?) or Register

- [Extend Home](#)
- [Plugins](#)
- Themes**
  - Commercial
  - More Info
  - Contact Us
- [Ideas](#)
- [Kvetch!](#)

Looking for the awesome WordPress themes? Here's the place to find them!  
Welcome to the Free WordPress Themes directory.

**970 THEMES, 7,613,309 DOWNLOADS, AND COUNTING**

## Featured Themes



**Pyrmont V2**  
A dark WordPress theme. Build in links and archives pages. Widget support. The theme is released under GPL.



**monochrome**  
This theme supports widget, threaded-comments, theme-options, and translation is ready. Also including page-navigation and multi level dropdown menu. You can see live demo including more information here <http://www.mono-lab.net/demo1/>



**Ahimsa**  
Ahimsa -- customisable colours, different skins, low graphics, minimal distractions, collapsible sidebar, with rounded corners in Firefox, Safari, Chrome (some support in IE). New for version 3.0: IE6 support dropped, many, many fixes and features, editable colour schemes (skins), custom CSS and feature support

## Most Popular >>

- iNove** Downloaded 7,289 times
- Pixel** Downloaded 6,460 times
- Atahualpa** Downloaded 5,658 times
- monochrome** Downloaded 5,055 times
- LightWord** Downloaded 4,530 times
- Cordobo Green Park 2** Downloaded 4,001 times
- Fusion** Downloaded 3,976 times
- ArcLite** Downloaded 3,789 times
- Ahimsa** Downloaded 3,760 times
- Arras Theme** Downloaded 3,453 times
- Pyrmont V2** Downloaded 3,335 times
- Carrington Blog** Downloaded 3,196 times
- Thematic** Downloaded 2,824 times
- Shine** Downloaded 2,242 times
- dfBlog** Downloaded 2,214 times

## Newest Themes >>

- ProMag** Added September 9
- Xioletter** Added September 9
- fabricpress** Added September 8
- Core** Added September 7
- Stripey** Added September 4
- Lunated** Added September 3

# Erfaringer - WordPress

- Kategorier eller tags  
for mange og for upræcise
- URL vælg den rigtige form fra starten
- Link check
- Sæt mål – hvem skal bidrage (og tving dem) og hvor meget og hvor ofte

# Erfaringer - WordPress

- Brug Pages aktiv
- Statistik f. eks. Google Analytic
- Linke - trackback
- Mulighed for at videresende indlæg – til blog, Facebook, Delicious, Digg f. eks. med AddThis eller ShareThis

# WordPress – fremtid og udvikling

bbPress (forum – diskussion)

<http://bbpress.org/> eller

<http://codex.wordpress.org/bbPress>

WordPressMU (multi user version)

<http://codex.wordpress.org/WordPressMU>

BuddyPress (social network)

<http://buddypress.org/>



# CBS Bibliotek Blog – 3 cases

1. Videndeling

2. Strategi

3. Organisation

# CBS Bibliotek Blog – Videndeling

Når man deltager i efteruddannelse, konferencer, temadage, kurser, møder, er det et krav, at man afrapporter til bloggen.



EU/KU

Konference/  
temadag

Blog

Videns-  
spredning

# CBS Bibliotek Blog – Innovation

Videndeling



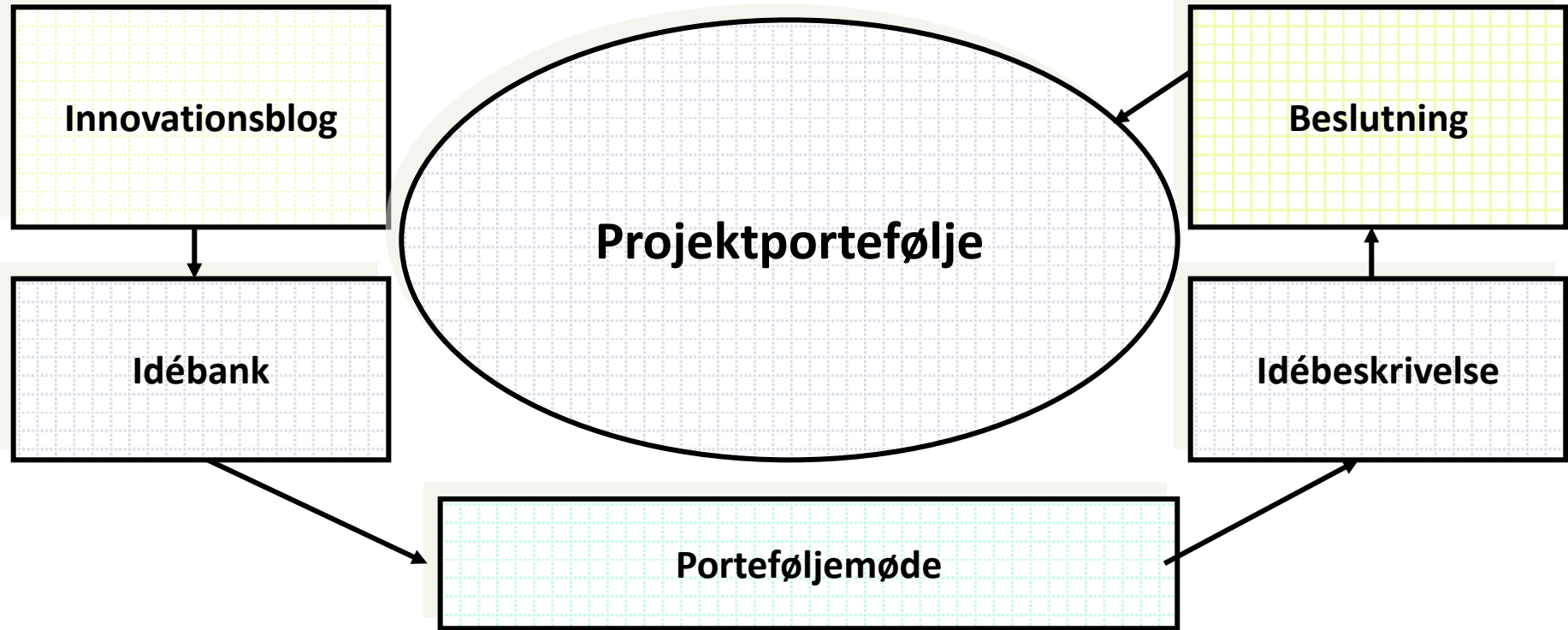
Innovation

Bloggen skal være fødekilde til innovationsarbejdet:

*Innovationsmaskinen*



<http://blog.cbs.dk/idebanken/>



# CBS Bibliotek Blog – Strategi

[Svenske film er ikke altid kedelige](#) eller hvordan bloggen var med til at præge strategien på CBS Bibliotek.

*Udgangspunkt:* et par svenske biblioteksfilm

*Mål:* sådan nogle vil vi også ha

*Resultat:* var med til at definere bibliotekets fokusskift

# CBS Bibliotek Blog – Strategi



CBS Library Presentation



Up-to-date Study Facilities



One Stop Information Service



Electronic Information Resources

**Bøger** → **E-ressourcer**

**Skranker** → **Differentieret  
betjening**

**Katalog** → **Integreret  
søgning**

**90/10** → **50/50**

# CBS Bibliotek Blog – Organisationen

Blog

- Ideer, kompetencer og værktøjer

STU

- Førte til oprettelsen af Afdeling for Studenterservice

KOM &  
LÆR

- Herunder hører Kommunikation og Læring
- 1. Web | 2. e-campus | 3. Facebook

# Videndeling 2.0

Spørgeskema om:

- hvordan vi i det danske biblioteksvæsen indsamler og deler biblioteksfaglig viden
- hvordan vi holder os opdateret om den nyeste udvikling
- fokus er ikke på selve indholdet, men mere på de værktøjer, som vi personligt benytter os af.

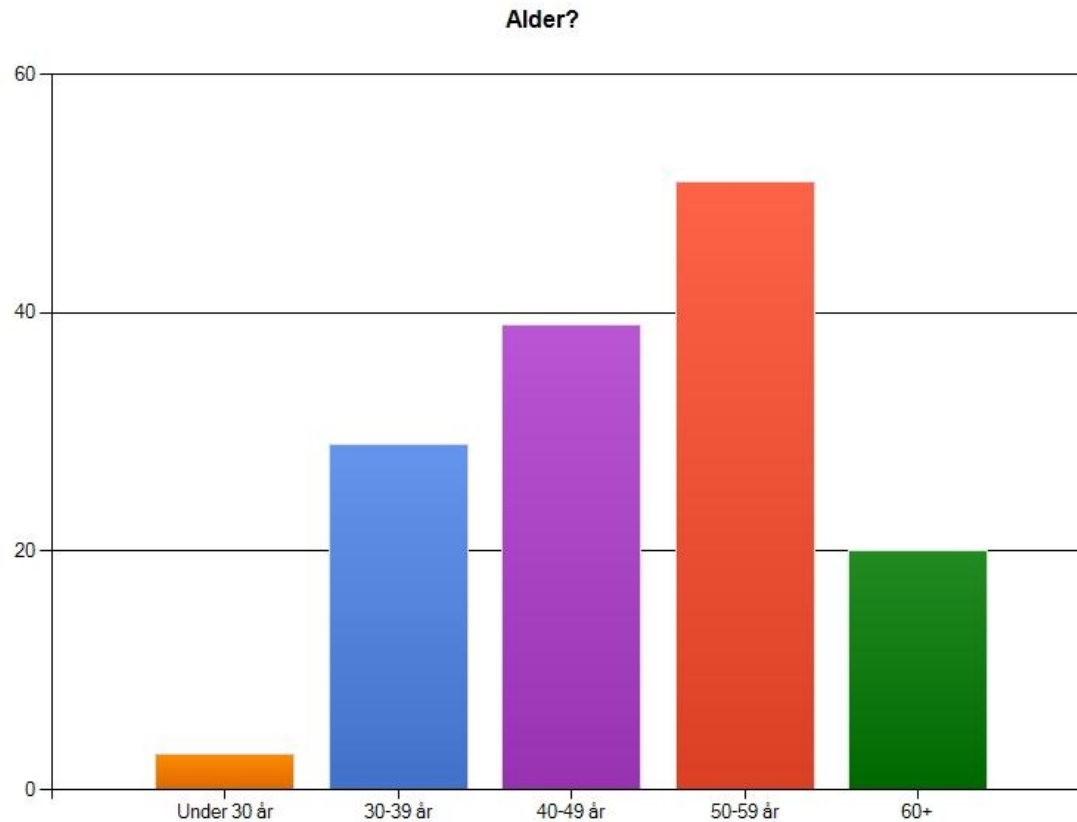
Udsendt torsdag d. 5. maj, afsluttet lørdag d. 7. maj.  
Annonceret via forskbib-listen og Facebook.

Antal svar: 142



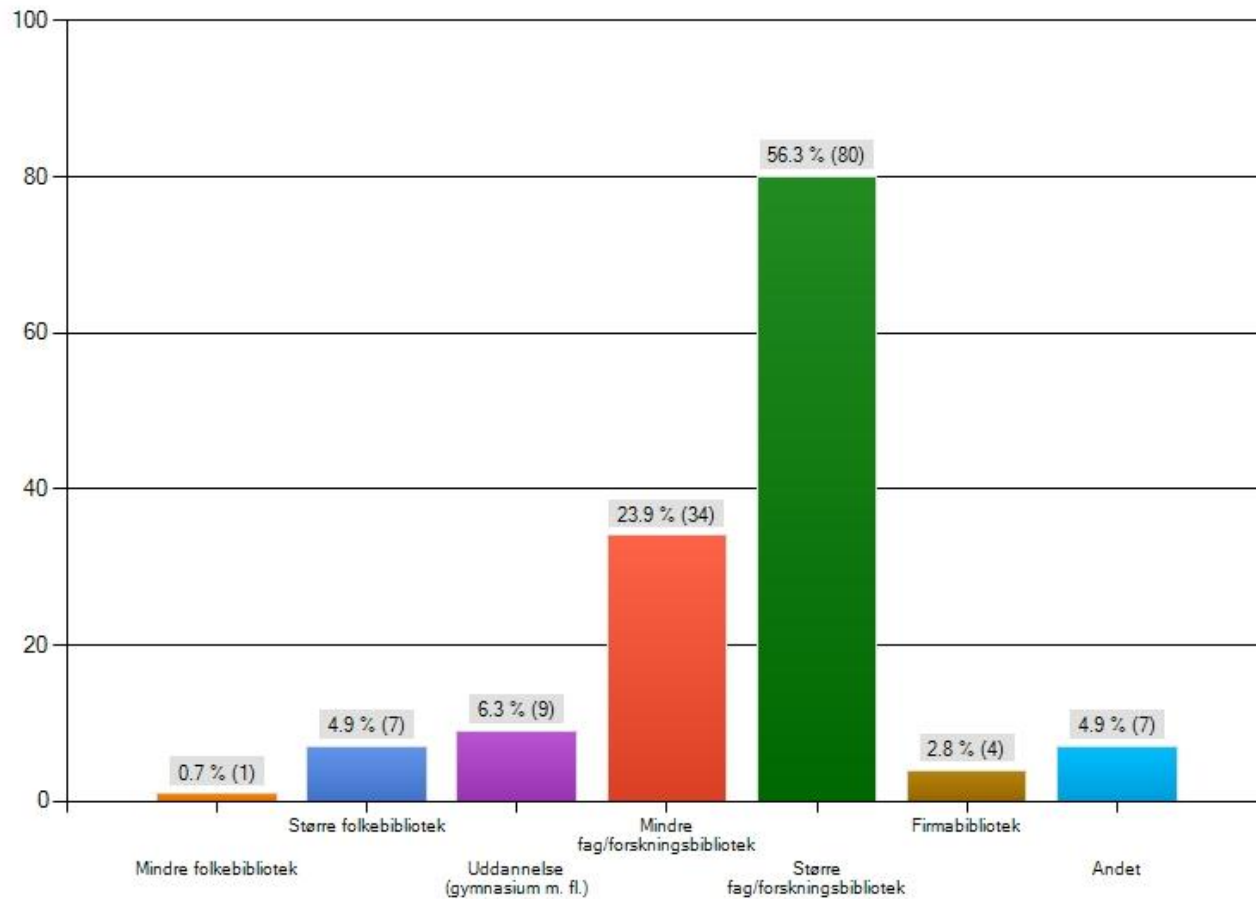
# Videndeling 2.0 – køn & alder

Mand 44 (31%) – Kvinde 98 (69%)

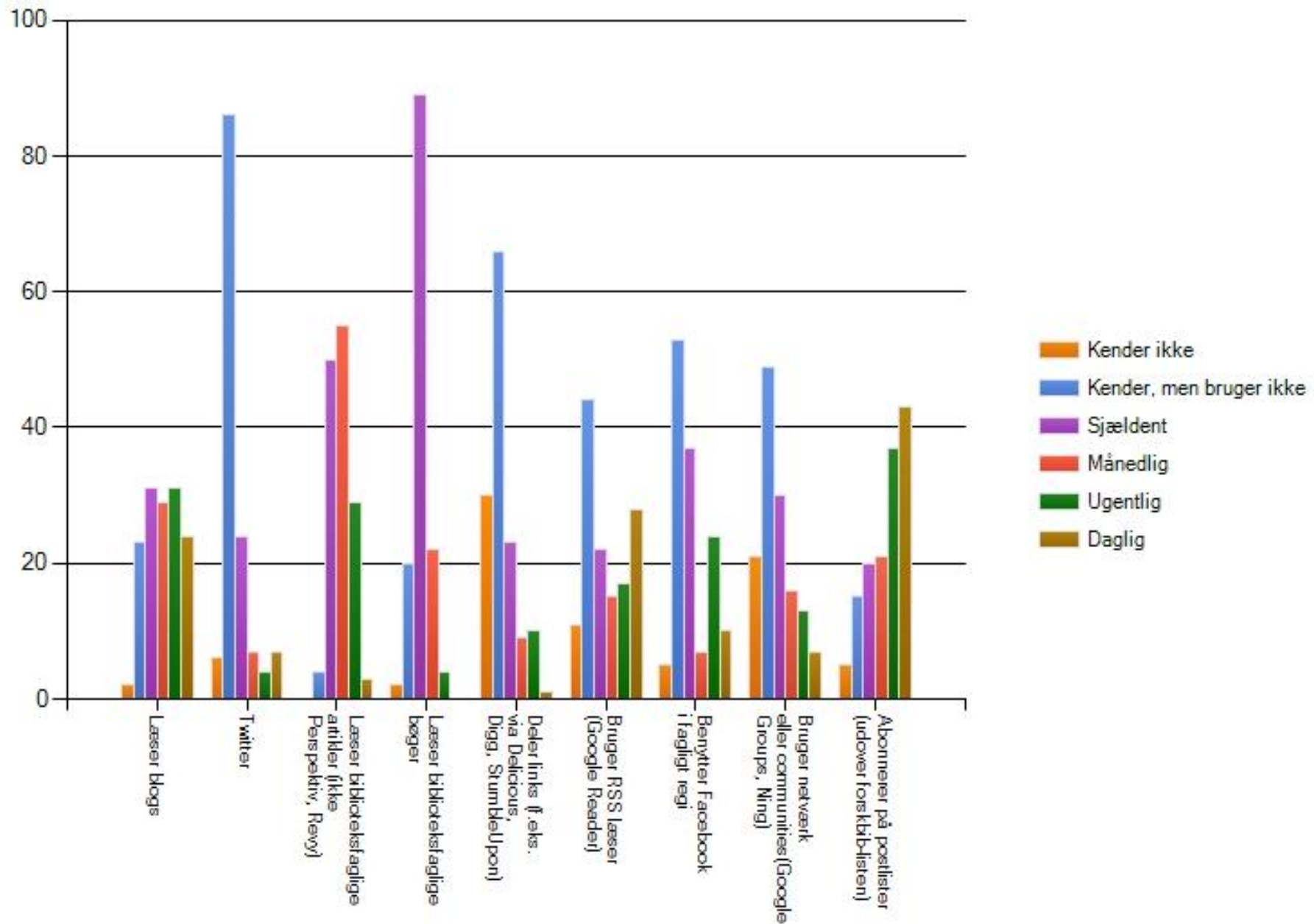


# Videndeling 2.0 – type

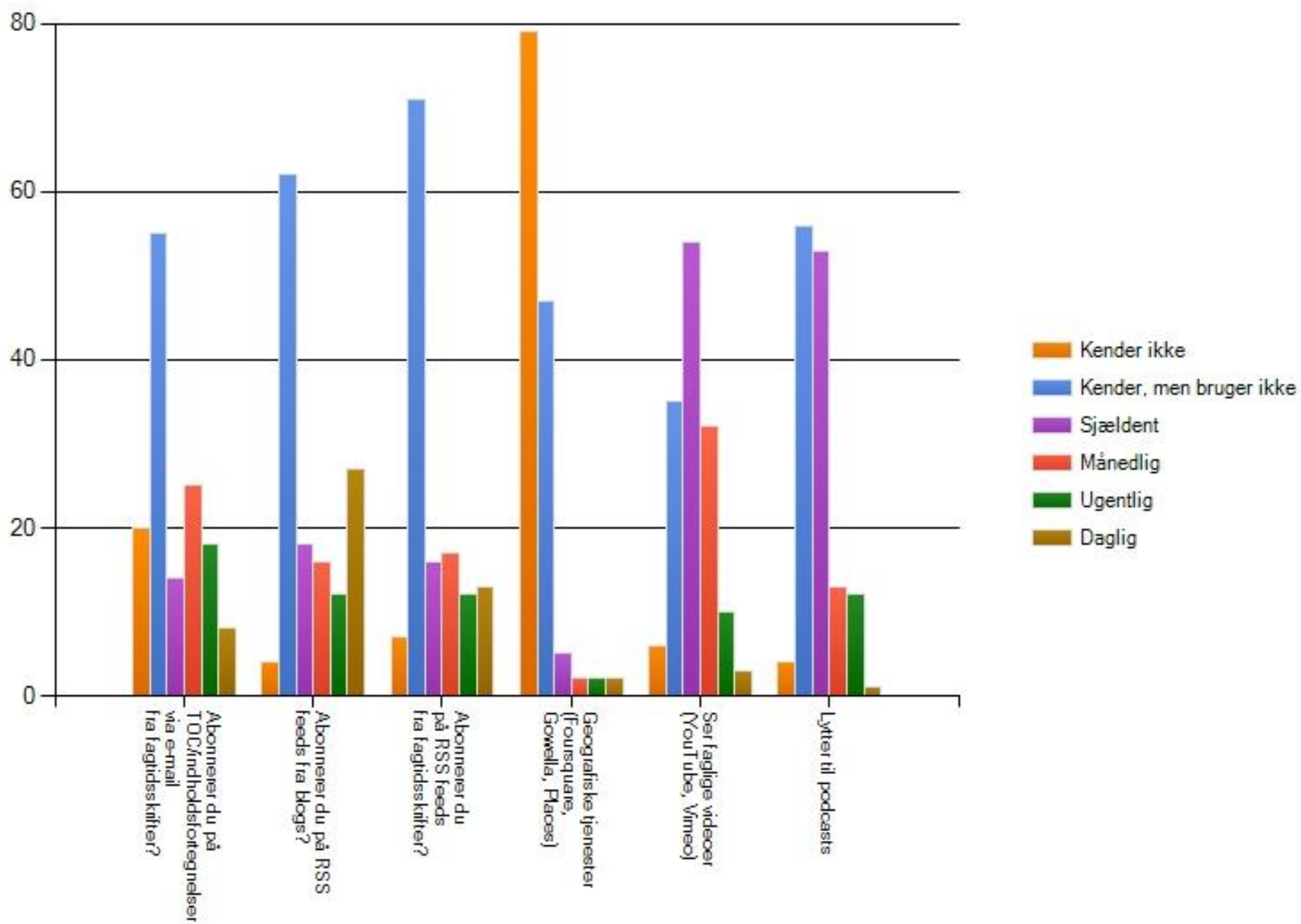
Hvilken type bibliotek?



## Hvor tit foretager du dig følgende?

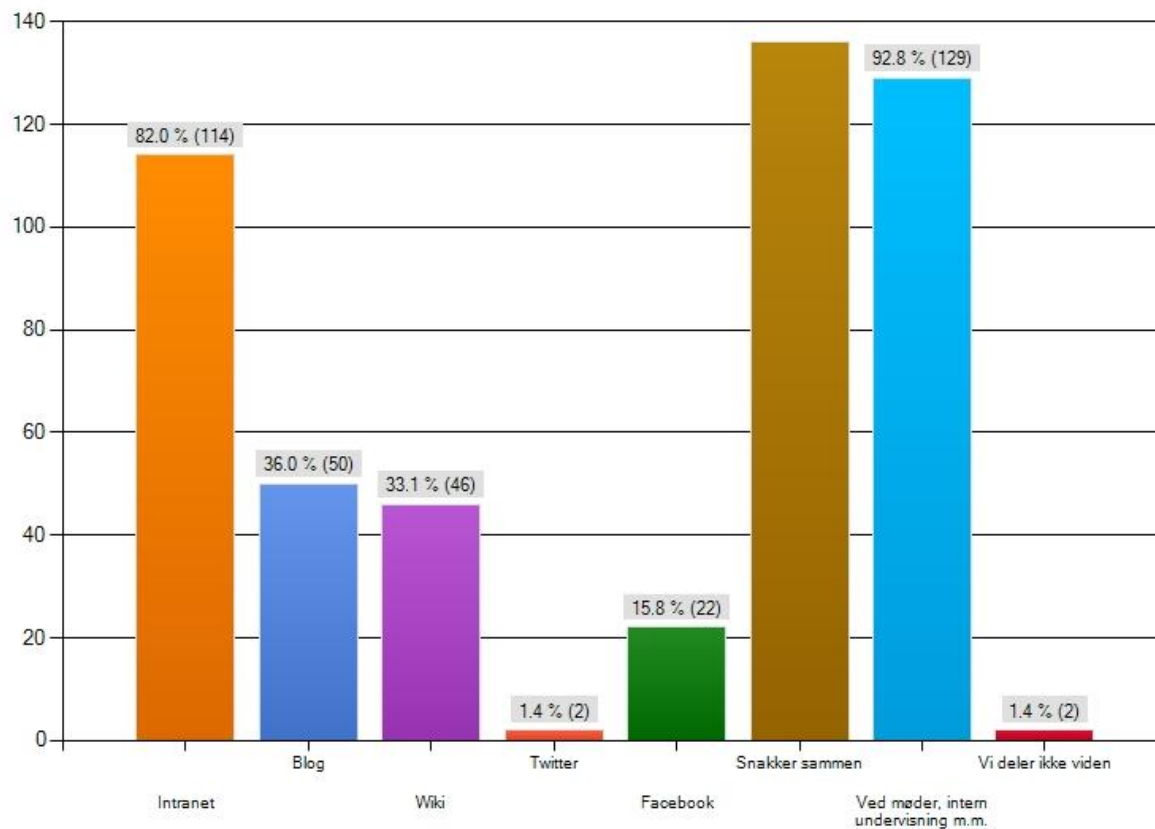


## Benytter du disse services?



# Videndeling 2.0 – deler viden

Hvordan deler I faglig viden på dit bibliotek? (gerne flere svar)





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**Skype: sm.lib**