Enterprise Social Media at The Washington Post

Dave Burke
Manager, Web Solutions
Background - WashPost Web Solutions

- Back to 2005, we’ve been working on how to better support our apps

- Much of the problem stemmed from important knowledge being trapped
  - Various private and shared drives
  - Old email threads
  - But mostly, people’s brains
Serious risks of brain-based knowledge mgmt

Look what people do with their brains on the weekends... (DRAMATIZATION)

Technical Architect

Chief Architect
Business in transition

Decline Of US Newspapers Accelerating
by Duncan Riley on March 28, 2008

Timber! Newspaper Circulation Falls Again
Louis Hau, 04.28.08, 12:09 PM ET

The slide in U.S. newspaper circulation is picking up speed.

Daily circulation fell 3.57% from the same period last year for 530 U.S. newspapers reporting a Monday-through-Friday the six months ended March 31, according to data released Monday by the Audit Bureau of Circulations. Among the 601 reporting Sunday circulation, circulation dropped 4.59%. Those numbers compare to declines of 2.6% for daily circulation for Sunday circulation during the six months ended Sept. 30.

More Than 100 Post Journalists Take Buyout

More than 100 Washington Post reporters, editors, photographers, artists and other journalists will take

By Frank Ahrens
Washington Post Staff Writer
Friday, May 23, 2008; Page D01

More than 100 Washington Post reporters, editors, photographers, artists and other journalists will take
Business in transition
We actively develop new revenue streams from non-traditional sources.

We introduce and support new brands selectively, when we believe that doing so allows us to achieve the full potential an opportunity may afford.

We make bets on ideas that can have material impact even if they entail high risk. We invest in small-scale experiments to learn more about areas of strategic opportunity where uncertainty is high. More than ever, responsible innovation is necessary for our success.

Because of the high level of marketplace uncertainty, we regularly monitor and revisit our strategies, being willing and...
New product development approach: Iterative

**Individuals and interactions** over processes and tools

**Working software** over comprehensive documentation
TastePost.com is the first Post "revenue club". It is a website for beer, wine and spirits enthusiasts. Members pay to receive access to the website.

Production URL: [http://tastepost.com](http://tastepost.com)

Project Management GoogleDocs: [click here](#) (access required. See Dave Burke)

TastePost Quicklinks:  
* Related documents | Release Notes | Roadmap | Suggestion Box | SLA | Troubleshooting

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<td>TastePost Summer/Fall 2009 Event Ticketing</td>
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<td>Need to add a line to TastePost signin form re</td>
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“Destination of first resort”¹
IT Workspace Wiki

It’s like our own Wikipedia.
Our own Wikipedia
Lessons learned so far

- 90% of wiki success is half mental
- Organize-as-you-go model takes getting used to

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<th>Traditional</th>
<th>New</th>
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<td>1. Write</td>
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<td>2. Edit</td>
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<td>3. Publish</td>
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Information Architecture Challenges

• Tag ambiguity
Information Architecture Challenges

- Tag ambiguity
Emergence doesn’t scale down

1% Heavy Contributors

9% Intermittent Contributors

90% Lurkers

http://www.useit.com/alertbox/participation_inequality.html

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<th>Wikipedia</th>
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<td>1.8 million</td>
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<td>16.2 million</td>
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<td>162 million</td>
<td>135</td>
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http://www.wolframalpha.com/input/?i=wikipedia

http://www.wolframalpha.com/input/?i=it workspace
Future: Expand from IT Workspace to Postpedia
Company-wide rollout

Northwest building floor plans

Or go back to the Digital Integration Center page.

Contents

- 3rd Floor NW
- 4th Floor NW
- 7th Floor NW

3rd Floor NW

Click to enlarge, or download the fully zoomable PDF
Company-wide rollout

Expense Reports

To create an expense report, you should use the lExpense tool online at http://twpexp.washpost.com.

After submitting your expense report online, you'll need to drop off a printed copy of the report, along with any required receipts, at the Accounting department.

The drop-off for expense reports has moved from the 7th floor to the 6th floor on the L Street side.
Future

- Adding a **people** focus to our **information** focus
Thanks.

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