

# Building a Dynamic Web Presence with RSS

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<http://blogwithoutalibrary.net/talk/cla2007/rss.pdf>

## Show of Hands...

- Do you know what RSS is?
- Do you use RSS personally?
- Does your library generate feeds?
- Does your library use feeds on its website?

## Our Agenda

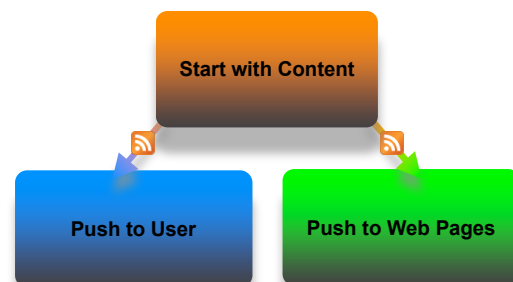
1. How does RSS work?
2. RSS-ifying your content
3. Repurposing content using RSS + JavaScript
4. Wrap-up: strategies for keeping current, Q & A

## 1. How does RSS work?

## What is RSS?

- Really Simple Syndication
- An XML format that takes content (text, images, anything) & describes that content using mark-up
- E.g.
  - Blog title = `<title>What I ate for lunch today</title>`
  - Blog post = `<content>Today I had soup for lunch</content>`

## How does RSS work?



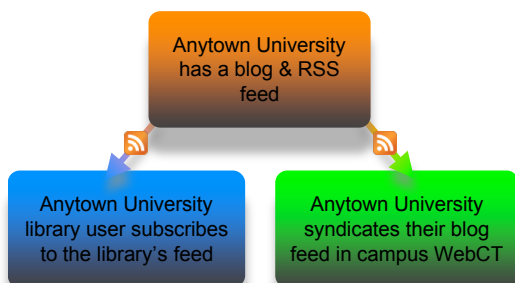
## Push to User

- User subscribes to your feed in his/her aggregator
- Users gets updated when you add new content to your feed

## Push to Web Page

- Add snippet of JavaScript to your web page
- Updated feed content shows up on your web page
  - Integrates seamlessly with your site design

## How does RSS work?



## This is our focus today

How do you get your content in RSS format?

How can you push that content to your (and other) web pages dynamically?

## 2. RSS-ifying your content

## Tips for RSS-ifying your content

1. Use 2.0 tools
2. Use a feed generator
3. Roll your own feeds

## 2.0 Tools

- One of the characteristics of a “Web 2.0” tool is RSS!
  - blogs
  - wikis
  - social bookmarking
  - Image sharing tools
  - ...etc.

## 2.0 Tools in Action

- Georgia State University Library Blog
  - <http://www.library.gsu.edu/news/>
  - <http://www.library.gsu.edu>
- Seldovia Public Library on del.icio.us
  - <http://del.icio.us/seldovia.library>
  - <http://seldovialibrary.blogspot.com/>
- Reading Public Library's Flickr photos
  - <http://www.flickr.com/people/readingpl/>
  - <http://www.readingpl.org/>

## 2.0 Tools in Action...

- The takeaway: most 2.0 tools come with RSS feeds and many of those tools come with built-in support to add your content to a website (where built-in support doesn't exist, JavaScript is your friend!)

## 2. Use a Feed Generator

- Feed generators are online tools that create a feed from a static page.
- Tend to work best with text-heavy pages that are chunked out into sections (with headers).
- Pages that use tables or frames for layout? No go!

## Tools to Generate Feeds

- <http://www.feedity.com>
- <http://feed43.com>
- <http://www.feedyes.com>
- <http://www.dapper.net>

## 3. Roll your own Feed

- Before you try this...make sure the tool you're using doesn't already provide an RSS feed! (why reinvent the wheel?!)

## Roll your own Feed

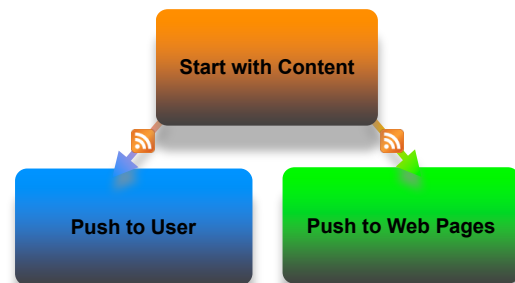
- If you're comfortable with markup, it's not difficult
- Pick a version
  - 2.0 is standard now
- Take a look at other RSS files for a guideline for what to include.

## Use other feeds as a guideline

```
• <rss version="2.0">
• <channel>
• <title>blogwithoutalibrary.net</title>
• <link>http://www.blogwithoutalibrary.net</link>
• <description>libraries, technology, & everything in-between</description>
• <pubDate>Fri, 13 Oct 2006 10:41:32 +0000</pubDate>
• <item>
• <title>This is the Post Title</title>
• <link>http://www.blogwithoutalibrary.net/?p=221</link>
• <dc:creator>amanda</dc:creator>
• <dc:subject>category</dc:subject>
• <content:encoded>
• <![CDATA[This is the post content. This is what I've typed into my blog]]>
• </item>
```

## 3. Repurposing your content using RSS + JavaScript

## Remember This?



## Let's Talk About the Green Bit



## But first... WHY?

- RSS keeps your website fresh
- Continually updated content = more dynamic, more interesting website
- Push targeted content to your users - where they are & when they need it
- Static pages? Your users expect more!

## What you need...

- An RSS feed
- A snippet of JavaScript
  - `<script type="text/javascript" src="http://del.icio.us/feeds/js/mlis757/ca sestudies_tagging1?bullet=%E2%80%A2 ;sort=alpha"> </script>`

## Why JavaScript?

- You can't read plain RSS in a browser
- JavaScript formats the feed so that it appears the way you want it to on your web page

## Good News!

- You don't have to be a JavaScript programmer to syndicate RSS feeds on your site!
- Some 2.0 tools give you the complete code to display content on your page:
  - del.icio.us
  - Flickr
  - Feedroll (news/blog content)

## More Good News!

- These tools make feeds website-ready:
  - Feed2JS <http://feed2js.org>
  - RSS2HTML <http://www.rss2html.com/>
  - Feed Digest <http://www.feedit.com/>

## Check This Out

<http://blogwithoutalibrary.net/rssdemo>

### USES

Wordpress (blog)  
Del.icio.us (links)  
Feed2JS (syndicate another blog)

## Getting your Content OUT!

- Campus course management tools (WebCT, etc.)
- Other campus/local web pages
- Community partners websites & portals
  - You provide the code
  - Make it easy to say "yes"!

## Getting Other Content In

- News, magazines, news networks, wire services, government agency news
- Journal ToCs
  - <http://www.library.unr.edu/ejournals/alphaRSS.aspx>
- Feeds for Searches
  - E.g. PubMed  
[http://www.nlm.nih.gov/bsd/pubmed\\_tutorial/m3017d.html](http://www.nlm.nih.gov/bsd/pubmed_tutorial/m3017d.html)

## Getting Other Content In

- If a site has a feed:
  - check the syndication statement/copyright policy/ask permission
  - grab it
  - put it into Feed2JS
  - copy the code
  - paste it into your site!

## 4. Strategies for Keeping Current + Q & A

## Strategies for keeping current

- RSS4Lib
  - <http://www.rss4lib.com>
- David Rothman
  - <http://www.davidrothman.net>
- Library Stuff
  - <http://www.librarystuff.net>

## Strategies for keeping current

- Keep an eye on browser news & developments
- Monitor search engine news & developments

Questions?

Thank you!

<http://blogwithoutalibrary.net/talk/cla2007/rss.pdf>

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