

Contents

Acknowledgments	xiii
Foreword	xv
Introduction	xxv
Chapter 1: Social Computing	1
History of Social Computing	1
Social Computing Concepts	2
User Profiles	8
Social Applications on the Internet Today	10
Social Computing for the Enterprise	11
Enterprise Software Platform	13
Building a YouTube.com-Style Media Site	13
Web 2.0	14
Enterprise 2.0	16
The Business Value of Social Computing	17
Enabling Technologies of Social Computing	18
Software Services	23
Summary	23
Chapter 2: Building Effective Collaboration Sites	25
What Is a Collaboration Site?	25
What Makes an Effective Site?	26
Get Feedback from Users	26
Site Usage Data	27
Central Administration Setup	27
Shared Service Provider (SSP) Administrator Setup	28
Site Collection Administrator Setup	29
Preplanning Stage	30
Be Realistic	30
Involve the Business Users Early	31
Set Up a SharePoint Environment for Users to Use	32
Include the Right People Early	32
Build Wireframes and Use Cases	35

Contents

Find Good Testers	37
Plan for Changes	38
Site Structure	38
Site Security	38
Site Hierarchy	40
Governance	42
Managing Content Growth	43
End-user Support and Training	44
User Adoption Curve	45
Milestone One	46
Milestone Two	47
Milestone Three	47
Milestone Four	47
Summary	47
Chapter 3: Content Tagging	51
What is Content Tagging?	51
Content Tagging by Example: delicious.com and wordle.net	52
Content Tagging by Example: Rating MSDN Articles	55
Why Should Organizations Embrace Content Tagging?	56
Content Tagging Brings Value	57
Organizational Challenges to Content Tagging	58
Folksonomies Are Scary	58
Tagging Content in SharePoint	59
Extending OOB Content Tagging	62
Poor Man's Tagging: Site Columns	63
Extending Poor Man's Tagging: Choice Columns	64
Summary: OOB Support	65
CodePlex	65
CodePlex Content Tagging Solutions	69
Vendor Offerings	70
You Try It	71
You Try It: Poor Man's Tagging	71
You Try It: CKS Tag Cloud	73
You Try It: Summary	75
Success Factors for Content Tagging in Organizations	75
Walk before You Run	75
Market the Solution	76
Build, Buy, or Both	76
Summary	76

Contents

Chapter 4: Wikis	79
Wikis	80
Wikis Raison d'être	81
Common Wiki Features	81
Pros and Cons of Wikis	85
Wikis in SharePoint	87
Success Factors for Wikis in Organizations	113
Enterprise and Community Contributions	116
Summary	119
Chapter 5: Blogs	121
What is a Blog?	121
Postings or Articles	121
Comments	121
Categories or Tags	122
RSS	123
History	123
Reasons for Corporate Blogging	124
Public-Facing Blogs	124
Internal Blogs	129
SharePoint Blogs	129
You Try It	130
Create a SharePoint Blog Site	130
Basic Blog Settings Customizations	134
Posting to a Blog	136
Enriching the Comment Experience	143
Blog Permissions	144
Enterprise and Community Contributions	157
Open Source	157
Enterprise	160
Summary	160
Chapter 6: RSS and Atom	163
What Are RSS Feeds?	163
Why You Need RSS?	164
What Does RSS Mean?	164
History of RSS	165
Structure of an RSS Feed	165

Contents

RSS Specification Versions	166
Differences on Atom and RSS	166
SharePoint Search Results and RSS	168
Syndicating SharePoint Lists Using RSS	171
Changing RSS Subscription Settings	175
Applications to View RSS	176
RSS Capabilities in Outlook 2007	176
Email versus RSS	178
You Try It	178
Bringing SharePoint List RSS Subscriptions to the Desktop	178
Importing Existing Subscriptions	179
Managing Feed Properties	180
Subscribing to a SharePoint RSS Feed	180
Windows Vista Gadget Feed Headlines	183
Viewing People Search Results RSS Feed Subscription	183
Success Factors for RSS in Organizations	183
Enterprise and Community Contributions	184
RSS FeedReader by Tim Heuer	184
Web Config File	184
Web Part Properties	186
Summary	186
Chapter 7: Social Networking	187
The History of Social Networking	188
The Business Value Proposition	192
Social Networking in SharePoint	194
Configure the My Inbox Web Part	204
Training Your Users	205
You Try It	206
Summary	214
Chapter 8: Podcasting	215
History	215
Determine Your Audience	217
Provide Content and Information Relevant to the Listeners	218
Creating an Archive	219
You Try It	221
Configure IIS	221
Identify Content and Audience	222
Record Content	222

Contents

Create the RSS Feed File	223
Publish the Two Files to a Server	226
Spread the Word and Subscribe	226
Podcasting in SharePoint	228
Getting It All to Work	228
Success Factors for Podcasting In Organizations	242
Enterprise and Community Contributions	244
Summary	245
Chapter 9: Mashups	247
Reasons to Assemble Data	248
Example Sites	249
Mashups in SharePoint	255
Connecting SharePoint Web Parts	256
Visualization on the Web	257
Page Viewer Web Part	258
Content Editor Web Part	258
XML Web Part	258
Data View Web Part	258
Power Query Web Part	258
Sources of Data	259
Pulling Data from SharePoint	259
Data in Other Systems	263
Enterprise and Community Contributions	264
Office Business Application Composer	266
You Try It	267
Step One: Attaching a Sample Database	267
Step Two: Configuring the BDC Meta Man	268
Step Three: Creating an Application Definition File	268
Step Four: Uploading the Application Definition File	271
Step Five: Creating a Mashup with BDC Web Parts	271
Success Factors for Mashups in Organizations	273
Summary	276
Chapter 10: Presence and OCS/Live	277
Office Communications Server and Presence	278
Integration with Microsoft Office Outlook Calendar	278
Telephone Systems Integration	278
Voice Mail Integration	279
Microsoft Office Integration	279

Contents

Integration with Other Organizations	279
Integration with Third-party Instant Messaging Applications	280
Presence	280
States of Presence in Office Communicator 2007	281
Access Levels	282
The Presence Button and What It Says About You	283
OCS/Live Integration with SharePoint	285
Integration Benefits	286
Other SharePoint Features that Complement Presence	287
Availability Web Part	287
You Try It	288
Enabling Presence from Windows Live Messenger in SharePoint	288
Using OCS with Office and SharePoint	292
Success Factors for Presence and OCS/Live in organizations	300
Online Communications Etiquette	300
User Adoption	300
Summary	300
Chapter 11: Interactive Experience, Video, and Communication	303
Interactive Media	303
Microsoft RoundTable	304
Virtual Worlds	304
Discussion Forums	306
Participation	306
Moderation	307
Discussion Technologies	307
Discussion Forums in SharePoint	309
You Try It	310
Embedded Chat	315
Community Chat Offerings	316
Photo Stitching	317
Digital Photo Stitching Technology	317
Business Uses for Photo Stitching	318
Videos	319
Videos Have Business Value	319
Video Techniques	320
Social Communication	320
Micro-blogging	321
Targeting Content	323
Key Performance Indicators	326
Summary	326

Contents

Chapter 12: Search	329
What Is Social Search?	330
Social Search Examples	330
Search Fundamentals	332
Relevance and Ranking	332
Algorithmic Search versus Social Search	332
Social Search Weaknesses	335
SharePoint Search Fundamentals	335
SharePoint Search Architecture	335
SharePoint Search Core Features	337
Executing Search Queries	343
SharePoint and Social Search	345
Supporting Functionality	345
Gaps	348
Walk-through: Create Department Contacts List	348
Benefits	357
Success Factors for Search in Organizations	357
Enterprise and Community Contributions	358
SharePointPedia	358
CodePlex Faceted Search	358
CodePlex Wildcard Search	358
Summary	359
Appendix A: Installation Instructions for SharePoint Solutions	361
Web Sites and Software Mentions	362
Index	369

