

Enterprise RSS a focal point for employee information

Time Magazine hailed social media is the one thing that most influenced the news and our lives in 2006 and it continues to be a major influence as we hit the halfway mark in 2007.

One trend making the cut in 2007 is the adoption of RSS in the enterprise. RSS is poised to become the focal point that employees turn to for information, eclipsing individual aggregators and systems such as portals, intranets, and enterprise applications, says CRM Daily.

A recent Pew Internet Foundation survey found nearly one in three individuals consumes RSS feeds. So much for the idea that RSS is still in its infancy. And for enterprises, the most telling response was that 63 percent of these RSS users subscribe to work-related feeds. Understanding Blogs, Wikis, Really Simple Syndication (RSS), Virtual Worlds and other social media environments has become an essential element in today's rapidly evolving business landscape.

So why are some businesses still loathe to use RSS on their content? According to Robin Good of MasterNewMedia, RSS feeds are far from popular with publishers intent on boosting page view statistics as they fear leakage through content that's delivered to users who will never come in to their sites.

Yet all trends and predictions for 2007 indicate that there will be a seismic shift to mobile consumption of information. People with PDA's, cell phones and RSS readers don't surf the web anymore - they don't have to. The content comes to them, when and where they want it.

Publishers will have to make this move too. They need to accept that an important portion of their revenues will rely on understanding how to make money from content delivered to their audience's personal devices, says Good.

Indeed. Content syndication is one of the best parts of Web 2.0. Feeds facilitate the sharing of content and make it so much easier to consume the data. Perhaps we'll see the RSS icon on the cover of Time at the end of this year.

About the Author

Sally Falkow is the co-developer of [PRESSfeed](#), a social media and [content syndication](#) tool that improves search visibility. By adding optimized content to your site, syndicate it in an RSS Feed and add social media bookmarks so that readers can share the content. PRESSfeed makes it easy to reach the "Net Generation." Article Submission by Jayden Adams - Studio98.

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