

# #asbpe

## Bridging the Digital Skills Training Gap

Tweets from June 3, 2010, ASBPE webinar, "Bridging the Digital Skills Training Gap." Document shows oldest tweets first.

## Trending Words

digital, training, web, editors, more, people, --, training., content, group, meatingplace, skills, know, now, advanstar

## Event Participants





Getting ready to administrate the judging of the #American Society of Business Publication Editors (#ASBPE) Magazine of the Year entries.

03-Jun-10 02:19 | betterroads



ASBPE webinar, Bridging the Digital Skills Training Gap, has started. We'll be live tweeting it for the next hour and a half. #asbpe

03-Jun-10 17:04 | asbpe



ASBPE research shows few editors have participated in digital training provided by their companies. #asbpe

03-Jun-10 17:05 | asbpe



More than half of editors had not participated in producing a webinar. #asbpe

03-Jun-10 17:07 | asbpe



Quote from Harry McCracken: Be skeptical of conventional wisdom of what works on line. The only way to know is to try it. #asbpe

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For digital success, important to have a publishing platform that helps editors, doesn't get in their way. #asbpe

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One respondent: With webinars, audiences wanted more training from suppliers, less from their peers. #asbpe

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Robin Sherman: Curious that, with all the money publishers spend on digital, little of it goes to training editors. #asbpe

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Much training can be inexpensive. #asbpe

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Ways to sell digital training: Can be inexpensive, cost-effective. #asbpe

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Ways to sell digital training to mgmt: Makes production more efficient. #asbpe

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Digital training can better position you against competition. #asbpe

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What's your competition doing that you're not, or don't even know about? Good reason for publishers to provide digital training. #asbpe

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To get digital training, get HR, production on your side. HR believes in training, may have a budget. #asbpe

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Training improves morale; employees may work harder. #asbpe

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Buy classroom-based course, e.g. Adobe in a Classroom. #asbpe

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Abe Peck: Economist article re: job fatigue. If economy improves, people change jobs. So use training to keep/attract people. #asbpe

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Corporate editorial director seems to be a dinosaur these days, but can spearhead training. #asbpe

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Training on Internet often marketing-oriented, but still useful to editors. Don't be put off. #asbpe

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Lynda.com, AdobeTV, TotalTraining.com, CreativePro -- good places for digital training. #asbpe

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Paid web training-get from: International Webmasters Association, national and local trade associations (like ASBPE), colleges. #asbpe

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Think of a piece of software and there's probably a YouTube video about it, going into minutiae. #asbpe

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CreativePro.com, TotalTraining.com, Lynda.com - tons of tutorial. Lynda.com may have more selection than TotalTraining. #asbpe

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Media Bistro has some video tutorials. #asbpe

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Digital Tutors is another source of (paid) digital training. Junta42, min online. #asbpe

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And Poynter, of course, has numerous on-site webinars, plus NewsU webinars (often about \$25). #asbpe

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"Letting Go of the Words: Writing Web Content that Works" -- good book. Covers how to write a contextual link, etc. #asbpe

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Sitepoint.com -- has kits for about \$200 that teach digital skills, plus books for \$30 or so. #asbpe

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Magazines: eContent and Web Site magazine. #asbpe

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Google Webmaster Central blog, YouTube channel are highly recommended. #asbpe

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We've been reporting for years in our mags that we're in a global economy; now it's affecting us. #asbpe

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Technology lets people elsewhere to do our jobs. Advanstar recently moved production overseas -- won't be the last to do so. #asbpe

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You can survive this if you remain nimble and resourceful. #asbpe

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Stay close to your market. That knowledge is hard to duplicate. #asbpe

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Advanstar Powersports group has been able to almost retrain audience on how to get info. #asbpe

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You need to communicate with fellow editors. Find out what they're doing well. #asbpe

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Many companies work in silos. Advanstar is geographically separated. So it's up to us to communicate with each other. #asbpe

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Set up a Yahoo! Group or intranet working group to communicate with editors at your company. #asbpe

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Everyone wants help these days, and everyone's willing to share info. #asbpe

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Example: Advanstar Veterinary group had trained people who shared info with other groups, made "cheat sheets," etc. #asbpe

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Offer PDF guidelines for freelancers on digital methods. #asbpe

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Remember your journalism training: It never hurts to ask. Others in your company have solved the problems you're having. #asbpe

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Every week, Slepicka browses through other Advanstar web sites -- and repurposes what they're doing for the mags she works for. #asbpe

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Weekly editorial meetings: set aside time for editors to share PROBLEMS and SOLUTIONS. #asbpe

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Be prepared to turn copy flow upside down: web first, print second. #asbpe

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Meatingplace has two daily spot news e-newsletters. Has industry-expert blogs. #asbpe

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Writing web content: Less is more. Take a wire-service approach. #asbpe

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Add B2B content to breaking news. #asbpe

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Actually have to be more coy/clever to get people using handhelds to click through. #asbpe

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Meatingplace headline clickthrough went down; revamped their headline writing, and clickthrough went back up. #asbpe

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Understand what your readers are clicking on and what they're not. #asbpe

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Understand your web financial model. Need to know what buying influencers are reading. #asbpe

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Meatingplace users Word, copies material into CMS. Then uses Photoshop for images. All training informal. #asbpe

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Meatingplace needs a little HTML to post articles. Their IT group helped with that. they have cheat sheet. #asbpe

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Play to strengths with story choice and context. #asbpe

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Managing web/print workflow: everyone must know how to do everything, but need assigned ownership of different projects. #asbpe

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Everybody can't devote the same amount of time to each product, but have to back each other up. Have culture of easy back-and-forth. #asbpe

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Meatingplace has built culture of pride around online news -- breaking stories. #asbpe

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Have a division of labor -- but that changes day-to-day. Big news day might mean all hands on deck for web news. #asbpe

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Door swings both ways. Daily online reporting informs magazine coverage. #asbpe

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Next up: Mini-case studies on companies that have done in-house digital training. #asbpe

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Shore-Varrone, now part of Nielsen Business Media. Did in-house training and brought in outside help. #asbpe

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Argus, now part of Penton, put together an editorial excellence program that included content analyses. #asbpe

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As part of analyses, Argus editors did critiques, brought in speakers to editorial conference. Magazines improved dramatically. #asbpe

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Engineering News-Record: video strategy. Takes time, but less need for note-taking, less chance of misquotes. #asbpe

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CEO at midsize co: Nothing works like hands-on teaching. #asbpe

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Retained someone for eight months who sat with content creators, trained on web content creation, workflow. Well worth the money. #asbpe

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Know your audience. Example: independent grocers need to talk to each other more than big chains do. (Also more willing to talk.) #asbpe

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Progressive Grocer mag, National Grocers Assn., built social network for independent grocers. #asbpe

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Grocer's network was side project initially; no sponsor. Now flourishing. #asbpe

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Q&A section of Digital Skills webinar now starting. #asbpe

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Q: Value of formal school vs. self-training? #asbpe

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A: Take class at local school first, try it. Find school that's made a commitment to online while retaining journalistic basics. #asbpe

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Q: How to deal with those who think web work is just a pain? #asbpe

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A: Rita Jane Gabbett: gives out weekly web awards to staff. For breaking a story, find a good photo. #asbpe

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