

#tcchat

#tcchat 5/4-5/5/11

Transcripts for #tcchat held on 5/4 - 5/5 2011

Trending Words

@ricksapir, @2morodocs, thanks, rt, users, use, @sarahmaddox, great, @kmcniff, it's, twitter, @ninety7, 2, @mojoneill, @ms_marques

Event Participants





Get ready! Last notice. Just ovr 1/2 hr away frm a new S2 of #tcchat! Join colleagues frm US/Can/Australia. See you there! #techcomm #atcomm

05-May-11 00:22 | TC_Chat



Get ready! Last notice. Just ovr 1/2 hr away frm a new S2 of #tcchat! Join colleagues frm US/Can/Australia. See you there!

05-May-11 00:22 | 2moroDocs



Hmmm..... Thinking of a song for today's #tcchat. What should it be?

05-May-11 00:23 | 2moroDocs



Found a song: Anchorage. It's one abt connecting w/old friends. I've missed these 'ol S2s! Looking 4ward 2 #tcchat <http://bit.ly/1fJVU>

05-May-11 00:32 | 2moroDocs



RT @ms_marques: Using social media to engage customers in technical documentation <http://ow.ly/4MGGS> #tcchat

05-May-11 00:35 | 2moroDocs



RT @ms_marques: A few different methods for getting customer feedback on documentation <http://ow.ly/4MG17> #tcchat

05-May-11 00:37 | 2moroDocs



@roseacea Thanks for the RT about today's #tcchat!

05-May-11 00:38 | 2moroDocs



Using Twitter in your docs: a slide presentation by @sarahmaddock: <http://slidesha.re/isuGZ7> . #tcchat

05-May-11 00:40 | 2moroDocs



RT @2moroDocs: Using Twitter in your docs: a slide presentation by @sarahmaddock: <http://slidesha.re/isuGZ7> . #tcchat

05-May-11 00:47 | mojoneill



Video submittal example: <http://bit.ly/bA5nRN> #tcchat

05-May-11 00:52 | 2moroDocs



@mojoneill Hey there! Thanks for the RT #tcchat

05-May-11 00:52 | 2moroDocs



@2moroDocs Hey Julie! Just doing my preparatory reading in anticipation of a great S2. :P #tcchat

05-May-11 00:53 | mojoneill



Song...You Got a Friend in Me? #tcchat @2moroDocs

05-May-11 00:53 | kmcniff



Waiting for chat to begin! #tcchat

05-May-11 00:58 | ritanorris



Fun video about customer/consumer divorce <http://tiny.cc/2v9w2> #tcchat #techcomm

05-May-11 00:59 | kmcniff



I'd like to welcome @ms_marques, who is co-moderating today. We'll both pose questions and moderate discussions. #tcchat

05-May-11 01:01 | 2moroDocs



Hello Sarah, Hello Julie #tcchat

05-May-11 01:01 | ms_marques



Welcome everyone! #tcchat

05-May-11 01:01 | 2moroDocs



@2moroDocs hola! #tcchat

05-May-11 01:02 | mojoneill



Thank you @2moroDocs #tcchat

05-May-11 01:02 | ms_marques



Main topics: Obtaining feedback, encouraging participation, follow-up, and making docs interactive #tcchat

05-May-11 01:02 | 2moroDocs



@ms_marques Hallo Michele #tcchat

05-May-11 01:02 | sarahmaddox



Hi from Kath in Melbourne #tcchat

05-May-11 01:03 | kmcniff



Thanks everyone for joining in today! #tcchat 1st ques coming

05-May-11 01:03 | 2moroDocs



Q1: Now need 2 engage users more. Not just asking 4 comments in a topic. What methods & channels can u use 2 obtain feedback? #tcchat

05-May-11 01:03 | ms_marques



I'm in the midst of selecting a HAT and it's a tough time to look at the traditional vendors. No answer to participation, inclusion. #tcchat

05-May-11 01:03 | mojoneill



A1: #tcchat Twitter is one option, since a certain set of readers are very active there

05-May-11 01:04 | sarahmaddox



@kmcniff @ritanorris @sarahmaddox @ricksapir Hello all #tcchat

05-May-11 01:04 | 2moroDocs



@2moroDocs Halloooo Julie! #tcchat

05-May-11 01:05 | sarahmaddox



A1: Letting users vote up/down (a-la Digg) for bug fixes, enhancements, features, etc. is a pretty "low-fruit" method for inclusions #tcchat

05-May-11 01:05 | ricksapir



Interesting idea, @ricksapir. Like a survey? #tcchat

05-May-11 01:06 | ms_marques



the whole world of social is marked by it's conspicuous absence from most tools. #tcchat

05-May-11 01:07 | mojoneill



A1: #tcchat There's a very interesting discussion about Madcap Feedback and Confluence here:
<http://bit.ly/jzFIMp>

05-May-11 01:07 | sarahmaddox



@kmcniff I wonder if you could use some of the SEO tools that are out there. Also, reviewing pg analytics & keywords #tcchat

05-May-11 01:07 | 2moroDocs



Not sure @mojoneil what you mean in step 1 #tcchat

05-May-11 01:07 | ms_marques



@mojoneill Not a survey per-se, but allowing to vote in bugtrackers. Things like bugzilla ,etc #tcchat

05-May-11 01:07 | ricksapir



@ms_marques @ricksapir like this? <http://bit.ly/4C6OJD> #tcchat

05-May-11 01:07 | mojoneill



@KMcNiff You could use Wordpress as a HAT. Great for indexes and search. Also allows users to be involved. #tcchat

05-May-11 01:07 | Ninety7



Q2: Are there ways to encourage participation in real-time? #tcchat

05-May-11 01:08 | ms_marques



@ms_marques if your comp. already conducts cust. satisfaction surveys, have a footprint in those. #tcchat

05-May-11 01:08 | mojoneill



Yeah @ricksapir @mojoneill You could use a Bubble-up or a Stack Overflow model for it. There are clones out there for WP and Joomla. #tcchat

05-May-11 01:09 | Ninety7



@ricksapir #tcchat Interesting idea! Put the documentation requests on bug tracker and make them public

05-May-11 01:09 | sarahmaddox



@mojoneill Maybe it's just taking time to catch up. #tcchat

05-May-11 01:09 | 2moroDocs



@mojoneill No. Imagine a bug tracker + Digg where users "vote" for enhancements #tcchat

05-May-11 01:09 | ricksapir



@ninety7 Agree with that! Love WordPress. There are also so many plugins you can add. #tcchat

05-May-11 01:09 | 2moroDocs



@sarahmaddox @ricksapir Love the bug-tracking idea. I also like the apps for asking for input #tcchat

05-May-11 01:11 | 2moroDocs



@2moroDocs I think the problem is with the frames-based output of Robohelp and Flare. #tcchat

05-May-11 01:11 | kmcniff



@Ninety7 Yup. Uservice, Getsatisfaction, etc. 100s of models #tcchat

05-May-11 01:11 | ricksapir



Users voting for enhancements would be interesting, if their votes carried weight in the dev process. #tcchat #tcchat

05-May-11 01:11 | ritanorris



@2moroDocs @sarahmaddox @ricksapir I like this idea too! #tcchat

05-May-11 01:12 | kmcniff



@KMcNiff There are plug-ins that help make sure your links aren't broken. Also, once you publish a post, it's ID doesn't change. #tcchat

05-May-11 01:12 | Ninety7



@ritanorris Doesn't matter if their vote carries weight... only if there's the *perception* ;-) #tcchat

05-May-11 01:12 | ricksapir



A5: I think you do need to use them all -- the trick is how and when to use each ;-) #tcchat

05-May-11 01:39 | ritanorris



@kmcniff Yep. Twitter great for real-time. Facebook great for longer-lasting info; can deliver right to them. #tcchat

05-May-11 01:40 | 2moroDocs



What can video do? Before this guy, there was really only one vendor of \$400-\$500 consumer blenders: <http://youtu.be/IAI28d6tbko> #tcchat

05-May-11 01:40 | mojoneill



@ritanorris Yes - and what your company will allow, or provide funding to build/maintain. #tcchat

05-May-11 01:41 | 2moroDocs



@2moroDocs @ritanorris Yep! #tcchat

05-May-11 01:41 | ritanorris



Another way: go to your organisation's conferences, user groups, customer meetings. Say "hi, what do you think of our docs" #tcchat

05-May-11 01:42 | sarahmaddox



Video is interesting. I've been using it lately. There is an argument that it can get outdated quickly and needs redo. Thoughts? #tcchat

05-May-11 01:42 | ritanorris



About 15 mins left... #tcchat

05-May-11 01:43 | 2moroDocs



Q6: How might you prioritize and determine which participation & feedback methods to use? #tcchat

05-May-11 01:44 | ms_marques



RT @sarahmaddox: Another way: go to your organisation's conferences, user groups, customer meetings. Say "hi, what do you think of our docs" #tcchat

05-May-11 01:44 | Tunaranch



@sarahmaddox Tweets on the doc page is cool. Wonder if you can do this with Robohelp ;) #tcchat

05-May-11 01:44 | kmcniff



@sarahmaddox @PattyBlount Hi, Sarah! *waves* #tcchat

05-May-11 01:44 | PattyBlount



@KMcNiff #tcchat Do you have access to raw HTML in Robohelp? If yes, can embed a Twitter widget

05-May-11 01:45 | sarahmaddox



A5: Do easy stuff first. :) I find that most 21st century customers/consumers expect immediacy #tcchat

05-May-11 01:45 | ricksapir



@KMcNiff #tcchat Do you have access to raw HTML in Robohelp? If yes, can embed a Twitter widget #tcchat

05-May-11 01:45 | sarahmaddox



@ricksapir Yes! Low hanging fruit. #tcchat

05-May-11 01:46 | sarahmaddox



My thought: engaging users will require use of mktg tactics. Go out: meet & greet virtual, conferences, etc. Then have docs ready #tcchat

05-May-11 01:46 | 2moroDocs



@PattyBlount @ritanorris Yep, we'll need to redo videos too. Sheesh. Users love them, what to do? #tcchat

05-May-11 01:47 | kmcniff



A6: You go where the users are. Find out what they use and use it. More effort with what gets results. Use analytics! #tcchat

05-May-11 01:47 | Ninety7



@2moroDocs I think "docs" is a 4-letter word. Need 2 think in terms of deliverables (tweets, forums, vid)-- not docs. #tcchat

05-May-11 01:47 | ricksapir



don't show them your docs, show them your real-language query search engine! users want answers -- not docs. #tcchat

05-May-11 01:48 | ricksapir



A6: would it depend on the channel? The type (ongoing vs. real-time)? #tcchat

05-May-11 01:48 | 2moroDocs



A6: Good question. It's swirling bowl of soup. Which methods have most pay-back? #tcchat

05-May-11 01:48 | kmcniff



@ninety7 Good suggestions! #tcchat

05-May-11 01:50 | ms_marques



@2moroDocs Thanks Julie! #tcchat

05-May-11 01:50 | sarahmaddox



@sarahmaddox Really? That's great, we'll give a twitter widget a try. #tcchat

05-May-11 01:50 | kmcniff



We've discussed encouraging participation, follow-up, methods... 10 mins left. Anyone have something else to get in? #tcchat

05-May-11 01:51 | 2moroDocs



I started a Communications Team of myself, the Training Manager, and the Marketing VP. We meet monthly to determine how to engage. #tcchat

05-May-11 01:51 | Ninety7



You can keep talking about any of these items, of course. Just opening it up or revisiting if you'd like #tcchat

05-May-11 01:51 | 2moroDocs



RT @mojoneill: @PattyBlount I don't know about "docs", but PDF is a four letter word in my lexicon. :P #tcchat

05-May-11 01:51 | sarahmaddox



Im curious - how do y'all measure 'success' of your doc or deliverable/tweet/forum/blog post/etc ? #tcchat

05-May-11 01:52 | ricksapir



@2morodocs @ms_marques Prepare for all until you can collect stats on which are most worthwhile. It's too new to specialize. #tcchat

05-May-11 01:52 | PattyBlount



Has anyone written a strategy doc about engagement for management? What to put in it, how to sell the ideas? #tcchat

05-May-11 01:52 | kmcniff



@sarahmaddox @mojoneill @PattyBlount OOOOO, hate PDFs. #tcchat

05-May-11 01:53 | PattyBlount



RT @Ninety7: I started a Communications Team of myself, the Training Manager, and the Marketing VP. We meet monthly to determine how to engage. #tcchat

05-May-11 01:53 | techwriterme



@ninety7 That's a great idea. Have to break down walls within companies to engage users more easily, IMO #tcchat

05-May-11 01:53 | 2moroDocs



RT @kmcniff: Has anyone written a strategy doc about engagement for management? What to put in it, how to sell the ideas? #tcchat

05-May-11 01:54 | sarahmaddox



@Ninety7 That is such a good idea. Meeting regularly - because the ground keeps shifting. #tcchat

05-May-11 01:54 | kmcniff



@TheRealEdDawson Hallo Ed! #tcchat

05-May-11 01:56 | sarahmaddox



@ricksapir Guessing: pg analytics, other metrics for specific channels. #tcchat

05-May-11 01:56 | 2moroDocs



@ms_marques @ricksapir If a user says 'thanks', number of 'likes' and comments. Not very scientific measurements. #tcchat

05-May-11 01:57 | kmcniff



@2moroDocs Some stats seem useless. Is a blog post with 0 comments a failure? #tcchat

05-May-11 01:57 | ricksapir



@TheRealEdDawson IMO: no. That's twitter-theater. #tcchat

05-May-11 01:57 | mojoneill



@sarahmaddox @PattyBlount Hm. Not in its current form, as it contains internal-only info, but I could sanitize it. #tcchat

05-May-11 01:57 | PattyBlount



@TheRealEdDawson Response times on Twitter: IMO it's still a fluid, take-it-easy channel. If no reply, people try again or elsewhere #tcchat

05-May-11 01:58 | sarahmaddox



Or some combination of comments per reads divided by search ranking? #tcchat :)

05-May-11 01:58 | ricksapir



#tcchat @ricksapir @2moroDocs Comments are meaningless. You need page views and click-through.

05-May-11 01:58 | Ninety7



@ricksapir @2moroDocs No comments. Heartbreaking. Be good to see number of 'views'. #tcchat

05-May-11 01:58 | kmcniff



@TheRealEdDawson ...but it's something you may have to live with if there's no other way. #tcchat

05-May-11 01:58 | mojoneill



@therealeddawson That would depend on company, product, real-time need, etc. IMO #tcchat

05-May-11 01:58 | 2moroDocs



@Ninety7 Comments are meaningless? I thought we were just talking about user-engagement via comments/forums/etc.? #tcchat

05-May-11 01:59 | ricksapir



RT @ricksapir: don't show them your docs, show them your real-language query search engine! users want answers -- not docs. #tcchat #fb

05-May-11 01:59 | DonaldHines



@ricksapir @Ninety7 LOL #tcchat

05-May-11 01:59 | sarahmaddox



Hello everyone, it's been interesting co-moderating tonight's #tcchat... I'll be here off and on for a bit, but feel free to keep chatting

05-May-11 02:02 | ms_marques



Loved my first chat session. Off to lunch at George Columbaris' new restaurant. Have a great day all! #tcchat

05-May-11 02:02 | kmcniff



Thanks all #tcchat. Glad i was able to join for this one!

05-May-11 02:02 | ricksapir



@ricksapir I guess I'd see if I got any engagement there. Then I'd look at bit.ly to see if anyone clicks the lininks I add. #tcchat

05-May-11 02:02 | mojoneill



thanks everyone!
#tcchat

05-May-11 02:02 | ritanorris



@2moroDocs @ms_marques Thank you everyone! #tcchat grrrreat session

05-May-11 02:02 | sarahmaddox



OK, #tcchat, must leave. BTW, I tweet #techcomm as @pattyblount2 but did not tonight because I was watching 2 chats at once.

05-May-11 02:03 | PattyBlount



@ricksapir Oh. I thought you were talking about topic usefulness. Yeah, feedback through the vehicle is the best success. #tcchat

05-May-11 02:03 | Ninety7



@pattyblount I'm impressed, Patty. Wow! 2 chats, 2 accounts #tcchat

05-May-11 02:04 | 2moroDocs



Can't do 2 chats at once again. I'm dizzy right now :) @2moroDocs #tcchat #yalitchat

05-May-11 02:05 | PattyBlount



I'm so glad we were able to have another S2 #tcchat! Really appreciate everyone's attendance & thoughts. Great convos!

05-May-11 02:05 | 2moroDocs



@2moroDocs Thanks Julie and everyone. Great to see the ol' S2 gang again. :) #tcchat

05-May-11 02:05 | mojoneill



@sarahmaddox Am aligning TC trends with our corp. goals to sell strategy. #tcchat

05-May-11 02:05 | PattyBlount



@ritanorris Thanks, Rita! B) #tcchat

05-May-11 02:06 | 2moroDocs



@ricksapir Thanks for joining in today, Rick. #tcchat

05-May-11 02:07 | 2moroDocs



thanks all for the gr8 #tcchat! looking forward to the transcript

05-May-11 02:13 | ms_marques



I have to say... in case you noticed the name similarity. Yes, @ritanorris is my sister & also a tech writer (& QA analyst). #tcchat

05-May-11 02:17 | 2moroDocs



@sarahmaddox Thanks for coming today, Sarah! #tcchat

05-May-11 02:20 | 2moroDocs



@techwriterme Thanks for coming by today's #tcchat!

05-May-11 02:21 | 2moroDocs



I hope I got everyone! Thanks again, all, for joining in today. #tcchat

05-May-11 02:58 | 2moroDocs



Now tweetdoc isn't working. At least, not at the moment. And WTH is out for good. Will try later to get transcripts for yesterday's #tcchat.

05-May-11 14:55 | 2moroDocs



#Adobe #RoboHelp 9.0.1 is now available! <http://adobe.ly/jUilfh> #techcomm #tcchat

05-May-11 16:27 | KaranSachar