

Star Global E-Newsletter March 2009

In This Issue

[Web Development and Social Networks](#)

[What happened to the website?](#)

[Site Seeing Trip](#)

[Video Blogging Killed the Radio Star](#)

Quick Links

[VISIT WEBSITE](#)
[VISIT BLOG](#)

[Join Our Mailing List!](#)

Visit our new blog

We have finally uploaded the [Star Global blog](#) to keep you up to date with web news & tools. We'll be adding more articles everyday. Currently, you'll find categories with topics like the closure of newspaper companies, and how the web is replacing many traditional mediums including email!

The Hearst Corp. announced Monday that it would stop publishing the 146-year old newspaper, Seattle's oldest business, and cease delivery to more than 117,600 weekday readers. The company, however, said it would maintain seattlepi.com, making it the nation's largest daily newspaper to shift to an entirely digital news product. [read original article](#)

In future, we'll be launching a Facebook Page and linking our website, blog and e-newsletter together. Our goal is to use these web tools to pass the marketing and technology ideas onto you.

[More about Blogs and Social Networking](#)

Web Development and Social Networks

A friend of mine posted an article on [Facebook](#). Facebook is a great way to connect with friends and family, but it's also becoming a recepticle for news and media.

The article was called, *The medium is no longer the message*, by Omar El Akkad, a journalist with the Globe and Mail. He referenced a report by Nielsen Online called, [Social Networks & Blogs Now 4th Most Popular online activity ahead of personal email](#).

The Neilsen Online reports stats that,

"Blogging and social-network sites such as Facebook and Twitter are now the fourth-most popular online activities, eclipsing e-mail and growing twice as fast as any other category in the top three..."

The article also debunks any myth that only teenagers and college kids use this form of networking. The report also states that,

"...the biggest increase to "member community" sites - an extra 11.3 million people - came from the 35 - to - 49-year-old demographic."

What happened to the website?

The Nielsen Online article prompted me to write about blog technology and social networking media for the second time in two months.

We are seeing the traditional website become a blog. The main difference between the two today - is functionality.

Because blog software is getting more sophisticated every 6-12 months, it's easily surpassing the need for many people to have a custom programmed website.

For instance, the most current version of [Wordpress \(version 2.7.1\)](#) allows for the blog design to be almost as good as a custom website including: navigation, static pages and drop down menus.

It allows for the integration of your existing branding, and better yet, comes with a built-in feature to **edit it yourself**. The premium benefit of blog technology however, is the catalogue and archive features and real simple syndication feeds.

What else does a blog do?

It helps your company **manage stories, media information, and build a resource centre with articles,**

conference material, and publications. You can also insert powerful media tools like YouTube videos and mp3 music files, just to name a few.

Site Seeing Trip

Want to learn more about web technology and the social media networking? [Read Star Global's December 2008 newsletter](#) which provides examples about blogging and social networking.

Video Blogging Killed the Radio Star?

In our next newsletter we will investigate [video blogging](#). Since we're always moving forward in this industry, the next piece of technology that's becoming user-friendly and affordable to the user community is video blogging.

And while you wait with baited breath for our next newsletter about this topic, [check out Vancouver real estate agent Ian Watt's website](#). He's mastered the art of video blogging.

Quote of the week:

"A man who stops advertising to save money is like a man who stops a clock to save time." Henry Ford

Star Global has served over 600 clients for more than 12 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star Global specializes in developing and restructuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

Sincerely,

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