



fumsi Report

Folio on Publishing

Selected articles from the FUMSI database,
plus editor's commentary and additional resources

'Often when we think of sharing information, we concentrate on how it will be used within our organisation or business. Our priority is to get the right information into the hands of the right colleague at the right moment. However, the majority of organisations will have some forms of external communications, and it is just as likely that the information we have been supplying will ultimately end up in front of the public.'

July 2010

[SAMPLE]



Disclaimer

FUMSI Report: Folio on Publishing (ISBN 978-1-907594-21-2) is a FUMSI Report published by Free Pint Limited.

The opinions, advice, products, images and graphics offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

Except as covered by subscriber or purchaser license agreement, this publication MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Product names used in FUMSI Reports are for identification purposes only, and may be trademarks of their respective owners.

Free Pint Limited disclaims any and all rights in those marks. All rights reserved. FUMSI Reports are published monthly in one of the four practice areas of Find, Use, Manage and Share. The online [FUMSI article database](#) is updated regularly. Database articles are free to browse and read and may be forwarded to colleagues, saved or printed.

For information about subscription options, please visit <http://www.fumsi.com/how/join/>

For information about sponsorship opportunities, please visit <http://web.freepint.com/go/family/sponsor/> or contact:

Robin Neidorf
General Manager, Free Pint Limited
robin.neidorf@freepint.com

About FUMSI Reports

FUMSI Reports provide practical tips and guidance on business information topics and projects. FUMSI Folios, a regular series of FUMSI Reports, collect a series of articles relating to a skill set or information-related topic, along with additional resources and editorial comment. FUMSI subscribers receive all reports (a minimum of one per month) as part of their subscription, and non-subscribers can purchase individual reports.

For subscription information, please visit <http://www.fumsi.com/how/join/>

Contact

Free Pint Limited
4-6 Station Approach, Ashford,
Middlesex, TW15 2QN, United Kingdom
t: 01784 605000
i: +44 1784 605000
e: support@fumsi.com
w: www.fumsi.com/

Free Pint Limited.
Registered Office:
Delaport Coach House,
Lamer Lane, Wheathampstead,
Herts, AL4 8RQ

Registered Number: 3754481



Publisher's Note

To improve the usability of FUMSI, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

Everybody FUMSI!

www.fumsi.com



Helping information practitioners
Find, Use, Manage and **Share** Information at work

What is FUMSI?

FUMSI offers an online database of articles in the four practice areas, reports for sale, a monthly PDF magazine featuring the latest content and more in development.

FUMSI fills a critical void in professional training and resources. We focus on the information function on a practical, experience-driven level, like no other resource currently available.

"FUMSI is nothing less than a vital resource for me - thank you so much!"

Sarah Hinton, manage5nines.com

Who is behind FUMSI?

FUMSI is part of the [FreePint Family](#) of products to support information workers. FUMSI is directly supported by the efforts of four contributing editors, one in each practice area, who solicit contributions, insight and recommendations from experts worldwide.

Read more about the team at

<http://web.freepint.com/go/about/people/>

"FUMSI is a favorite resource. Love the modern layout, color choices, gadgets, and of course, the content makes it a must-read."

Strategic Analyst, Hawaii

How can you use FUMSI?

With a FUMSI subscription, you can share all FUMSI publications at a single location (FUMSI Professional), at 5 locations (FUMSI Multisite) or all locations worldwide (FUMSI Enterprise).

These include:

- FUMSI Magazine
- FUMSI Reports and Tool Kits
- FUMSI Articles

Reuse these materials on site, on your intranet, in your internal newsletters and in training and resource materials.

Ask about:

- **Custom Publishing:** Bespoke reports or resource packets developed from FUMSI content – with our introduction or that of your experts
- **Integration:** Enterprise customers can benefit from integration of FUMSI resources directly into their intranets or knowledge management platforms

Contact support@fumsi.com for a personal tour of FUMSI resources or to request help with your account.



Contents

Editor's Introduction

5



Feature Article 1

7

Writing for the public domain
by Jonaki Sarkar

Feature Article 2

12

Mastering 140 Characters: Engaging Customers on Twitter
by Barry Graubart

Feature Article 3

16

Presentation Tools: Beyond Powerpoint
by Martin Belam

Feature Article 4

21

Sweeble: Making Print Production Accessible
by Sue Greenwood

Resources - Our Editor Recommends

26

Resources - URL Index

27





In this Folio

By *Martin Belam*,
Contributing Editor: Share
martin.belam@freepint.com

This Folio edition of FUMSI comes with a publishing theme in mind. Often when we think of sharing information, we concentrate on how it will be used within our organisation or business. Our priority is to get the right information into the hands of the right colleague at the right moment. However, the majority of organisations will have some forms of external communications, and it is just as likely that the information we have been supplying will ultimately end up in front of the public. So what skills can we learn that help us to bridge that gap, and make sure that even if we don't have to communicate directly with customers, the materials produced based on our information are as easy to understand as possible.

In the first article, Jonaki Sarkar looks at the statutory obligation that UK public bodies are under to make as much information available as possible. She identifies some crucial techniques to make sure that publications are accurate, jargon free, in an appropriate format, and proofread until there is no possibility of a mistake.

The second piece in this Folio edition is Barry Graubart looking at Twitter. Twitter is a curious anomaly, since the 140 character limit on messages and the 'following' people metaphor make it seem like a relatively informal place to communicate. Yet, put a foot wrong, as [Octavia Nasr recently found out to her cost](#), and it is treated like an official branch of corporate publishing. Graubart's tips will help you avoid a similar situation.

I wrote the third article in this Folio edition myself. It is almost inevitable that many of the facts and figures we produce in an organisation will

About the Editor

Martin Belam is Information Architect for guardian.co.uk.

Before joining The Guardian, he worked as an Internet Consultant with organisations like the BBC, Sony, Vodafone and the Science Museum.

He is the Share practice area contributing editor for FUMSI magazine, and blogs about information architecture and the media at currybet.net.

somehow end up being depicted in the slides of a presentation – usually using Microsoft's PowerPoint software. Google's online presentation software, Open Office, KeyNote and Prezi are the alternatives explored in this overview.

Finally in this issue we have Sue Greenwood talking about Sweeble. Sweeble is an innovative service that allows small groups to publish simultaneously to a website and to print. The idea is to take two ways to publish information that require investment and complexity, and reduce them to a simple interface, allowing wider access to publishing information in the physical as well as the digital world.

I hope these four articles will help you to think about how the end product of your research reaches the general public, and what you can do and the skills you can learn to produce even more useful information. As ever, I'd love to hear from you. Have you tried Sweeble or one of the alternatives to PowerPoint? Are you a keen Twitterer (you can find me as @currybet)? Or do you have a story about a dreadful proofing error? Do drop me a line at martin.belam@freepint.com.

Martin Belam
Contributing Editor: Share
martin.belam@freepint.com

"Our priority is to get the right information into the hands of the right colleague at the right moment."

"...what skills can we learn that help us to bridge that gap, and make sure that even if we don't have to communicate directly with customers, the materials produced based on our information are as easy to understand as possible."

**Pages have been removed
from this sample**

The FreePint Family

FreePint[®]

Sites, resources and community to support business information professionals worldwide. The free twice-monthly FreePint Newsletter keeps you informed about everything relating to the FreePint Family.

<http://www.freepint.com/>

VIP Magazine

VIP publishes in-depth unbiased product reviews on premium products, plus analysis of what's happening in the information industry, to support senior information professionals. Increase the value of even the tightest budget with VIP resources and guidance.

<http://www.vivaVIP.com/>

 **fumsi**
magazine

Practical articles, reports and resources to help everyone in your organisation Find, Use, Manage and Share Information at work.

<http://www.fumsi.com/>

jinfo
www.jinfo.com

Jinfo offers searchable databases of current information-related vacancies and upcoming events - conferences, workshops, webinars, etc. Free to search; cost-effective to advertise vacancies and events.

<http://www.jinfo.com/>

docuticker

Our editors help you find high quality, free PDF reports on the web, published by government agencies, universities, think tanks and other public interest groups.

<http://www.docuticker.com/>

**resource
shelf**

For high quality free web-based resources to help you find information, turn to the editorial team at ResourceShelf. Updated daily - it's free!

<http://www.resourceshelf.com/>