	Red Auditorium	Library Conference Room 101/E104	Library	Employee Lounge
10:00	**Open Notebook Science** Dr. Jean-Claude Bradley			
11:00	**Web 2.0 in Government** Panel Discussion			**Vendor Displays**
12:00				**Vendor Displays**
1:00	**Web 2.0 in the Intelligence Community** Don Burke			**Vendor Displays** **ISD Services/RSS** MaryAnn Hogan and Marilyn White
2:00	**Web 2.0 - How to Get There from Here** Doug Ward		**Workstations** **Making a Podcast** Nancy Allmang	**News is Now Social … How to be Popular on the Web** J'aime Maynard
2:30		**ISD Staff Twiki** Jo Ann Remshard	**Second Life** Paula Deutsch	**Vendor Displays**
3:00			**Endnote Web** Keith Martin	
4:00				

National Institute of Standards and Technology
U.S. Department of Commerce

isd INFORMATION SERVICES DIVISION

USMS United States Measurement System

Technology Services

Technology Services'
Information Services Division
and
Office of U.S. Measurement System
Present

Social Media Day

Science and Social Media
Featuring
WEB 2.0 Technologies

DECEMBER 11, 2008
10:00 A.M.— 4:00 P.M.

Opening Remarks
Red Auditorium - 10:00
Dr. Belinda Collins, Director, Technology Services

Open Notebook Science
A New Approach for Sharing Scientific Data Online Using Social Media.
Red Auditorium - 10:00 a.m. to 11:00 a.m.
Dr. Jean-Claude Bradley, Associate Professor of Chemistry, Drexel University

Dr. Bradley coined the term Open Notebook Science to describe his innovative approach to research. Like open source software, in which code is made available to anyone to modify and repurpose, Open Notebook Science offers the same capability for scientific research. Raw experimental data, along with a researcher's interpretation, is published in real time to public blogs, wikis, and other web pages in a format that anyone can easily re-analyze, re-interpret, and re-purpose. A good example of re-purposing is using results and observations from a failed experiment in a way that was never intended by the original researcher. Dr. Bradley leads the UsefulChem project, which uses this approach in research on the synthesis and testing of novel anti-malarial agents.

Web 2.0 in Government: Panel Discussion
Best practices in adapting social media for use in government.
Red Auditorium - 11:00 a.m. to 12:00 p.m.
Moderator: Clare Allocca, USMS Office Chief, NIST

Guests from government agencies including NASA, US Geological Survey (USGS), CIA, and NIST discuss how they have incorporated web 2.0 and social media in furthering their mission and reaching customers in new ways. Panel: Don Burke (CIA), Emma Kolstad Antunes (NASA Goddard), Scott Horvath and David Hebert (USGS), Doug Ward (NIST/USMS), Gail Porter and Leon Gerskovic (NIST/PBA).

Intellipedia: Implementing Social Software in a Need-To-Know Culture
Improve Information Sharing By Moving Information Out of Traditional Channels
Red Auditorium - 1:00 p.m. to 2:00 p.m.
Don Burke, Directorate of Science and Technology, CIA

Mr. Burke presents Intellipedia, the wiki created for federal intelligence agencies. Mr. Burke is a leading proponent of the Enterprise 2.0 ethos within the Intelligence Community and the "Intellipedia Doyen", a role he has held since the spring of 2006. As "Intellipedia Doyen", he partners with other early adopters to demonstrate the value of social software tools, and educate the Community about the use of these tools. Mr. Burke advocates for improvements to the environment with the goal of improving our ability to capture our knowledge and expertise.

Web 2.0 - How to Get There from Here
Website Creation 101: An Overview of Building & Marketing a Website
Red Auditorium - 2:00 p.m. - 2:45 p.m.
Doug Ward, USMS Lead Developer, NIST

"If you build it, they will come", makes a good tagline for a movie, but it is terrible advice for a website. Creating a successful website is more than writing code. It requires a strategy that targets the right people, produces the right content for that audience, and uses the right tools. Learn to use Web 2.0 technologies to craft a winning strategy for your website. Topics: Search Engine Optimization, Blogs, Keyword Research, RSS feeds and the challenges of using these tools at NIST.

ISD Staff Twiki
Using Web 2.0 Tools On the Internal NIST Website
ISD Research Library Conference Room 101/E104 - 2:45 p.m. to 3:15 p.m.
Jo Ann Remshard, Knowledge Management Librarian, NIST

The Information Services Division uses a Twiki to communicate and share information within the division.

Hands-on Workstations: An informal look at Web 2.0 tools used to support NIST scientists. Stations will be available from 2:00 to 4:00.

News is Now Social ...How to be Popular on the Web. (Employee Lounge)
Jaime Maynard, Outreach Specialist, NIST
See how the USMS is marketing its new blog using social news websites like Digg and Slashdot.

NIST Virtual Library (Employee Lounge)
MaryAnn Hogan, Librarian and Marilyn White, Technical Information Specialist, NIST
See what's new on the NVL.

RSS feeds (Employee Lounge)
MaryAnn Hogan, Librarian and Marilyn White, Technical Information Specialist, NIST
See how RSS feeds can be used in your research processes.

Endnote Web (Reading Room of the Research Library)
Keith Martin, Librarian, NIST
The popular software for automating bibliographies is now online. See how to build and share reference databases on the web.

Second Life (Reading Room of the Research Library)
Paula Deutsch, Technology Information Specialist, NIST
You may have heard of virtual worlds & avatars, now see for yourself what the hype is about.

Creating a Podcast (Reading Room of the Research Library)
Nancy Allmang, Librarian, NIST
Learn about how the Information Services Division made a Podcast.

Vendor Displays
Employee Lounge—11:00a.m. to 4:00 p.m.
Frost & Sullivan, SciFinder, Web of Science, Optical Society of America, American Physical Society, DoDTechipedia, Springer, IEEE, Wood Street, Yakabod Knowledge Networks, CM3 Solutions.