INFORMATION AND RESOURCES TAKEN FROM THE AIDS.GOV BLOG

RSS FEEDS

What are RSS feeds?

"RSS" stands for "Real Simple Syndication." RSS feeds are a way for websites to distribute their content to people automatically. With an RSS feed, you can subscribe to a particular website, just like you would subscribe to a newspaper, and you will be notified when that site has new content.

Why would I use an RSS feed?

Once you subscribe to an RSS feed, you will receive updates via email, a "news reader," or a web browser when your favorite sites have new information. You do not have to keep checking back to find out if a particular site has been updated.

Who uses RSS feeds?

- RSS feed users tend to be male, longtime users of the Internet, and college-educated, and
- RSS feed users visit three times as many news sites as non-users.[1]

How are people using RSS feeds to respond to HIV?

- To receive updates on breaking news about HIV/AIDS prevention, testing, treatment, and research or to provide reminders of HIV/AIDS related-events and activities.
- To notify their community about their organizations' events and updates.

What technology do I need to use an RSS feed?

To receive RSS feeds, you need email, an RSS-enabled browser, or a "news reader" that allows you to subscribe to a feed. Some common RSS readers include GoogleReader, NetVibes, and Bloglines. Tools that will allow you to receive RSS feeds via email include Feedblitz, ZapTXT, and SendMeRSS.

Where can I learn more about RSS feeds?

Examples of RSS feed resources include:

- Common Craft's Video "RSS in Plain English": www.commoncraft.com/rss_plain_english
- SeachEngineWatch.com's "How to Make an RSS Feed": searchenginewatch.com/showPage.html?page=2175271
- Why RSS?'s "The Really Simple Guide to RSS": www.whyrss.com
- Feedburner's "Feeds 101": www.feedburner.com/fb/a/feed101

Examples of RSS feeds addressing HIV/AIDS include:

- AIDS.gov's Updates: www.aids.gov/aids_rss.xml
- The CDC's HIV/AIDS Prevention Resources: www.cdc.gov/hiv/rss/hiv.xml
- National Institutes of Health's AIDSinfo: aidsinfo.nih.gov/drugsNew/WhatIsRSS.aspx?RSSNode=on
- National Prevention Information Network's Daily News Updates: www.cdcnpin.org/NPINRSS/NewsRssFeed.aspx
- Medscape's HIV/AIDS: www.medscape.com/hiv

[1]   Crain Communications, Inc.,"Interactive Marketing & Media, A Supplement to Advertising Age," Available at: http://adage.com/images/random/Interactivefactpack06.pdf. Accessed on 8/29/08.

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