Media Magnet

w\Drupal
Consuming: Activity Streams

Pull out all news referencing a person on that person’s profile.

Perhaps use only twitter or other channels.

Could just as easily be a stream for a course or a building?

Under consideration / uncertain

person-hinshaw-25
department-nnnnn
course-subject-nnnn
Consuming: Panels Panes

Pull out an item search as a panels pane?

Screenshot is Mike’s awesome work (non-drupal)
http://newmedia.osu.edu/butsko/mmjs/
https://code.osu.edu/ucom/mediamagnet_clientside
Allow news sections that push news from other sites.

Mix internal and external news.

Overrides? Different stories on similar topics.
Tagging UI: By Category

Completeness
everything has an audience, college, etc?

Confusion
bad if people feel they need a location?

Unofficial / People / Courses
useful conventions but bad if not blessed?

Possibly annoying for editors? Only about 5 votes.
Tagging UI: Single Autocomplete

**Shorter**
everything has an audience, college, etc?

**Confusion**
bad if people undertag.

**Unofficial / People / Courses**
useful conventions but bad if not blessed?

By far most popular, lots of people like this.
Tagging UI: Mapping (No UI)

<table>
<thead>
<tr>
<th>Source</th>
<th>MM Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Student</td>
</tr>
<tr>
<td>Graduate</td>
<td>Student</td>
</tr>
</tbody>
</table>

**Simple**
no changes to tagging, no redundant tagging

**Coverage**
bad if people have poor or inadequate mapping

**Translation**
bad if people map things poorly

MM already does it!
Out There: Marketing Automation

Tag Content
Score anonymous visitors

Identify
At authenticate / contact form

Promote to Sales
Promote them to prospecting system.

Need client side keyword mapping?

See also drupalcamp ohio keynote
(Meta-keywords for osu search too)
Out There: Site Health

**CONTENT**

<table>
<thead>
<tr>
<th>STATUS</th>
<th>STATUS MESSAGE</th>
<th>MONITOR</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More than 5% of your links are broken. Details: 96 of 948 (10.1%) links are broken (0 unchecked).</td>
<td>Link Checker</td>
<td>Searches content for broken links.</td>
</tr>
</tbody>
</table>

**NAVIGATION**

<table>
<thead>
<tr>
<th>STATUS</th>
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<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Your menu is pretty good. Details: Grade is B+ (89%).</td>
<td>Menu Grader</td>
<td>Evaluates site navigation checking for several common issues.</td>
</tr>
</tbody>
</table>

Push Authors to MM
Provide warnings / incentives.

17% of your latest news items are missing MM keywords.

25% of your pages lack an MM audience.
Syncing: How to Sync

Don’t Sync!
Use JavaScript / PHP live query

Use Feeds
87,856 sites can’t be wrong

Custom
No dependencies, no fuss.
GUIDS!

john gladden, pharm

slack

fund

events format