

How to use RSS readers

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## What is an RSS reader?

RSS readers, also known as feed readers, feed aggregators, news readers and search aggregators, generally come in the form of client software or Web applications that “aggregate syndicated web content such as news headlines, blogs, podcasts, and vlogs in *a single location for easy viewing.*” \*

While socialbookmarking tools (such as del.icio.us or StumbleUpon), allow you to index your favorite blogs and other sites, an RSS reader will automatically pull new content from those sites and enable you to read that content in one place.

## Popular and easy to use web-based RSS readers

- Netvibes
- Google Reader
- Bloglines
- My Yahoo!
- Rojo.com
- Fastladder

\* Wikipedia



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## Benefits of using an RSS feeder

- Pool content from your preferred sources in one place, rather than visiting dozens of individuals sites
  - Social media (blogs, vlogs, etc.)
  - News
  - Email accounts
  - Other pertinent information (weather, calendar, multimedia, widgets)
- Quickly see what new content has been posted to the sites you're tracking
- Evade online advertising



Sample of a Netvibes homepage featuring basic 'dashboard' content such as news, weather, emails, search and Facebook updates.

All elements of your RSS reader are customizable and can be pulled from the sources of your choice.

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## Getting Started

- Choose your RSS reader
  - Preference depends on interface, features and functions, and brand. (You can always switch later.)
- All RSS readers will provide instructions and/or tutorials to help you set up and add feeds to your reader
- After you set up your account, add your feeds (built-in modules or RSS feeds you grab from other sites)
  - Import your existing browser bookmarks to save time
- Get organized:
  - Categorize your feeds (through tagging, labeling or folders)
  - Arrange your modules to your liking



**Google Reader**  
Sort your subscriptions (feeds) by folder



**Netvibes**  
Sort your feeds by "tabs"

# How to use RSS readers

Components of an RSS reader (Netvibes sample)

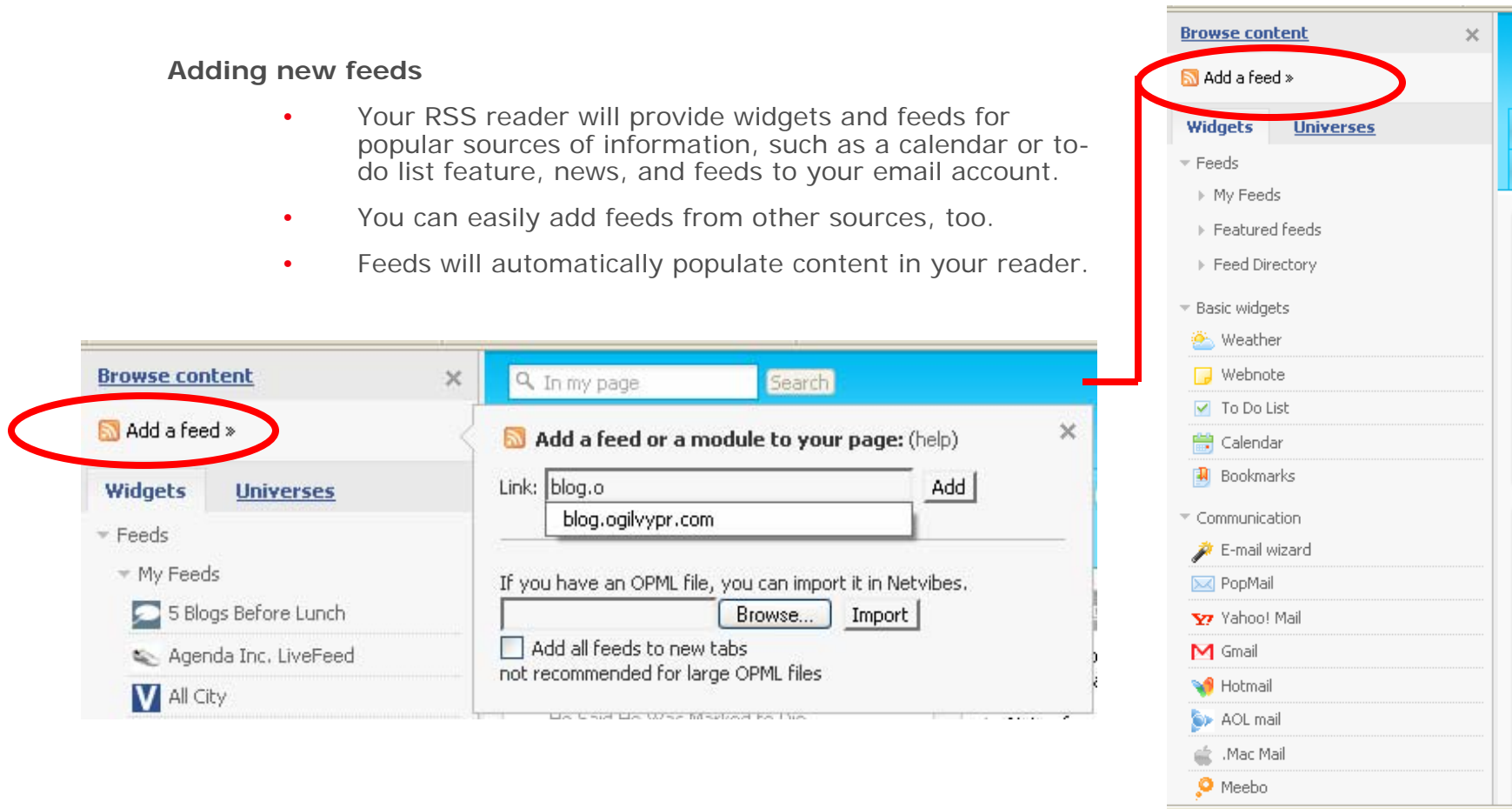
The screenshot shows a Netvibes RSS reader interface with several components highlighted by red callout boxes:

- Tabs/Categories:** A horizontal menu at the top with tabs for 'General (24)', 'savetheworld (36)', 'mar.com', 'socialmedia', 'socialnetworks', 'faith', 'hilarity', 'Great blogs', 'Design & Marketing', 'Evang.List', and 'New Tab'.
- Updated Content:** A callout box pointing to a list of articles in the 'NYT > Philanthropy' module. It states: 'Updated Content From each source. New content is shown in bold, content that has been read is gray.'
- Previews of Content:** A callout box pointing to a preview of an article titled '(4) Give and Take' in the 'Beth's Blog' module. It states: 'Previews of Content'.
- Modules:** A callout box at the bottom states: 'Modules Populated with feeds. You can easily move & customize modules.'

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## Adding new feeds

- Your RSS reader will provide widgets and feeds for popular sources of information, such as a calendar or to-do list feature, news, and feeds to your email account.
- You can easily add feeds from other sources, too.
- Feeds will automatically populate content in your reader.

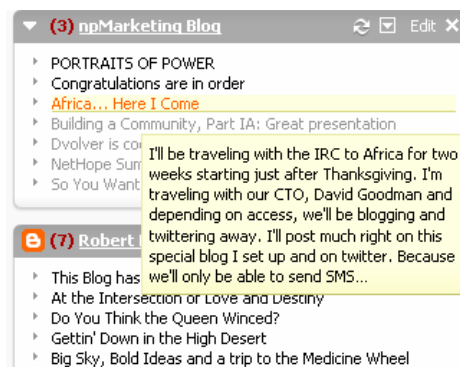


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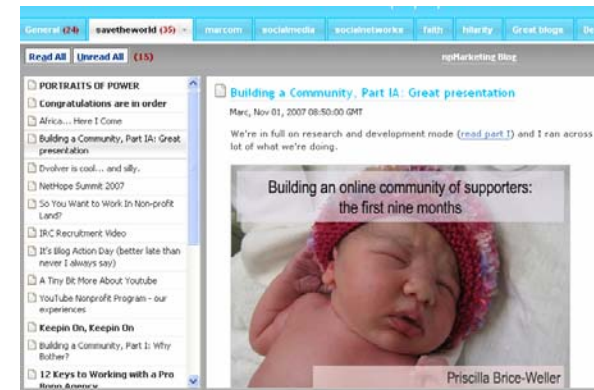
## Reading content in your RSS reader



Scan Titles



Preview Content



View Posts Individually

- Check your RSS reader regularly for new content
- Consider making it your browser homepage
- Look for a mobile application for your reader