

Why Blogging Matters!



The Basics.....

- Blog is short for “web log”
- A blog is a website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video
- Entries are commonly displayed in reverse-chronological order
- Many blogs provide commentary or news on a particular subject; others function as more personal online diaries
- The ability for readers to leave comments in an interactive format is an important part of many blogs

The Lingo.....

- **Blogosphere:** The collective community of all blogs.
- **Blog** (verb): To maintain or add content to a blog
- **Blogroll:** A list of recommendations by the blogger to other blogs
- **Comment Spam:** spambots” flood a blog with advertising in the form of bogus comments
- **Flog:** A blog that's ghostwritten by someone, such as in the marketing department of a corporation.
- **Permalink:** The unique URL of a single blog post
- **Post:** An entry written and published to a blog

Why Blogs Matter.....

1. Integral piece of organization communications- inform, engage and help shape an organization’s brand and reputation
2. Provides a platform for individual perspective and permits an informal tone
3. New way to reach media saturated consumers who are tuning out more traditional forms of communication
4. Great way to put a fresh new face on a corporate structure
5. The future is web-based, blogs are a good way to get your feet wet
6. Syndication!

There are over 55 million active blogs in the blogosphere... if you aren’t participating and shaping your message someone else will!

What Makes Up A Good Blog.....

- Good blog posts **have accurate, intriguing titles**
- Good blog posts **are laser-focused**
- Good blog posts **are relevant to the target audience and current news**
- Good blog posts **are personable and somewhat casual**
- Good blog posts **have original content**
- Good blog posts **are readable (no jargaon)**
- Good blog posts **link to other relevant information**
- Good blog posts **incorporate images, videos and widgets**

Where To Start A Blog.....



www.wordpress.com



www.blogger.com



www.typepad.com



www.opendiary.com