

## Top 10 Blogging Tips

### 1. Be a Team:

- Blogs are most engaging when many voices can be represented
- Develop an editorial board for your blog and meet quarterly to brainstorm on topics of interest

### 2. Be Up-to-Date

- A blog should be updated at least every two weeks, or even more often
- It's easier to keep a blog current if you have a team of people with regular assignments for contributions

### 3. Be Yourself:

- Article comments and blog posts should reflect your personality and style to create a personal connection. Take a bit of artistic license.
- It is important to be open and honest about who you are, and what company/organization you represent. Bloggers can smell an agenda. Only comment on a blog post if you have something meaningful and relevant to say.

### 4. Be Engaging:

- Create an open dialogue with your reader
- Ask questions
- Encourage responses

### 5. Be Visual:

- Use images to support your point but...
- Make sure your images are royalty free. (We have had bad experiences with clients using unauthorized images on a blog only to be hit with a big royalty fee.)

### 6. Be Positive:

- Don't slam a blogger on his/her own blog, or on yours. Be professional.
- If you have a factual correction to make, write to the blogger directly, rather than posting it in a comment, he or she will most likely thank you and post a correction.

**7. Be Relevant:**

- Add to the conversation at a business level
- It is important to approach the issue/topic from a “what we’ve seen” perspective, offering best practice tips, thought leadership insight and anecdotal commentary.

**8. Be Brief:**

- This is not a book, or byline, keep your post succinct and engaging.
- Respect the time-limits of your readers.
- Keep the Hyperlinks to a minimum. Don’t link to lots of pages in your comment or post. If you are commenting on another blog, it’s appropriate to link to your site from your name, and to add perhaps one other hyperlink link if it’s extremely relevant.

**9. Be Sure:**

- It is a best practice to run your contribution or comments past another member of your organization before posting to avoid any accidental miss-steps.
- The thoughts and opinions shared in the posts represent the entire organization and should align with key corporate messaging.

**10. Be Cautious:**

- BluePoint recommends the use of an informal Full Disclosure statement right out of the gate to establish a credible online presence. Examples include: “Full disclosure: I am an employee of XYZ Company, an XYZ solution provider,” or “XYZ, full disclosure - I am an XYZ employee who read your post.” If appropriate, give the author a way to contact you.
- The ramifications of not disclosing corporate affiliation can be extremely damaging.

### **Blog Terminology**

**Blog:** A blog (short for web log) is a website where entries are written in chronological order (earliest to latest) and displayed in reverse chronological order (latest to earliest).

**Blog roll:** A list of related blogs, usually in the sidebar. It’s a list of recommended blogs.

**RSS:** “Real Simple Syndication” or “RDF Site Summary”. RSS allows blogs and websites to “push” content to readers who sign up for their “feeds.” Think of it as a wire service for online media.



**Feed Aggregator:** Most blog readers use a feed aggregator such as Newsgator, GoogleReader, Feedburner or Bloglines. These simply allow you to organize your different RSS Feeds and be alerted when they are updated. Instead of having to visit 15 different websites each day, you can just visit your RSS reader to see what new content as been added to all of your favorite sites.

**Comments:** Comments are a feature of a standard blog. Readers can participate by adding their comments below an individual post.

**Trackback/Pingback:** These terms are used interchangeably to refer to a link back method which blog authors use to request a notification when someone links to one of their documents. This enables the author to keep track of who is linking, referring to, and commenting on their articles. Many blog software programs such as WordPress support automatic pingbacks.

**Technorati Rank:** The smaller you're Technorati Rank, the closer you are to the top. #1 is the top.

**Technorati Authority:** This number tells you how many blogs have linked to you in the last 6 months. Multiple links from one site are counted as 1. The higher the number the better.

###