

**Social Media Seminar – Focus on Blogging**  
**Handout and homework**  
**May 4, 2010**

**What is Blogging?**

- Web publishing of serialized content. Somewhat like a syndicated newspaper column
- You have complete control of content, format, frequency
- People choose to read, or subscribe based on the interest you generate

**Where does blogging fit? (Tony's very loose descriptions)**

- LinkedIn: Business to business, person to person, connecting tool. A Business Resume. Great way to increase your, and your businesses, visibility
- Facebook: Mostly personal, social, typically less professional. Focused on now, not much on history
- Twitter: Track trends and interests, locate potential customers, handle service needs. Again, focused on now, not much on history
- Blogging: It's all about you! Promote your brand, publish your stories. Has value now, and as a reference. One use (of many): press releases

**Why blog?**

- Blogging helps you be found
- Blogging helps you be credible
- In today's connected world, blogging can help make you "real"

**When should you post to your blog?**

- When you have something to say
- Corollary (for all social media): If you have nothing to say, social media won't help you! (at best)
- Product announcements. Press releases. Events. New features. Testimonials. FAQs. News of interest to your customers

**How to blog**

- Free and easy: Blogspot.com or Wordpress.com
- When you need more, engage an expert if you're not very web/tech saavy. It's worth the small price
- You may never need more!

**Suggestions:**

- Listen before you talk. Read other blogs.
- Comment elsewhere. When you establish your own blog, your comments on other blogs will link back to your own. Credibility AND findability. Make yourself known, add value to the community

**Suggested reading:**

- <http://www.microexplosion.com/> (4/11/2010 is the source of the "ladders" diagrams)
- <http://www.SethGodin.com/>
- Ask if you need more suggestions

**Homework:**

- LinkedIn – be sure you're there
- Connect with me
- Check my blog post for today (if you're reading this, you found it)
- Send me an email (or twitter, or whatever) telling me what you learned today (from anyone). Take this as a dare! Will you accept the challenge?)