

Blogging: 8 Keys to Success and Profit!

Presented by

gulo Customized Internet Solutions

What you need to know first

- **RSS** - Really Simple Syndication, this is what allows the information to be read from other software or devices
- **Newsreader** – collects and displays RSS in a readable format
- **Bloggging** – editorial-style content produced by anyone





What are blogs and why should you care?

- A method to publish commentary or news on a particular subject.
- A mechanism to post comments that facilitate discussion on entries
- Ability to reach larger audience
- Creates a framework for members to communicate with members and staff to listen to members
- Creates more valuable ways to access information for readers

Who is blogging in your space and where to find them

- Use blog searches: technorati or google blog search
- Look for members or others talking about topics in your space
- Beware of noise (i.e. link farms)
- Example:
 - <http://www.technorati.com/search/%22trade%20show%20exhibitors%22?language=n&authority=a4>
 - <http://blogsearch.google.com/blogsearch?hl=en&q=%22trade+show+exhibitors%22&btnG=Search+Blogs>

How to read others' blogs and use them to benefit your association

- Must be a participant before a blogger
- Find something you like to read regularly
- Use FEED, RSS or ATOM links on blogs to aggregate    
- Stay aware and in touch with new issues
- Listen to what other's are saying about your organization
- Use as a tool for recruitment

Why create your own blog and how to do it

- Easy to publish new information
- Creates a dynamic section of your website
- Publish new information for members to discuss and give opinions on
- Will attract new viewers and new members to site
- Create with Blogger, Typepad, WordPress or use Gulo Re:Members

Blogging Ethics

- Fess up to mistakes by posting clear edits of what the error was
- Be link friendly for citations
- Let conversations run their course (e.g. 9th Life)
- Use a voice in line with body you represent

Referenced from <http://libraryjournal.com/article/CA515805.html>

What resources do you need to be a blogger

- Software
- Staff or contributors to write
- Editor, optional
- Moderator, optional
- Time commitment
- Diligence - regular posts keep regular readers happy and coming back
- Audience

Where to find content to keep your blog going

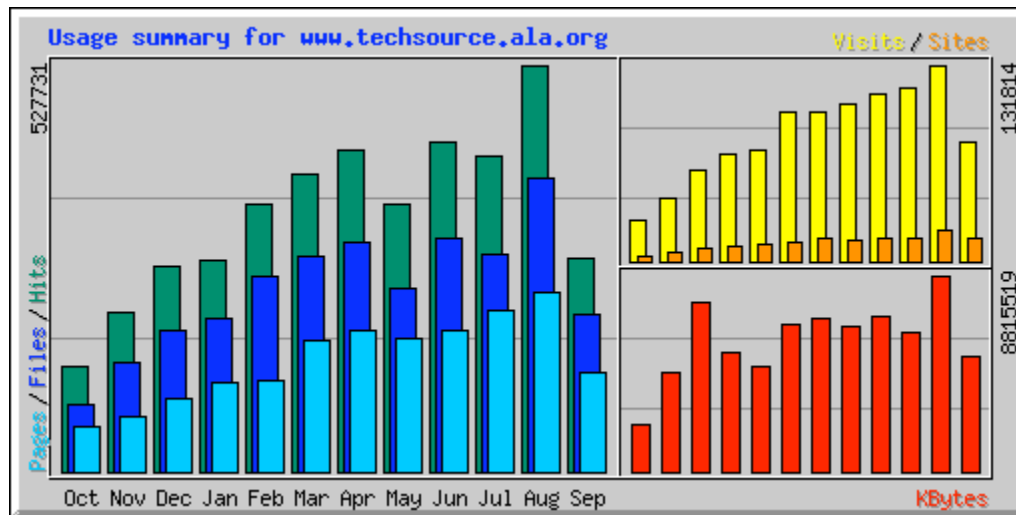
- Multiple authors - the more authors, the more opinions, the more likely you are to reach people
- Member Issues - post customer service mishaps or praise
- Promote activities - talk about events, seminars or volunteer activities
- Discuss policies - engage conversation with industry policy decisions
- Lobbying issues - keep members up to date with current issues the organization is lobbying for
- Industry happenings - opinions on any industry news

How to manage expectations



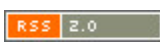

- Content expectations
- Author expectations
- Subscriber expectations
- Comment expectations

How to measure return on engagement

- Through buzz
- Use google and technorati
- Site traffic and analytics



How to Become an Efficient Reader - Betty Crocker Style

- Create account:
<http://www.bloglines.com/register>
- Find a blog you like: <http://www.technorati.com>
- Look for the RSS link    
- Copy the RSS link
- Add RSS link to bloglines: My Feeds->Add
- Repeat with more blogs
- Now you are happily aggregating content with an RSS reader.

Blogs

- <http://www.principledinnovationwikis.com/associationblogsandpodcasts> - Wiki Blog Listing
- <http://blogs.asaecenter.org/Acronym/> - ASAE Blog
- <http://blog.ilipra.org/> - Illinois Parks and Recreation Association
- <http://www.techsource.ala.org/blog/> - American Library Association Techsource
- <http://boardbuzz.nsba.org/> - National School Board Association
- <http://caeexam.blogspot.com/> - Ben Martin, Membership Director at the Virginia Society of CPA's
- <http://communicatio.blogspot.com/index.html> - Mike Mason, Director of Communications at The Farm Credit Council
- <http://mhanewsnow.typepad.com/thebigpicture/> - Shawn Lea, Vice President for strategic communications at the Mississippi Hospital Association
- <http://www.associationblog.com/blog/> - Kevin Holland, Air Conditioning Contractors of America
- <http://www.highcontext.com/weblog> - David Gammel, Consultant
- <http://www.principledinnovation.com/blog/> - Jeff De Cagna & Jaime Notter, Consultants
- <http://blog.meetingsnet.com/face2face/> - Sue Pelletier, Executive Editor of Medical Meetings magazine
- <http://www.gulosolutions.com/blog>