

A blog is a web-based journal that is frequently updated by the author(s) and usually contains postings around themes of interest for the community you wish to reach.

Common questions about business blogging

1. Why should my business have a blog?

Blogging is simple, enjoyable and offers a good return for the effort. You can share new information about your business, highlight successes, discuss issues, and even raise your visibility with internet search engines. With internal blogs for a staff-only audience, you can share project updates, policy changes and employee knowledge quickly and efficiently.

2. How do we start a blog?

Blogging software is fairly easy to master, there are many to choose from and most are free. Examples: Moveable Type, BLOG:CMS, Nucleus, Serendipity and Wordpress.

3. What should be on a blog site?

Blog content is as varied as the internet itself. However, entries should be short, conversational and informative. Utilizing staff expertise, including supporting images and providing numerous links to related information are a good starting points.

How to use this information in your organization

Step 1: Discuss adding a blog to your website - who will develop content, what topics will interest your clients/staff, who will proof content and who will be authorized to post information.

Step 2: Read other blogs to learn what businesses are doing and gain ideas for your own blog. (Check out the Improve Group blog the Inside Groove (www.theimprovegroup.com/weblog, for an example).

Step 3: Keep learning about new web technologies to keep your blog fresh and interesting to your readers through podcasts, links, surveys, photographs, graphics and vlogs (video logs).

This white paper was developed through information gained from "Corporate Blogging" by Debbie Weil and practical experience from the Improve Group blog the Inside Groove.