

Bloggging for People Who Should

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Based on a work at www.blogggingforpeoplewhoshould.com.

Eric Squair



MAKE POVERTY HISTORY

GREENPEACE

Cassie Barker

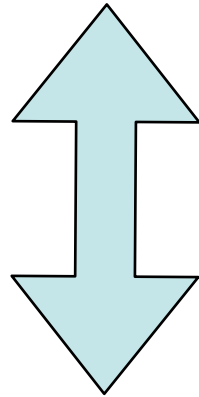
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Thursday, March 17, 2011

Let's do a quick go-around:

what is your name, and what do you hope to get out of the course?

I know exactly why I want to blog.

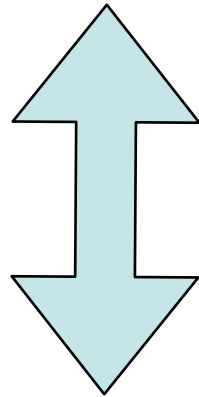


I need to explore the reasons why this is (or is not) for me.

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I want to do this because I am absolutely passionate about a topic.



I want to blog as part of my work/job/marketing efforts.

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Some recurring themes

1. Blogging as Conversation

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Some recurring themes

1. **Blogging as Conversation**
2. **“Website” vs. “blog”**

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Some recurring themes

1. **Blogging as Conversation**
2. **“Website” vs. “blog”**
3. **Google is your friend***

* Not really. Check out http://en.wikipedia.org/wiki/Criticism_of_Google

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What to expect

There are no ‘Magic Beans’ we can give you.*

*<http://www.darrenbarefoot.com/archives/2009/10/no-magic-beans.html>

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There are no magic beans to success in this process. The hardest thing about this is that you need to write, and write often. It's all about the discipline.

Disclaimers

There are no ‘Magic Beans’ I can give you.

Think like a blogger.

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WE can't teach you to write, but we can teach you to think like a blogger.

Disclaimers

There are no ‘Magic Beans’ I can give you.

Think like a blogger.

More about communications than technology.

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This course has a tech component, obviously. But it really is more about communicating online than it is about the specific nitty-gritty tech details.

***A brief* history of blogs**

Started as personal diaries in 1997, as “web logs”.

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A brief history of blogs

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First big political/cultural moment: resignation of Trent Lott, a segregationist Republican in the US.

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What are the characteristics of a blog?

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1. Written by a person, in the first person.
2. Organized chronologically.
3. Organized by categories or 'tags'.
4. Encourages interaction and discussion.
5. Encourages subscribers or followers.

Bloggging as conversation

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Like going to a party and meeting people:
Figuring out who you are, what you have to say.
Listening to existing conversations.
Contributing something meaningful.
Monitoring how your message is received.

Why create a blog?

What are the advantages?

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What are the advantages?

Easy and efficient way to publish to web,

Naturally search engine friendly

More suited to the web than 'traditional' broadcast tone and format: it's written by a person, focused on a few topics, allows for interaction, and is regularly updated.

Builds trust and relationships because it is written by a person

What a blog can do

Deepen engagement with your network/supporters

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What a blog can do

Deepen engagement with your network/supporters

Establish you as an authority on specific topics

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What a blog can do

Deepen engagement with your network/supporters

Establish you as an authority on specific topics

Tell your story in an engaging way

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What a blog can do

Deepen engagement with your network/supporters

Establish you as an authority on specific topics

Tell your story in an engaging way

Increase traffic to your website

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What a blog can do

Deepen engagement with your network/supporters

Establish you as an authority on specific topics

Tell your story in an engaging way

Increase traffic to your website

Have your website show up in search engines

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Do you notice anything about the progression of these goals?

They take increasingly more work.

After the break: a blogging plan

Your goals.

Your audience.

Your story.

Privacy online.

Homework.

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Your blogging plan

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Starts with your goals: why do you want to blog? What do you want to accomplish? What are the topics you want to blog about?

Why do you want to blog?

Why I want to blog

Date: January 2010

Working Title: Bloggingforpeoplewhoshould.com

Rate, on a scale of 1 to 5, the extent to which your blog aims to accomplish the following:

Deepen engagement with your network/supporters: [3]

Establish authority on specific topics : [5]

Tell your story in an engaging way : [4]

Increase traffic to your website : [2]

Have your website show up in search engines : [2]

What need do you hope blogging will meet for you, what problem will it solve?

I need to both promote this course and improve the content. I am blogging to share the content and learnings, as well as solicit advice from other people on the content and delivery of this course.

Brainstorm 10 to 20 words or phrases that people will use to find your blog on Google.

How to blog

Blogging for NGOs

Blog help

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This is not a final document, we would be surprised if it doesn't change over the course of this workshop.

Who is going to follow your blog?

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Your Audience

Susan Jones **"Accidental Techie"**

Age: 26

Occupation: Communications officer at Canadian NGO



Susan is an "Accidental Techie": as the most technically proficient person in her small organization, she has been assigned the role of all things online. This a fair amount of self-directed learning about online communications, everything from how to send broadcast emails to how to make a basic animation.

Bloggingforpeoplewhoshould.com offers Susan introductory tips, tricks and best practices for blogging and communicating online. Susan finds the blog when she is charged with creating a blog for her organization, and Googles the term "how to choose blogging software"

Susan has a computer at work and at home, both with internet access. She is relatively comfortable with using the usual office applications (Word, Firefox) and has some basic skills with digital photography and photoshop. She learned a bit of HTML in school.

She is online most days to check email, do basic research on the web, and keep the website for her organization updated.

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We use personas, adapted from the marketing world.

It's a creative writing exercise, in this case, but it does one very important thing: it keeps the key audience front and centre in your mind.

There is no limit to the number of personas you can create, in fact, the more the better

Your Audience

Torley Social Media Consultant

Age: 32

Occupation: Social media consultant

Background explaining this persons' interest in the topics you are writing about:

Thomas has been working online for 8 years, helping the organizations he works for create websites, build email lists and most recently, move to social media tools like Facebook and Twitter. He is always looking to learn from other people doing similar work, and is willing to share his experience with his peers.



Your blog offers this person the following benefits:

Thomas reads and comments on bloggingforpeoplewhoshould.com because it helps him understand how people learn about social media. A big part of his work is explaining how the internet is a different medium from print or broadcast – he is often looking for any resources, tips or insights he can find to help him in this work.

This person finds your blog through:

Thomas found the [blog](#) from a post to an email list he joined a few years ago, Progressive Exchange. It was asking for opinions or examples of organizational [blogging guidelines](#). Having written many of these guidelines documents, he commented on the [blog](#) to let the author (and everyone reading the comments) that he had an example to share. He follows the [blog](#) using an RSS reader, checking out posts with interesting titles.

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Your story



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So, what's the most popular page on a website, after the homepage?

It's the About page - people want to know who is speaking to them, and are curious about you.

Story of self

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When we write our bio for this blog, we're telling people why we do this work and establishing our story of self, Story of Self is from Marshall Ganz's work on Public Narrative.

We tell our individual story so we can share the roots of our passion and resolve for change. This sharing builds a relationship and trust with our audience as they begin to understand our motivations and our values.

Story

1. Character
2. Challenge
3. Choice
4. Outcome
5. Values

Exercise: Your Story

- Think of an experience you've had in your life that helped get you where you are in your work/focus (2 min)
- Share your story (5 min)
- With your goals, audience and story in mind, write a short bio (10 min)

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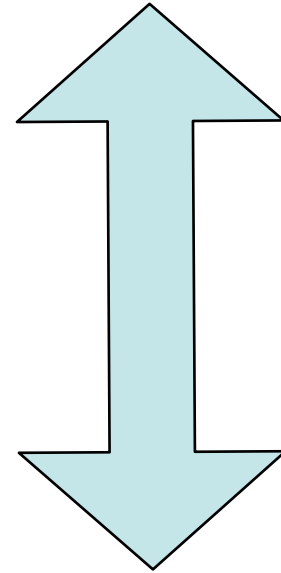
- Think of an experience you've had in your life that helped get you where you are (2 min)
- Share your story, (5 min)
- Write a brief

Online privacy spectrum

Complete anonymity with a pseudonym

First name, some identifying details

Full contact information, including physical address



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Homework!

1. Complete the worksheets from today.
2. Find 3 or more blogs that you like that are similar to yours, using <http://blogsearch.google.com>

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