



ABN 617 18013902

Email: contact@writeup.com.au

Let's Talk Web...

What's in a Good Blog?

Blog as part of your Communication Strategy

Blogs have emerged as a new form of media. Unlike mainstream journalism, anyone can write a blog and they can be a useful part of your online media communication strategy.

But what constitutes a good blog? Generally speaking, a blog is a short but good read, has a focus, is written with a positive tone and expresses good will and opinion.

Blogs Can:

- Be read by current and potential customers, industry enthusiasts, partners, stakeholders and media.
- Be an outlet for news and information by sharing good information for the good of the company.
- Initiate discussions and exchanges about the organisation or department - its products and services by anyone at any level.
- Generate interest, promote good ideas and leadership.
- Help an organisation stand out from the competition.
- Enhance internal communication by developing a greater reach.
- Assist in monitoring public opinion and sentiment.

Whatever the persona of your blog...

- Write in a positive voice
- Be authentically interested in what you are discussing
- Link back to your own website to drive traffic there
- Know your focus
- Set time aside to blog
- Realise that not all comments on your blog will be positive
- Aim to be a leader in your field
- Show integrity

Getting Started...

It is worth reading other blogs that are relevant to your business sector and industry before getting started. You will want your own distinct style, tone and slant.

Use your blog to develop greater interactivity, start online debates and discussion threads to generate new ideas and trends emerging within your market.



ABN 617 18013902

Email: contact@writeup.com.au

Your blog can be your website's fresh content and generate interaction with your visitors. You can engage informally with clients and service users to submit material to your blog and invite guest bloggers.

Many blogs get started but how many are regularly maintained? Blogs also need to be interesting and able to generate a discussion between blogger and reader. To be *up-dated regularly –daily, if not 3 times a week.*

*If you need help with your content management or editing your website: -
Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see www.writeup.com.au*

No time to write? Email us at contact@writeup.com.au