

BLOGS

Some may think that the word “BLOG” stands for “Better Listing on Google”. While this is technically true, it is a contraction of “web log”. A blog is a Web site on which an individual or group of users record opinions, information, etc. on a regular basis. What’s cool about blogs is that they are in your voice and focused on current content.

20 years ago, blogs didn’t exist. Today, there are several million of them. Experts’ advice that having a blog is the single most important thing a business, cause, or person can do to advance themselves online. Even though ‘blogging’ has hit it big, most people don’t get what makes blogging so powerful, helpful, and beneficial. According to Debbie Well, author of *The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right*, “Blogs will become the new must-have executive accessory, just as email is today. They amplify any senior executive’s communications from one-to-one to one-to-many. It’s a no-brainer if you think about it.” Below are some of the many benefits to “blogging”:

- **It can help you land a job!** According to MediaBistro, nine in ten companies mine online profiles before making a new hire. Employers want to hire people who have a strong online influence. Basically, it demonstrates to the employer you are Web 2.0 ready.
- **It can showcase your written communication skills!** The only way to become better at written communication is to write – pages and pages, day after day. However, when it comes to blogging writing one to two blogs a month is minimally suggested. The more you blog, the more you write – and the better your written communication skills.
- **Establish yourself as an expert in the field!** Not only will blogging allow you the opportunity to gain influence, but it will provide you a platform to share your passion on the field or topic of interest resulting in being considered for careers, awards, or project/consulting opportunities. When somebody visits your blog site and reads the insights you’ve shared on a given topic, your knowledge will be showcased and it will be clear that you’re genuinely an expert in the field. A successful blogger gains a wide audience of people who trust and respect them; they become followers, and followers become referrals.
- **It will build your network!** Starting a blog is a guaranteed way to expand your network. Valuable and insightful blog posts attract readers who will then comment on your site and send you personal messages through your contact page. Many of your readers will be asking for help, but others will be looking to help you. In addition, a blog is also a good platform for reaching out to others. By responding to other’s blog posts (positively and respectfully) helps establish an online relationship – one that will draw them and possibly their audience to your site.

RESOURCES

- **WordPress:** WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is a free and open source blogging tool. (www.wordpress.org)
- **Typepad:** Similar to WordPress, Typepad is another web software tool you can use to create a blog platform. (www.typepad.com)
- **Tumblr:** Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML. (www.tumblr.com)