

Helpful Tips For Corporate Blogging

Author:
Resale Rights

Created On: 06 Oct 2009 02:26 PM

Blogs are massive resources of information from both inside and outside companies. Businessmen survive the world of blogging because they know how and where to dig information while protecting their own secrets. Although blogging can be risky world for businesses, there are several helpful tips that can help bring success to corporate blogging.

The Important of Training

It is important to make sure the members of the communications team. In the past, this team was composed of a small group. However, with the advent of blogging, everyone who blogs at the company is spreading a specific message about the company. People who handle the blogging for the company must be trained to avoid any spill of unnecessary information.

If by accident, important information regarding the company has been disclosed, this can put the company under the watchful eyes of the regulators. More so, inappropriate leaks can provide competitors with leverage and may lead to embarrassing revelations about the inner workings of the company and its staff.

Although the usual action to be taken is to restrict employees from blogging, this can be a shortsighted decision. Bloggers from within the company can easily relate and make contact with potential clients and even enhance the brand of the company.

The Fake Blogs

Several, if not all, companies are eager to establish one-on-one links with their consumers, though they are often hesitant to venture in the world of blogging. As a result, they set up fake blogs. Fake blogs are those that are created by marketing departments of the company in order to promote a product, brand or service using a fake name or character.

These kinds of blogs are risky since several bloggers who are passionate about what they do view them as an insult to the blogging community and no one can deny the fact that these blogs are very visible to the public.

Although there are no rules prohibiting a company from making pseudo-blogs, the subject of creating one is always welcome. Always keep in mind that you can choose to create fake blogs but remember all the risks involved.

Blog Tracking

Tracking blogs is one of the easiest and most important tips to remember. Firstly, the company can look around online and search for the most influential blogger who writes about their products or services. Remember to read the blogger's updates everyday and perform an automated tracking of discussions.

Tracking blogs is important because even those postings from small-time bloggers can be selected by search engines, strengthened by a well-known blogger and ultimately hit the mainstream.

The Public Relations

Blogs have the ability to break down barriers between the company and its customers. It is important for businesses to take that into consideration and adjust. There are several companies that start

blog in order to attain customer loyalty and address the customers' concerns and comments. Relating to the customers is a vital factor in the survival of a business. Knowing what the customers think about the products or services can help enhance the company's services.

The Company's Secrets

Take into consideration one secret or secrets that you have kept at your company. Be it a list of projects for the following year or information about scandalous activities, there are several things that you must learn not to leak to your competitors.

In blogging, there is a certainty that you must rethink about something that you are trying to avoid, for that fact that other companies are increasingly sharing information to win new partners and generate new ideas. Although this does not mean that they are not keeping any secrets from you or that you must not keep any from them, it is important to reevaluate whether you can gain more out of sharing details than keep them to yourself.