



From DeYoung Consulting Services: The Art of Blogging

It's hard to remember a time before blogs were common. But, what began in the 1990s as an online journal phenomenon, is now a useful tool for keeping in touch with customers or sharing information within a company. If you blog for your work or personal life, or are just thinking about starting one, here are a few tips to make your blog more engaging.

WRITE AS YOU SPEAK One of the fun things about blogs is that you're allowed to let your personality shine. To really draw in your readers, write in a conversational style. That usually means shorter sentences and paragraphs, and not too many big words. Imagine that you're talking with your audience face-to-face and write the same way. If you're a traditionalist, though, don't try to be too hip or trendy. But, you can be more casual in your writing.

SHARE EXPERIENCES Blog readers want to know about your experiences. That might mean how your company is improving its customer service or how your new equipment will improve your efficiency. You can introduce or interview employees, highlight industry-related books, or offer your response to a keynote speaker you heard. Sharing successes is a way to promote your company, but be careful that you don't boast too much.

UPDATE REGULARLY Updating the blog can be a major hurdle for some people. So before you announce your new personal or work blog, be confident in your ability and interest to update it frequently. A company blog can be rotated among employees, or even written by a freelance writer.

PAY ATTENTION TO THE RULES Clearly you don't want to spill any proprietary secrets in your blog or break any company guidelines. But, keep in mind copyright laws, as well, and cite your sources, particularly for any statistics, or controversial or compelling bits of information.

REMAIN PROFESSIONAL While blogs are a casual and informal way to communicate, it's important to always remain professional. Check your spelling and punctuation carefully before you post your entry. Don't make any personal attacks or criticize the competition. And, keep in mind that

once something is on the Web, it can be there forever. As your mom probably told you, "If you can't say anything nice, don't say anything at all."

If you need help with documenting your company's blogging policies or procedures - or any other training issues, give me a call. I'm able to develop all types of performance enhancement tools for all types of teams.

Karen DeYoung is principal of DeYoung Consulting Services, which provides quality learning experiences for individuals and groups. We develop training materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.

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