



12-Step Program to Better Blogs
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NEWS AND TIPS FOR HIGHER ED PROS

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Website Stakeholders, President and VPs, Website Redesign, Good Tips, Crisis Communication, Virginia Tech Tragedy | No Comments +

5 tips to be better prepared for a campus emergency or crisis
September 28th, 2007 by Karine Joly

Even if you don't take the time to read my last article about crisis communication (although you should), don't ignore these 5 basic tips and share them with folks in charge of crisis communication at your institution:

1. Make sure the chief communication officer of your institution is part of your emergency team.
2. Include in your crisis plan your institution response to different possible scenarios. Define the type of communication channels to be used for the different situations and prepare the notification templates for each. In case of a crisis, you'll be able to update and send these templates in minutes.
3. Practice, practice, practice. Train your emergency team to assess, evaluate and make decisions. Review and edit your crisis plan with what you learn from your drills.
4. If a crisis happens, send your alert notifications via several communication channels (phone, cell phone, email, text-messages, loud speaker, PA systems, etc.) and post the notification on the homepage of your website.
5. Use your website as the main hub for your communications.

Crisis Communications 2.0
3-webinar series
On-demand (\$150)



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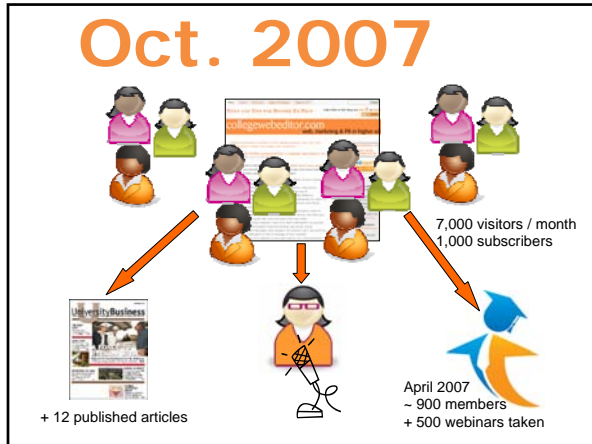
About
collegewebeditor.com: web, marketing & PR in higher ed
News, tips and, hopefully, some good ideas for people taking care of websites and online marketing in colleges and universities.
Created in February 2005, this blog is edited by Karine Joly
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Questions? Suggestions?
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There are 434 Posts and 527 Comments so far.

Feb. 2005





After this presentation, you will...

- Know the difference between a good blog and a great blog
- Have a detailed plan to start a personal, professional or institutional blog
- Learn a few things to improve your blogs

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What Makes a Good Blog?



What Makes a Good Blog?

- Many things...
 - Original and updated content
 - Decent design
 - RSS feed

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What Makes a Great Blog?

Who Makes a Great Blog?



**Make your blog
reader-friendly
in... 12 steps!**




 Don't start to blog without a plan!



- What do you want to blog about? (Topic)
- Who is going to read your blog? What's your target audience? (Audience)
- Why do you want to blog? What are your goals for this blog? (Goals)

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 **Relaunching bsu.edu**
A blog regarding:
• reorganization and redesign of the Ball State Web site
• selection of a new Web content management system

About This Blog
August 21, 2007

Work is underway for the relaunch of Ball State University Web site.

To help you follow the process, University Marketing and Communications has created this blog to discuss developments."


When we are done today. Plus, the blog will be a length to ask questions.

Nancy Prater
University Web Coordinator
University Marketing and Communications


Categories


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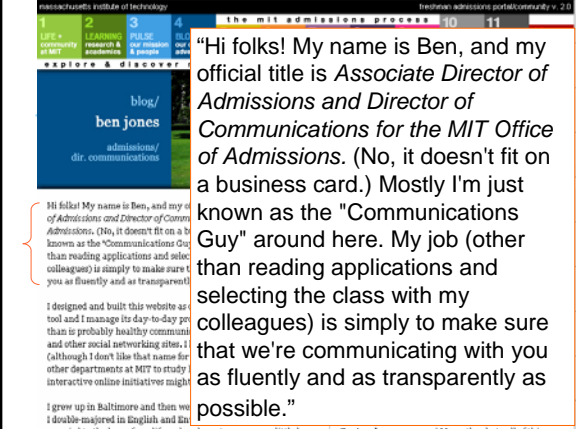
Get Tactical: Tone, Frequency & Length

 Define YOUR rules of engagement

- What is going to be the tone, the voice of your blog?
- How often will you post?
- How long will your posts be?



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“Hi folks! My name is Ben, and my official title is *Associate Director of Admissions and Director of Communications for the MIT Office of Admissions*. (No, it doesn't fit on a business card.) Mostly I'm just known as the "Communications Guy" around here. My job (other than reading applications and selecting the class with my colleagues) is simply to make sure that we're communicating with you as fluently and as transparently as possible.”



Select Your Blogging Platform Wisely








 Put your blog on automatic pilot:
Blog SEO 101

- 🔗 Domain Name (www.keyword.com or www.university.edu/keyword)
- 🔗 Permalink Structure (speaking urls)
- 🔗 Tags/Categories
- 🔗 Internal Search / Categories listings
- 🔗 Post Titles: Smart vs. Keyword-Rich


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Make Sure Your Readers Can Engage
With Your Blog Content

 Comment-Friendly Blog

- 🔗 Let your blogging platform help
 - 🔗 Comments: control, spam
 - 🔗 Comment moderation, comment queue, CAPTCHA, etc.
- 🔗 Reply to their comments
- 🔗 Use their comments as starting points for your blog posts

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Name change conversations
All the latest news about UNO's transition to Missouri S&T

"A few days ago, "Musical_Alum" (more about pseudonyms in a later post) asked:
Could you include a blog entry explaining why this must be done so quickly?
And:
Have any marketing consultants provided their services?
I'll try to address both questions with this post. It's a bit long-winded. I hope you'll bear with me."

Many constituents, as possible, as often as possible, and in as many venues as possible. With 40,000 alumni out there, it's impossible to get in touch with everyone, and we're limited by financial and on-line resources. We do have the budget to pull off the



Help Your Readers Come Back Often

 Help them become "regulars"

- Update frequently
- Subscription on their terms (RSS or email)
- Don't hide your subscription options




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Meet your best friend: Feedburner

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 Get the protection you need from the “dear diary” syndrome

- ✦ Bring other points of view to your blog
 - ✦ Comment on articles
 - ✦ Profile/interview other people
 - ✦ Include videos, audio files & photos
- ✦ Bring interesting stories to your readers

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Plan Carefully The Online Coming-Out Party of Your Blog

 Link Love & Blogger Relations 101

- ✦ Get some content up first!
- ✦ Blog roll
- ✦ Write about posts from other bloggers
- ✦ Post relevant comments
- ✦ Email bloggers

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Intelligence is power

- Check your blog/feed stats
 - Popular posts
 - Referring websites
 - Search Keywords
- Use this info to plan your next posts

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 **Don't blog in your little corner!**

- 👉 Read blogs about the same topics 
- 👉 Monitor what others write about the topic, your blog, yourself... (Technorati, Google Alert)
- 👉 Engage in conversations with other bloggers (comment, posts)


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 **12**

Keep (It) Up

 **Blog Missing in Action**

- 👉 Avoid Blogger Burnout
 - 👉 Pace yourself
 - 👉 Take breaks
 - 👉 And, don't quit!
- 👉 Respect your readers!

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12-Step Program – The Checklist

1. Get Strategic: Topic, Audience & Goals
2. Get Tactical: Tone, Frequency & Length
3. Select Your Blogging Platform Wisely
4. Help Your Readers Find Your Posts Easily
5. Make Sure Your Readers Can Engage With Your Blog Content
6. Help Your Readers Come Back Often
7. Start Conversations, Not Monologues
8. Plan Carefully The Online Coming-Out Party of Your Blog
9. Promotion? Think Outside The... Blog
10. Check Your Blog's Vitals... Often
11. Listen To And Take Part In Conversations
12. Keep (It) Up

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Thank You!

Questions?
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