

## To Blog or Not to Blog?

**T**hat really is the question. And, it is being asked by more and more people every day.

The question for many professionals and business owners often becomes, "Should we have a corporate blog?" Here are a few questions to ask before deciding:

**What is a blog?** A blog is a type of Web site with regular entries of commentary or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. A typical blog combines text, images and links to other blogs, Web sites and other media related to its topic. The ability for readers to leave comments in an interactive format is very important.

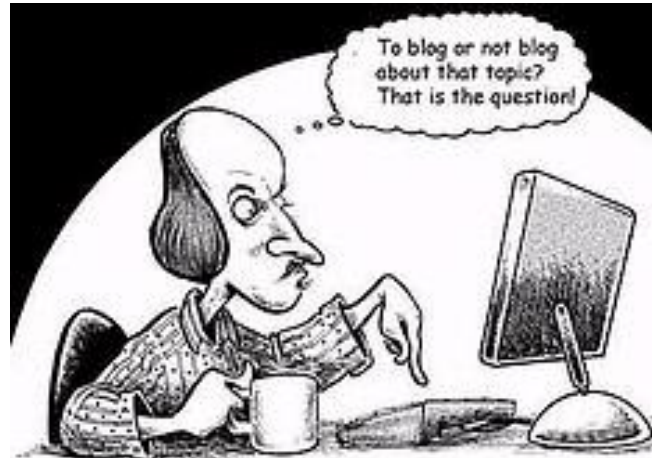
**Who reads blogs?** According to Technorati, an Internet search engine for blogs, 51 percent of Internet users in the U.S. read blogs. This represents 77.7 million unique visitors.

**Who blogs?** In March 2008, Universal McCann, a worldwide communication firm, estimated that there are 26.4 million U.S.-based blogs. Technorati further shares that 46 percent of the blogs are professional; 12 percent are corporate; 58 percent of bloggers are over age 35; and 71 percent are college graduates.

**Why blog?** Again from Technorati, 54 percent of business bloggers report that

they are better known in their industries because of their blogging, while 19 percent report that they have been invited to contribute to media or an industry event as a result of blogging.

**What is the function of a corporate blog?** In a corporate blog, employees who post can offer a direct view into the company. A corporate blog can provide industry news or commentary on industry issues, or it can deliver information about achievements of the



company and its professionals.

Importantly, corporate blogs offer a glimpse into a company's culture as shared through the voices of employees or management. This can be important to customers, employees, potential prospects or potential employees.

**What is the benefit of a corporate blog?** Besides demonstrating an open and modern culture, blogs hosted on a corporate Web site can maximize its

"searchability." Search engines give points for providing dynamic content rather than static pages. If other blogs or Web sites link to your blog, your corporate site builds link credibility, often referred to as "link love." This is highly desirable for search ranking.

**Do I need a blog policy?** Yes. Corporate blog policies are becoming commonplace. Some companies permit anyone to blog. In others, the company may designate approved bloggers. Most corporate blog policies address the following issues: disclaimers, confidentiality and proprietary information, attribution, linking policies and management approval.

At Vehr Communications, we can help you determine whether or not you could benefit from a corporate blog, how to integrate it to maximize your online presence and what you may want to consider for your corporate blog policy. Please don't hesitate to

contact us. Check out our [Web site](#) and [blog](#) to learn more about us.

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