

# Contents

<b>Foreword</b>	<b>xi</b>
<b>Introduction</b>	<b>xv</b>
<b>Chapter 1: Top Twenty Questions About Corporate Blogging</b>	<b>1</b>
<b>Chapter 2: A Quick Romp Through the Corporate Blogosphere</b>	<b>23</b>
A Bit of Evolution	23
From Personal Diary to Corporate Communications Vehicle	25
Internal Blogs: The First Silent Wave	27
External Blogs: The Second Wave	34
<b>Chapter 3: Confronting Fear of Blogging</b>	<b>37</b>
Time: The Top Fear Factor	40
Creating Corporate Blogging Guidelines	43
Dealing with Legal Issues	47
The Mother of All Fears: Losing Control	47

<b>Chapter 4: A Baker's Dozen: 12 Plus 1 Ways to Use a Corporate Blog</b>	<b>50</b>
<b>Chapter 5: Should the CEO Blog?</b>	<b>69</b>
Internal CEO Blogs: The New Must-Have Executive Tool	73
Advice from Trailblazing CEO Bloggers	79
External CEO Blogs: The Perfect Bully Pulpit?	82
Bottom Line: The Value of Writing	84
<b>Chapter 6: The New ROI Is ROB (Return on Blog)</b>	<b>87</b>
Measuring the Conversation	88
Show Me the Numbers	91
Using Standard Web Metrics	93
What Problem Does Blogging Solve?	95
<b>Chapter 7: Top Ten Tips to Write an Effective Business Blog</b>	<b>98</b>
<b>Chapter 8: What You Really Need to Know About Blogging Tools and Technology</b>	<b>116</b>
Choosing Blogging Software: Hosted Versus In-house	117
RSS and Other Tools to Sharpen Your Search and Monitoring of the Web	122
Blogging's Close Cousins: Wikis and Podcasting	127
A Few Cool Tools and Hacks	129

<b>Chapter 9: Cheat Sheet: Making the Case for Blogging to the Boss</b>	<b>131</b>
Assessing Your Blogging Readiness	133
One More Time, Why Do We Need to Pay Attention to the Blogosphere?	136
Putting Together Your Blogging Pitch (Hint: Create a Test Blog)	142
<b>Chapter 10: What's Next</b>	<b>147</b>
Citizen Journalists and Citizen Marketers	150
Web 2.0 and the New Business Ecosystem	151
The Future of Authenticity	153
It's Not About Being Cool	154
<b>Bonus Resources</b>	<b>157</b>
Sample Blogging Policies and Guidelines	157
Legal Resources	171
Blog Design and Usability	172
Recommended Reading	182
Anatomy of a Blog	184
Get Smart Glossary	187
<b>Acknowledgments</b>	<b>199</b>
<b>Notes</b>	<b>201</b>
<b>Index</b>	<b>209</b>