



**Why Blogging is a Critical  
Communication Strategy for  
the Modern Day Business**

Free Webinar Wednesdays



- Why Should I Blog?
- What Do I Blog About?
- Who Blogs?
- How Do I Blog?
- When Do I Get Started?

# The World Today

## Scrutiny


World Com, Enron, Madoff  
Closed Networks  
CEO Disease

## Dispersed

Virtual World  
Global Workforce  
Work From Anywhere/Anytime

## Fear

Am I Safe? Is My Money Safe?  
Who Is Credible? Who Can I Trust?  
Constant Change



## Why Should I Blog?

- Improve Transparency
- Enhance Personal Touch
- Educate Stakeholders
- Give Clients/Employees A Voice
- Strengthen Online Networking
- Increase Google Ranking
- Tell Your Story
- Announce Events
- Provide “Right Now” Service

# Shifting Values

	1	2	3	4	5
Traditionalists	Legacy	Loyalty	Discipline	Logic	Consistency
Boomers	Climbing the Ladder	Money & Status	Hard Work	Idealism	Competition
Gen X	Flexibility	Portability	Independence	Change	Freedom
Gen Y	Collaboration	Innovation	Entertainment	Speed	Learning



## What Do I Blog About?

- Breaking News
- Company Announcements
- New Products and Services
- Company Values, Vision, Mission
- Press Releases/Media Mentions
- Views On Current Events
- Educational Videos
- Podcasts/Radio Interviews
- Articles Written By Employees
- Interviews With Experts
- Industry Trends
- Pressing Questions From Stakeholders



## Who Blogs?

- Company CEOs
- Media Reps
- Hospitals
- Banks
- Media Outlets
- Attorneys
- Advertising Agencies
- Book Authors
- Technology Companies



# Wells Fargo Blogs

Join The Conversation



## The Wells Fargo-Wachovia Blog



Now that Wachovia is part of Wells Fargo, we know there are going to be a few changes coming, not to mention a lot of information. We understand you are going to have questions and comments about what's going on. That's why we created this blog – for you, our customers! We are confident it will prove to be educational and informative, as well as a place where you can **ask questions, join the conversation, and get to know us a little better.**

# Future Banking Blog

Rethinking Banking for the 21st Century

powered by  Bank of America

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## Future Banking Blog

The Center for Future Banking serves as an innovation engine that will seek to transform the ways banking will be conducted in a world of rapidly changing social, economic, and information landscapes.

Future Banking Blog shares the work of the Center. The blog's mission is to create conversation around the themes that characterize Bank of America's commitment to leadership in banking innovation.

## Latest Posts



RSS



Notify by email



03.13.2009, 4:05 pm

Author: [Jeff Carter](#) | Center for Future Banking Exec

### Mobile Payments: \$860 Billion By 2013?

At the Center for Future Banking we are actively examining the mobile space and attempting to understand the technical, social and business drivers that will define the mobile payments ecosystem. The announcement a few weeks back within Informa Telecoms and Media's recent report, Mobile Payments and Banking, caught my eye.

Since the turn of the millennium [...]

## Latest comments

Commenting on: [Transparency, Innovation, Education](#)

"Hi everyone, Thanks so much for the feedback and I'm glad this post resonated with you. Our community has gone on to even [...]"

Was said by: [Brad J Garland](#)

Commenting on: [CFB Lecture Series: "Digital Intuition: Understanding Money with Common Sense"](#)

"I recently came across your blog [...]"

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## Blogs

Make a Connection and get an inside view of J.P. Morgan through the blogs of Matt and Meron, who have all successfully transitioned from students to consultants in the last few years. Each week they blog about whatever happens to be on their minds -- from client projects, to practice development to advice for other young actuaries. Check back periodically to see which topics they cover and what has transpired. If they have not covered a topic you want to know more about, whether it's transitioning from college to the workforce or working with Fortune 500 clients, [feel free to ask](#).



Tom Buck

# What Matters

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**Climate change**    Will the world be more tightly bound together 20 years from now, or less?

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**Innovation**



Globalization: slowed but not stopped

By Tyler Cowen

Toward a more bound-together world

By Gareth Evans

The ties that bind

By Nandan Chanda

Send an e-mail to let us know how we can make our site better.

## The Debate Zone

[Will globalization be derailed by the world financial crisis?](#)

Follow the opposing views presented by our two debaters, then make up your



# Jonathan's Blog

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« Previous month (Feb 2009) | Main | Next month (Apr 2009) »

**WEDNESDAY MAR 18, 2009**

**Sun's Cloud (4 of 4)**

In the last three updates to this blog, I've tried to set out a clear direction of where Sun's headed. I've talked about our three basic priorities:

1. **Technology Adoption**
2. **Commercial Innovation**
3. **Efficiently Connecting Adoption and Commercial Opportunity.**



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Biography  
Sun Executive Perspectives

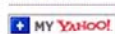
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
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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Today

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**Featured Post**


A Marriott Associate Who Gave 'The Pants Off His Legs'

Posted: April 2, 2009 2:18:51 PM

I've blogged many times before about the wonderful service our Marriott associates provide to our guests. Today, I have yet another great service story to share, but it's a little different from those in the past.

It takes place at the Residence Inn in Mississauga, Ontario, Canada. A guest of the hotel came to the front desk one morning holding a pair of black pants on a hanger with a very panicked look on his face. He explained that he had come into town for a meeting that morning and in his haste, had accidentally packed his wife's slacks instead of his own. He was hoping there might be an extra pair in the hotel's lost and found or that someone could direct him to a store to buy a new pair of pants as he had a meeting very soon.

There was nothing in the lost and found, and with only 10 minutes until his meeting, he was never going to make it to a store in time. However, one of the hotel's front desk associates, Krasi, noticed that he happened to be the same size . . .



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**Profile**

I'm Bill Marriott, Chairman & CEO of Marriott International.

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## How Do I Blog?

1. Write a plan for your blog. What is your purpose?
2. Choose your blog format.
3. Assign authors.
4. Appoint a blog manager.
5. Write a 3-month outline for posts.
6. Design the blog or install the blog using a simple system like Wordpress, Blogger or Typepad.
7. Practice blogging
8. Conduct a "soft launch" to employees and a small number of stakeholders
9. Open the blog to the public.
10. Publicize the blog.
11. Connect your blog to the top social networks.



## When Do I Get Started?

1. Schedule a meeting with a core task force to design a project plan for your blog launch.
2. Give yourself at least 3 months before you go live.
3. Once you are up and running, blog a minimum of two times per week.
4. Do not abandon your blog. You will hurt trust with your stakeholders.
5. If you are not ready to commit to blogging, postpone this action until you know you are committed.



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