

Don't Control the Message

The number-one way to guarantee that your blog won't succeed is to oversanitize, overedit, and overspin your blog postings.

Blogs are about sharing information — whatever that information is — not controlling it. If your company can't share without keeping your CEO up at night in a cold sweat, think again about starting a blog.

Ideally, a blog is an outreach, a service, and a way to give more to the people who buy and use your products and services. Do that, and in exchange, you get their good will, loyalty, and help in improving your company.



Don't lose sight of what sharing information means in practice. You don't have to spill your trade secrets or put your lawyers on the chopping block! You just need to be real.

For example, in Figure 9-1, take a look at the Halloween entry of the official Google Blog. Google may not sell more advertising accounts by posting pictures of staff dressed up for Halloween, but doing so proves that Google is made up of *real* people, that it isn't a faceless behemoth sitting on a pile of gold, scheming to get more.

Figure 9-1:
The Google blog entry for October 30 shows staff and their families and pets enjoying the Halloween holiday.

<p>Saturday, October 30, 2004</p> <p>Boo who?</p> <p>Googlers tend to be disturbingly serious about Halloween. Here are a few of our favorite costumes spotted yesterday around the Googleplex.</p> <p>Google Blog Team</p> 	<p>issues, and the wide world of search.</p> <p>Find on this site:</p> <input type="text"/> <input type="button" value="Search"/> <p>Questions? Suggestions?</p> <p>Let us know what you think!</p> <p>Archives</p> <p>May 2004 June 2004 July 2004 August 2004 September 2004 October 2004</p>
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