

Figure 10-4: Through the Google Blog, readers can get an inside view through the contributions of multiple bloggers.



Be sure to flip through Chapter 12 for important information on content, editing, and blog policies. And, in Chapter 3, you find some practical guidance for dealing with some common production issues.

Checking blogging availability

By far the most serious issue in finding someone in your company to write your blog is time. Blogging — at least, blogging well — is a time-consuming activity and not something you should add to an already-full workload — at least not lightly. Think hard before you ask an engineer tasked with meeting a product-launch deadline to add one more task to his list, especially one commonly perceived to be of little practical value. The fact is that even those of your staff who know what a blog is may not have the highest regard for it. Blogs have a reputation for being navel-gazing opportunities for teenagers, rather than serious business undertakings, and you may find your blog treated with similar disdain unless you can make a serious case for its importance. Even after you find someone who agrees with you and wants to write the blog, he or she may unconsciously put the blog at the bottom of the to-do list.

A good blog that attracts readers is one with frequent posts. If your company starts a blog, the blogger should spend some time working on it every day or at least every other day. The blogger should do the following: