

## TweetChat #blogchat

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**KakieF** They actually have tickets you can print out and give out encouraging others to pay it forward!! Howq cool is that! [#blogchat](#) -10:08 PM Apr 26th, 2009

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**conniereece** Have to sign off. If anyone wants transcript of tonight's blogchat, check <http://everydotconnects.com> - I'll post the PDF. [#blogchat](#) -10:07 PM Apr 26th, 2009

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**Feelslikehome** RT **@MaternalSpark**: RT **@shanan\_s** There is an opp w/blogs to do more than connect w/readers, u can make readers connect w/each other [#blogchat](#) -10:07 PM Apr 26th, 2009

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**KakieF** So Pay it forward and lets come together as a community and make a difference!! [#blogchat](#) -10:07 PM Apr 26th, 2009

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**KakieF** Great blog topic this week, wrote about it on my blog today. Thursday is National Pay it Forward Day <http://tinyurl.com/chxdmb> [#blogchat](#) -10:06 PM Apr 26th, 2009

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**andrewmueller @ekolsky** Yes, if the CEO blogs it is critical that he/she can express his/her vision and will interact w/ the audience [#blogchat](#) -10:06 PM Apr 26th, 2009

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**MSchechter @conniereece** It would be a mistake if they did, they just need to be on board and willing to occasionally participate. [#blogchat](#) -10:06 PM Apr 26th, 2009

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**\_djh @MSchechter** Aha - thanks. [#blogchat](#) -10:06 PM Apr 26th, 2009

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**mariaelenaduron @JDEbberly** Thank you for all the info!! Now, I have the when + whom 2 pay attention 2-Gracias! [#blogchat](#) -10:05 PM Apr 26th, 2009

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**JDEbberly @drewmaniac** Blogchat is every Sunday night at 9pm to 11pm EST. Looking forward to seeing you! :) [#blogchat](#) -10:05 PM Apr 26th, 2009

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**ShannonRenee @mrawicz** depends on blog policy language, ours is legal mumbo jumbo [#blogchat](#) -10:04 PM Apr 26th, 2009

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**krisis @JGoldsborough @dannybrown** I'd tell them to just use the talking points they'd be chatting about anyway that week. [#blogchat](#) -10:04 PM Apr 26th, 2009

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**mariaelenaduron** RT **@conniereece** Often CEO isn't best person 2 blog. Other employees may b more articulate passionate, authentic. [#blogchat](#) -10:04 PM Apr 26th, 2009

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**deirdrereid** & have more time. RT **@conniereece** Often CEO isn't best person 2 blog. Other employees may b more articulate passionate, authentic. [#blogchat](#) -10:03 PM Apr

26th, 2009

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**JGoldsborough @dannybrown** Think reason I hear from most CEOs & execs 4 not blogging is "I don't have time." What response would u give? [#blogchat](#) -10:03 PM Apr 26th, 2009

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**mrawicz @andrewmueller** we will still be using web analytics, metrics etc to measure but I still think many conversations goin at once best [#blogchat](#) -10:03 PM Apr 26th, 2009

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**MSchechter @ djh** good show about Delta Force with Dennis Haysbert [#blogchat](#) -10:03 PM Apr 26th, 2009

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**ekolsky @Ifavreau** interesting. i would assume that audience is part of the strategy, right? you identify audience and message in strategy. [#blogchat](#) -10:02 PM Apr 26th, 2009

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**JDEbberly** RT **@MSchechter: @krisis** true, but direct contact with actual customers through blogs can help bridge that gap. [#blogchat](#) -10:02 PM Apr 26th, 2009

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**SchwartzNow** Agree. But ucan/must: RT **@barbonne**: like MR, diff to measure RT **@mrawicz** ..think..an extension of media relations, they understand [#blogchat](#) -10:02 PM Apr 26th, 2009

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**MSchechter @krisis** true, but direct contact with actual customers through blogs can help bridge that gap. [#blogchat](#) -10:02 PM Apr 26th, 2009

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**ekolsky @andrewmueller** exactly. most of them not sure of why or how – even if they are supposed to. case-by-case – right? [#blogchat](#) -10:01 PM Apr 26th, 2009

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**djh @ShannonRenee** What's The Unit? I have a rather sheltered life :- ) [#blogchat](#) -10:01 PM Apr 26th, 2009

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**conniereece @MSchechter** Agreed, but that doesn't mean the CEO should have primary responsibility for blog content. [#blogchat](#) -10:01 PM Apr 26th, 2009

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**ShannonRenee @mackcollier** & others, as always [#blogchat](#) has been wealth of information, tweet you next week (maybe) -10:01 PM Apr 26th, 2009

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**krisis** Indeed, sometimes the CEO is not on-the-ground enough. For a big co it makes sense to have a variety of voices on different issues [#blogchat](#) -10:00 PM Apr 26th, 2009

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**MSchechter @conniereece** The CEO needs to be on board and the blog must reflect the vision they create for the company... [#blogchat](#) -10:00 PM Apr 26th, 2009

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**JDEbberly** **@mariaelenaduron** Blogchat is 9p to 11p EST Sun Evenings –  
**@MackCollier** is Mod **#blogchat** –10:00 PM Apr 26th, 2009

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**MackCollier** **@JulieZiemelis** Julie you are here! Jump in and tweet/reply whatever you want! just add **#blogchat** to your tweet! –10:00 PM Apr 26th, 2009

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**ShannonRenee** don't know if I'll be on **#blogchat** next week, The Unit is going to be all that & bag of chips –10:00 PM Apr 26th, 2009

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**mariaelenaduron** **@KakieF** Thank U! I'll place it on my calendar so I won't b late next time. How long does chat last+ who is the moderator? **#blogchat** –9:59 PM Apr 26th, 2009

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**mrawicz** **@ekolsky** actually our CTO is the blog master **#blogchat** –9:59 PM Apr 26th, 2009

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**conniereece** Often the CEO is not the best person to blog. Other employees may be more articulate, passionate, authentic. **#blogchat** –9:59 PM Apr 26th, 2009

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**\_djh** Hope they're my competitors RT **@MSchechter**: **@\_djh** sadly man companies think just using (or saying they use) these tools is enough. **#blogchat** –9:59 PM Apr 26th, 2009

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**ShannonRenee** **@mrawicz** our blog feeds off of & into cpl other customer specific blogs "they" put real money into **#blogchat** –9:59 PM Apr 26th, 2009

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**TamarahLand** **@dannybrown** lol..yes..thank goodness I have a great deal of patience **#blogchat** –9:58 PM Apr 26th, 2009

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**Shanan\_S** **@krisis**: The argument for blogging is that it makes our publications interactive. "Newspaper 2.0." seems less scary **#blogchat** –9:58 PM Apr 26th, 2009

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**andrewmueller** **@ekolsky** I think it all depends on the particular CEO, one of their jobs should be the chief evangelist... but some fail here **#blogchat** –9:58 PM Apr 26th, 2009

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**KakieF** **@mariaelenaduron** Hi Maria, this chat is every Sunday night at 9:00EST **#blogchat** –9:57 PM Apr 26th, 2009

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**anwith1n** **@shannonrenee** legal problems can kill some Cos – limiting risk/exposure important. I think that's why some Cos freak re: blogs. **#blogchat** –9:57 PM Apr 26th, 2009

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**KakieF** Join in the conversation between bloggers at **http://tweetchat.com/room/blogchat** happening right now! **#blogchat** –9:57 PM Apr 26th, 2009

[mariaelenaduron](#) What is being discussed + when did this chat start? I've been wanting 2 jump onto this but not sure of time. [#blogchat](#) -9:57 PM Apr 26th, 2009

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[conniereece](#) [@michaelpearsun](#) <http://tweetchat.com>, log in to Twitter or click Beta for OAuth, then type in blogchat as "room" name. [#blogchat](#) -9:56 PM Apr 26th, 2009

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[ekolsky](#) [@Ifavreau](#) true - but should they blog? or should it be left to "professional"? i guess depends on the strategy, of course, [#blogchat](#) -9:56 PM Apr 26th, 2009

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[JBMovies](#) [@dannybrown](#) by guest blogging, have helped to give THEM more traffic, and help me to connect with others on different level. [#blogchat](#) -9:56 PM Apr 26th, 2009

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[barbonne](#) And like MR, diff to measure. sigh RT [@mrawicz](#) ...think of it as an extension of media relations, they understand that [#blogchat](#) -9:56 PM Apr 26th, 2009

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[ekolsky](#) [@mrawicz](#) is the CEO the best person to provide corporate visibility via blog? maybe someone with better writing / training? [#blogchat](#) -9:56 PM Apr 26th, 2009

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[MSchechter](#) [@djh](#) sadly man companies think just using (or saying they use) these tools is enough... [#blogchat](#) -9:55 PM Apr 26th, 2009

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[mrawicz](#) [@krisis](#) much better, thanks for the tweetchat [#blogchat](#) -9:55 PM Apr 26th, 2009

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[michaelpearsun](#) [@conniereece](#) Very cool. I was wonderin if u were going 2 b here, then u were. Magic. I don't have tweetchat, could someone help? [#blogchat](#) -9:55 PM Apr 26th, 2009

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[mariaelenaduron](#) [@JDEbberly](#) Thx 4 the Tweetchat transcript hint! [#blogchat](#) -9:55 PM Apr 26th, 2009

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[JBMovies](#) [@dannybrown](#) I've guessed blogged on [@JesseLuna](#) 's blog, [@SashaKane](#) 's blog and [@jenmovies](#) 's blog too. each one different topic [#blogchat](#) -9:55 PM Apr 26th, 2009

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[andrewmueller](#) [@mrawicz](#) The ROI for a blog can be measured just not in a traditional sense, similar to how do you measure the effect of PR [#blogchat](#) -9:54 PM Apr 26th, 2009

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[JGoldsborough](#) RT [@MSchechter](#): [@dannybrown](#) Many upper level officers still waking up 2 these tools. Bet u'll c more & more of it [#blogchat](#) (Hope u r right) -9:54 PM Apr 26th, 2009

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[anwith1n](#) [@KakieF](#) I meant don't get your site blacklisted by GOOG... if you play by

the rules, you're fine. :) [#blogchat](#) -9:54 PM Apr 26th, 2009

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[evansamantha](#) RT [@andrewmueller](#): RT [@JonBurg](#): A blog post is a letter to the world. A tweet is an open call for conversation. [#blogchat](#) -9:54 PM Apr 26th, 2009

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[TheaPatrick](#) [@dannybrown](#) Thanks for great info [#blogchat](#) -9:54 PM Apr 26th, 2009

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[MackCollier](#) [@anwith1n](#) Companies should expect a return on their blogging strategy, but should also understand what blog can/cant do [#blogchat](#) -9:54 PM Apr 26th, 2009

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[JDEbberly](#) RT [@krisis](#): I wish I could just play this back in real time at my next SM-council meeting. Heads would spin, exorcist-style. [#blogchat](#) -9:54 PM Apr 26th, 2009

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[mrawicz](#) [@ekolsky](#) it gives corp visibility think of it as an extension of media relations, they understand that [#blogchat](#) -9:54 PM Apr 26th, 2009

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[conniereece](#) [@JulieZiemelis](#) Use search.twitter.com for [#blogchat](#), or log into tweetchat.com and type in blogchat as the "room." [#blogchat](#) -9:53 PM Apr 26th, 2009

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[Shanan\\_S](#) Shanan\_S: RT: [@dannybrown](#): If your CEO is scared of blogging, ask if he/she emails. Then explain blog is just a more open email. [#blogchat](#) -9:53 PM Apr 26th, 2009

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[krisis](#) I wish I could just play this back in real time at my next SM-council meeting. Heads would spin, exorcist-style. [#blogchat](#) -9:53 PM Apr 26th, 2009

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[KakieF](#) [@JulieZiemelis](#) <http://tweetchat.com/room/blogchat> [#blogchat](#) -9:53 PM Apr 26th, 2009

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[SchwartzNow](#) Your job, provide CEOs w ROI/Value; THEIR CEOs need to know: RT [@Shanan\\_S](#): RT: dannybrown: If your CEO is scared of blogging....[#blogchat](#) -9:53 PM Apr 26th, 2009

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[TheaPatrick](#) I'm loving a great Mktg convo its been awhile since I've been apart of onw since college [#blogchat](#) -9:53 PM Apr 26th, 2009

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[JulieZiemelis](#) [@MackCollier](#) How do I go to [#blogchat](#)? I know that is probably a stupid thing to ask, but can you let me know? -9:53 PM Apr 26th, 2009

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[JDEbberly](#) [@drewmaniac](#) You're welcome to join in Blogchat, Drew! :) [#blogchat](#) -9:53 PM Apr 26th, 2009

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**mrawicz @ShannonRenee** we have a corp marketing focused blog and a recruiting staffing blog, both feed off the other, cross-purposes [#blogchat](#) -9:53 PM Apr 26th, 2009

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**MaternalSpark** RT **@shanan\_s** There is an opportunity with blogs to do more than connect with readers, u can make readers connect with each other [#blogchat](#) -9:52 PM Apr 26th, 2009

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**anwith1n @mrawicz** oh, understood. Framing KPIs/metrics are imp't to understand investment & depends on what leadership is optimizing for [#blogchat](#) -9:52 PM Apr 26th, 2009

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**KakieF** Point and case see how Nike is connecting runners together. They took the pedometer a step further and created a gps sensor [#blogchat](#) -9:52 PM Apr 26th, 2009

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**Shanan\_S** Rt: ShannonRenee: IMO, blog policies R2 make legal dept feel better, the style guide is more important 2 me when comes 2 work blog [#blogchat](#) -9:52 PM Apr 26th, 2009

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**ekolsky @Jfavreau** isn't bringing a CEO to blog like bringing a horse to water? you cannot make them blog... why try to convince them? [#blogchat](#) -9:52 PM Apr 26th, 2009

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**dannybrown @JBMovies** Cool - it obviously works and that's the main thing [#blogchat](#) -9:52 PM Apr 26th, 2009

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**KakieF** RT **@shanan\_s** There is an opportunity with blogs to do more than connect with readers, u can make readers connect with each other [#blogchat](#) -9:52 PM Apr 26th, 2009

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**drewmaniac** Why have I never joined the [#blogchat](#) conversation? I always end up butting in somewhere along the way. -9:52 PM Apr 26th, 2009

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**JBMovies @dannybrown** I feel that my site gives so much itself. ppl can get an idea why I do what I do, it's personal on site. [#blogchat](#) -9:51 PM Apr 26th, 2009

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**JDEbberly** RT **@shanan\_s** There is an opportunity with blogs to do more than connect with readers, u can make readers connect with each other [#blogchat](#) -9:51 PM Apr 26th, 2009

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**conniereece** To save a transcript of blogchat while in Tweetchat: Go to Print, Save as PDF. You will have complete print record but no avatars. [#blogchat](#) -9:51 PM Apr 26th, 2009

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**KakieF @anwith1n** How does google get mad? Does that happen often? [#blogchat](#) -9:51 PM Apr 26th, 2009

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**dannybrown @Jfavreau** Thank you - just enjoying it like everyone else :) [#blogchat](#) -

9:51 PM Apr 26th, 2009

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**djh @MSchechter** That's when they have to contact Mack. **#blogchat** -9:51 PM Apr 26th, 2009

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**dannybrown @DavidSpinks** hey, way to go fella, well done :) **#blogchat** -9:51 PM Apr 26th, 2009

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**Ifavreau** RT **@dannybrown** Another way to open up ur CEO to blogging: Say it's just like writing an internal memo but for your customers **#blogchat** -9:50 PM Apr 26th, 2009

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**AuctionDirect @krisis** & that content helps build brand confidence,, educate consumers & drive qualified traffic. **#blogchat** -9:50 PM Apr 26th, 2009

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**dannybrown @TamarahLand** Possibly, although I think it might also be the time needed to make it work :) **#blogchat** -9:50 PM Apr 26th, 2009

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**barbonne** RT **@shanan\_s** There is an opportunity with blogs to do more than connect with readers, you can make readers connect with each other **#blogchat** -9:50 PM Apr 26th, 2009

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**JDEbberly** RT **@dannybrown**: Another way to open up ur CEO to blogging: Say it's just like writing an internal memo but for your customers **#blogchat** -9:50 PM Apr 26th, 2009

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**mrawicz @anwith1n** but ROI with blogs is often invisible, benefits not always apparent but there nonetheless **#blogchat** not all can be measured -9:50 PM Apr 26th, 2009

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**Ifavreau @dannybrown** You are really savvy at this blog thing! Great answers! **#blogchat** -9:50 PM Apr 26th, 2009

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**anwith1n @KakieF** searchable, indexed content comes every time you blog, tweet, etc w/ text (as long as you haven't pissed off GOOG) **#blogchat** -9:50 PM Apr 26th, 2009

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**andrewmueller** As a corporation who aspires to be transparent your blog can serve both your internal as well as external audience **#blogchat** -9:50 PM Apr 26th, 2009

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**Ifavreau** RT **@ekolsky** question: do you have separate strategies for one-way ( for readers only) or two-way (conversation-style) blogs? **#blogchat** -9:50 PM Apr 26th, 2009

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**dannybrown** Another way to open up ur CEO to blogging: Say it's just like writing an internal memo but for your customers **#blogchat** -9:50 PM Apr 26th, 2009

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**KakieF @DionnaSanchez** So much of the content I blog about is around parents and

educators, caregivers, etc [#blogchat](#) -9:49 PM Apr 26th, 2009

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[ShannonRenee](#) job recently launched new homepage, B4 it was static, so blog was ONLY thing changing daily, giving spiders new content 2x a day [#blogchat](#) -9:49 PM Apr 26th, 2009

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[TamarahLand](#) [@dannybrown](#) very good point...I wonder if that concern keeps many people away from blogging, though [#blogchat](#) -9:49 PM Apr 26th, 2009

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[MSchechter](#) [@ djh](#) the question is will the do it or do it right, it's not enough just to use SoMe tools for business, you must have a strategy [#blogchat](#) -9:49 PM Apr 26th, 2009

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[ekolsky](#) question: do you have separate strategies for one-way ( for readers only) or two-way (conversation-style) blogs? do you need to? [#blogchat](#) -9:49 PM Apr 26th, 2009

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[KakieF](#) [@DionnaSanchez](#) Then we should connect. I write children's books that use multicultural characters who teach kids sports [#blogchat](#) -9:48 PM Apr 26th, 2009

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[Ifavreau](#) RT: [@dannybrown](#): If your CEO is scared of blogging, ask if he/she emails. Then explain blog is just a more open email. [#blogchat](#) -9:48 PM Apr 26th, 2009

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[Shanan\\_S](#) A touchy question . . . .Do any of your corporate blog posts need to be approved by anyone? [#blogchat](#). -9:48 PM Apr 26th, 2009

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[anwith1n](#) [@michaelpearsun](#) no, blogs=dead was a brief blip whose grief continues. No citation. I flipped the bit on that idea; false premise [#blogchat](#) -9:48 PM Apr 26th, 2009

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[JDEbberly](#) [@elm8](#) No prob, Elm! Glad I can help you. [#blogchat](#) -9:48 PM Apr 26th, 2009

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[dannybrown](#) [@JBMovies](#) Really? Any particualr reason? [#blogchat](#) -9:48 PM Apr 26th, 2009

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[JDEbberly](#) RT: [@dannybrown](#): If your CEO is scared of blogging, ask if he/she emails. Then explain blog is just a more open email. [#blogchat](#) -9:48 PM Apr 26th, 2009

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[elm8](#) [@JDEbberly](#) I came across [#blogchat](#) thru your tweets tonight.Your RTs have been invaluable.thank you! -9:48 PM Apr 26th, 2009

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[krisis](#) [@Shanan\\_S](#) We're moving in that exact direction! FB wound up as the easier sell, because we would just be there for people to find. [#blogchat](#) -9:47 PM Apr 26th, 2009

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[ShannonRenee](#) [@krisis](#) agreed, once co. realized blog was helping SEO & natural search, DEFINITE value-add & blog became gold [#blogchat](#) -9:47 PM Apr 26th, 2009

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**mrawicz @ShannonRenee** yes its for legal dept but much more, we are proud of our co so want to share that in positive, honest light **#blogchat** -9:47 PM Apr 26th, 2009

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**ariherzog** Speaking of guest posts in this **#blogchat**, I need to finish editing a guest post by the CEO of **@fliqz** to appear in ~ 2 hours. Ciao. -9:47 PM Apr 26th, 2009

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**Shanan S** RT: dannybrown: If your CEO is scared of blogging, ask if he/she emails. Then explain blog is just a more open email. **#blogchat** -9:47 PM Apr 26th, 2009

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**dannybrown** RT **@MSchechter**: It should be better. A guest post is a rare opportunity to reach a whole new audience **#blogchat** -9:47 PM Apr 26th, 2009

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**\_djh @MSchechter** Yes, more and more companies will be wanting to "do Social Media" **#blogchat** -9:47 PM Apr 26th, 2009

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**DionnaSanchez @KakieF** I blog about parenting and family. As well as faith. **#blogchat** -9:47 PM Apr 26th, 2009

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**Shanan S @krisis** For us, Facebook came first. I think the logic was that we wouldn't have to build a community from scratch. **#blogchat** -9:46 PM Apr 26th, 2009

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**MSchechter @dannybrown** it should be better... a guest post is a rare opportunity to reach a whole new audience **#blogchat** -9:46 PM Apr 26th, 2009

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**anwith1n @MackCollier** problem is, most orgs expect ROI on any strategy... why wouldn't they lead w/ that for blogs? **#blogchat** -9:46 PM Apr 26th, 2009

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**krisis** My mantra has been: we should be owning the conversation on our brand/subject on each network. Go in; set up a tent. Serve drinks. **#blogchat** -9:46 PM Apr 26th, 2009

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**JBMovies** RT **@dannybrown**: If u get asked to guest post, make it as good as best one on ur own blog. Don't short change another blogger. **#blogchat** -9:46 PM Apr 26th, 2009

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**DavidSpinks** RT **@dannybrown**: If u write guest post, make it as good as best one on ur own blog. Don't short change another blogger. **#blogchat** -9:46 PM Apr 26th, 2009

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**JDEbberly** RT **@dannybrown**: If u get asked to guest post, make it as good as best one on ur own blog. Don't short change another blogger. **#blogchat** -9:46 PM Apr 26th, 2009

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**Ifavreau @mrawicz** Totally agree. I even wrote a blog post about something positive and I wasn't working there at the time! **#blogchat** -9:46 PM Apr 26th, 2009

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**dannybrown** **@ilovemakonnen** ha, ditto! Fun, huh? ;-) **#blogchat** -9:46 PM Apr 26th, 2009

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**MaternalSpark** RT **@dannybrown**: If u get asked to guest post, make it as good as best one on ur own blog. Don't short change another blogger. **#blogchat** -9:46 PM Apr 26th, 2009

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**MSchechter** **@dannybrown** Many upper level officers are still waking up to these tools, I'd bet you will see more and more of it **#blogchat** -9:45 PM Apr 26th, 2009

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**ShannonRenee** IMO, blog policies R 2 make legal dept feel better, the style guide is more important 2 me when comes 2 work blog **#blogchat** -9:45 PM Apr 26th, 2009

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**researchgoddess** **@MackCollier** Knowing enough to be dangerous :) The truth won't hurt u; it's what u think is true that isn't which will hurt. **#blogchat** -9:45 PM Apr 26th, 2009

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**MarieEpi** RT **@kpkfusion** A simple message understood is much more powerful than a complex message forgotten. **#blogchat** -9:45 PM Apr 26th, 2009

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**dannybrown** If u get asked to guest post, make it as good as best one on ur own blog. Don't short change another blogger. **#blogchat** -9:45 PM Apr 26th, 2009

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**JDEbberly** **@MaternalSpark** It's wonderful! Jump in! You're welcome here! :) **#blogchat** -9:45 PM Apr 26th, 2009

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**krisis** Here's a great "why blog" rationale - **@anwith1n** Yes - as long as we have search, we need searchable, indexed content... **#blogchat** -9:45 PM Apr 26th, 2009

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**KakieF** **@anwith1n** Doesn't searchable indexed content come in time as we continue blogging? **#blogchat** -9:45 PM Apr 26th, 2009

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**mrawicz** **@Jfavreau** corp has to believe in accountability of its emps, if culture is in co is passionate then emps will treat it w/ care **#blogchat** -9:45 PM Apr 26th, 2009

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**MSchechter** **@dannybrown** Our CEO just wrote his first blog post ever for QVC.com, he really enjoyed it! <http://tinyurl.com/ddruow> **#blogchat** -9:44 PM Apr 26th, 2009

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**ShannonRenee** speaking of blog policies, our co. developed it AFTER I began work blog, I still don't have copy of them (shaking head) **#blogchat** -9:44 PM Apr 26th, 2009

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**djh** **@anwith1n** Blogging is like, sooo 2008 :-)) **#blogchat** -9:44 PM Apr 26th, 2009

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**MaternalSpark** hello **#blogchat** jumping in late - how's it going? -9:44 PM Apr 26th, 2009

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**anwith1n @krisis** Yes – as long as we have search, we need searchable, indexed content... **#blogchat** –9:44 PM Apr 26th, 2009

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**MackCollier @researchgoddess** Exactly. Many cos hear 'buzz' around blogging and think they have to. Have no idea if it makes sense **#blogchat** –9:43 PM Apr 26th, 2009

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**dannybrown @MSchechter** Which always makes it more surprising that more don't blog (or at least take part with posts now and again) **#blogchat** –9:43 PM Apr 26th, 2009

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**krisis @anwith1n** Definitely with you on that; blogs hardly dead. If anything, they've crossed over to be a more essential tool in the box **#blogchat** –9:43 PM Apr 26th, 2009

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**ShannonRenee @Shanan\_S** did NOT agree w/ deletion, came from VP, so I had no choice, wasn't gonna quit over a comment LOL **#blogchat** –9:42 PM Apr 26th, 2009

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**\_djh** What is great about corp blogging is that you can use as part of your overall market plan. Blogging alone won't achieve much **#blogchat** –9:42 PM Apr 26th, 2009

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**conniereece @krisis** I like what you said earlier. Paraphrasing, that blog content is hub; other SM/SN are like spokes of the wheel. **#blogchat** –9:42 PM Apr 26th, 2009

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**mrawicz @TamarahLand @dannybrown @JDEbberly** – yes loss privacy is concern so think about that, but be confident in what you have to offer **#blogchat** –9:42 PM Apr 26th, 2009

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**KakieF** Has anyone seen how Nike is pulling its customers/runners together with the sensor? Fascinating case study on social media **#blogchat** –9:42 PM Apr 26th, 2009

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**anwith1n @krisis** the whole "blogs are dead" made some execs not want to invest, if they were already over. FAIL imo – content still matters **#blogchat** –9:41 PM Apr 26th, 2009

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**AuctionDirect @arikhanson** (nicely done,LOL) I'm not saying it's a bad thing or it shouldn't be used – just done wisely **#blogchat** –9:41 PM Apr 26th, 2009

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**MSchechter @dannybrown** I also find that top level management like the idea of connecting directly with their customers. **#blogchat** –9:41 PM Apr 26th, 2009

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**KakieF @krisis** No matter how we look, it is all social media. I don't think one is right or wrong. Pieces still fitting together **#blogchat** –9:41 PM Apr 26th, 2009

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**andrewmueller** RT **@JonBurg**: A blog post is a letter to the world. A tweet is an open call for conversation. **#blogchat** –9:41 PM Apr 26th, 2009

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**dannybrown** **@TamarahLand** I'd say no. If you believe enough in piece to start with, doesn't that mean you shld believe in your voice on it? **#blogchat** -9:40 PM Apr 26th, 2009

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**researchgoddess** **@krisis** It depends on where your audience is. Go to where they are - not just to where everyone else happens to be congregating. **#blogchat** -9:40 PM Apr 26th, 2009

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**mrawicz** **@Jfavreau** Corp's concerns reside in bad company or product image, say something inadvertently, but you must trust, you hired pros **#blogchat** -9:40 PM Apr 26th, 2009

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**kpkfusion** RT **@krisis** If leadership isn't on board nothing will happen. All we can do is attempt to educate, advise and hope.[critical point] **#blogchat** -9:40 PM Apr 26th, 2009

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**michaelpearsun** RT **@JonBurg** A blog post is a letter to the world. A tweet is an open call for conversation. **#blogchat** -9:40 PM Apr 26th, 2009

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**dannybrown** If your CEO is scared of blogging, ask if he/she emails. Then explain blog is just a more open email. **#blogchat** -9:40 PM Apr 26th, 2009

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**ShannonRenee** **@anwith1n** as SM technology changes/grows/evolves, all of us are in constant learning mode **#blogchat** -9:40 PM Apr 26th, 2009

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**barbonne** Thanks to you both! RT: **@JDEbberly** **@cynchrys** Brandchat's on Wednesday mornings at 11am EST **#blogchat** -9:40 PM Apr 26th, 2009

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**SchwartzNow** Who Data Mines either tool for Mkt. Research? RT **@JDEbberly**: RT **@JonBurg**: blog..etter to the world. A tweet.call for conversation. **#blogchat** -9:40 PM Apr 26th, 2009

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**krisis** **@MackCollier** Do you think at this point that twitter/facebook is an easier sell, or are blogs more status-quo now? **#blogchat** -9:40 PM Apr 26th, 2009

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**TamarahLand** **@dannybrown** The blog itself **#blogchat** -9:40 PM Apr 26th, 2009

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**researchgoddess** **@MackCollier** **@Shanan\_S** Kicker there is that biz blogging adds value. Some biz think they need to blog just b/c everyone else is. **#blogchat** -9:39 PM Apr 26th, 2009

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**MackCollier** RT **@Shanan\_S**: **@krisis** If leadership isn't on board nothing will happen. All we can do is attempt to educate, advise and hope. **#blogchat** -9:38 PM Apr 26th, 2009

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**Jfavreau** RT **@ShannonRenee**: once co. sees that blogging isn't harmful to business AND can add value, they come around, patience is key **#blogchat** -9:38 PM Apr 26th, 2009

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**dannybrown** **@michaelpearsun** haha, I meant at the minute. :) Happy to talk further in email re. blog setup, choices, etc **#blogchat** -9:38 PM Apr 26th, 2009

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**anwith1n** **@ShannonRenee** that, and a long enough runway to get the blog off the ground ;) **#blogchat** -9:38 PM Apr 26th, 2009

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**TamarahLand** **@dannybrown** Thanks. I really do have to get them down quickly because they often come to me mid-transit. **#blogchat** -9:38 PM Apr 26th, 2009

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**dannybrown** **@\_djh** Definitely. Typepad is good, as is Blogger, but WP does it for me all the time :) **#blogchat** -9:38 PM Apr 26th, 2009

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**Jfavreau** RT **@JonBurg** A blog post is a letter to the world. A tweet is an open call for conversation. **#blogchat** -9:38 PM Apr 26th, 2009

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**MackCollier** RT **@ShannonRenee**: **@\_djh** once co. sees that blogging isn't harmful to business AND can add value, they come around, patience is key **#blogchat** -9:38 PM Apr 26th, 2009

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**Shanan\_S** **@ShannonRenee** Did you agree with the deletion? Would a policy have prevented the comment from being deleted? **#blogchat** -9:38 PM Apr 26th, 2009

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**michaelpearsun** **@dannybrown** Sorry, I don't follow. Not a blogger, yet. More of a connector/reader of. I googled "minte" with no luck. **#blogchat** -9:37 PM Apr 26th, 2009

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**TheaPatrick** **@KakieF** I blog about relationships and marriage, [www.happilymarriedafter.wordpress.com](http://www.happilymarriedafter.wordpress.com) **#blogchat** -9:37 PM Apr 26th, 2009

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**dannybrown** **@krisis** Some of the themes are amazing as well, better than "dedicated website" **#blogchat** -9:37 PM Apr 26th, 2009

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**concierge** RT **@JonBurg** A blog post is a letter to the world. A tweet is an open call for conversation. **#blogchat** -9:37 PM Apr 26th, 2009

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**\_djh** **@dannybrown** And Wordpress seems to get easier all the time – both from the hosting set up & actually using it. Great platform! **#blogchat** -9:37 PM Apr 26th, 2009

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**dannybrown** RT **@ShannonRenee**: once co. sees that blogging isn't harmful to business AND can add value, they come around, patience is key **#blogchat** -9:37 PM Apr 26th, 2009

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**1digitalworld** RT with changes **@JonBurg** A newspaper article is a letter to the world.

A phone call is an open call for conversation. [#blogchat](#) -9:36 PM Apr 26th, 2009

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[krisis @dannybrown](#) Agreed re: self-hosted WordPress. Extends the farthest, eliminates the need to develop apps in-house. [#blogchat](#) -9:36 PM Apr 26th, 2009

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[ShannonRenee @ djh](#) once co. sees that blogging isn't harmful to business AND can add value, they come around, patience is key [#blogchat](#) -9:36 PM Apr 26th, 2009

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[JDEbberly](#) RT [@JonBurg](#): A blog post is a letter to the world. A tweet is an open call for conversation. [#blogchat](#) -9:36 PM Apr 26th, 2009

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[dannybrown @TamarahLand](#) Loss of privacy where? On the blog itself, comments? [#blogchat](#) -9:35 PM Apr 26th, 2009

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[TamarahLand @dannybrown @mrawicz @JDEbberly](#) any fear of loss of privacy? [#blogchat](#) (I keep forgetting the hash tag..lol) -9:35 PM Apr 26th, 2009

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[JonBurg](#) A blog post is a letter to the world. A tweet is an open call for conversation. [#blogchat](#) -9:35 PM Apr 26th, 2009

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[KakieF](#) How many bloggers here blog about parenting and family? (curiosity) [#blogchat](#) -9:35 PM Apr 26th, 2009

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[elm8](#) RT [@Mishon8](#): the best place to find great new twitterers ---> [#blogchat](#) (i agree!) -9:34 PM Apr 26th, 2009

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[Shanan S @krisis](#) Mainly a student enrollment crisis -the economy isn't helping. New leaders coming in, championing change will help [#blogchat](#) -9:34 PM Apr 26th, 2009

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[dannybrown @KakieF](#) Self-hosted Wordpress has been my fav. platform for years :) [#blogchat](#) -9:34 PM Apr 26th, 2009

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[MNHeadhunter](#) I am moving a blog from TypePad to WordPress, do I need to be worried about anything other than usual gremlins? [#blogchat](#) -9:34 PM Apr 26th, 2009

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[\\_djh @ShannonRenee](#) Yes, that buy in is key. We've been blogging for the co for a while now and it does get easier. [#blogchat](#) -9:34 PM Apr 26th, 2009

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[KakieF](#) I love the new 2.7 version of wordpress [#blogchat](#) -9:33 PM Apr 26th, 2009

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[dannybrown @michaelpearsun](#) Are you blogging at the minte, Michael? [#blogchat](#) -9:33 PM Apr 26th, 2009

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**dannybrown @TamarahLand** It's a good idea. Helps when ideas are short from time to time **#blogchat** -9:33 PM Apr 26th, 2009

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**mrawicz @KakieF** yes, we love wordpress both versions, we looked in to others but WP is easiest to get up and running (mostly) **#blogchat** -9:32 PM Apr 26th, 2009

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**JDEbberly** RT **@KakieF: @michaelpearsun** Wordpress is a pretty good place to go. Easy to understand, free **#blogchat** -9:32 PM Apr 26th, 2009

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**ShannonRenee @jdcoffman** I agree, esp as our company has begun going after new customers from diff demographic...blogging is important mktg tool **#blogchat** -9:32 PM Apr 26th, 2009

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**KakieF @TamarahLand** I wrote memos to myself on my blackberry too **#blogchat** -9:32 PM Apr 26th, 2009

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**ariherzog @chuckhemann:** My blog comment policy is sparked from **@prologger @lorelleonwp @phxreguy & @markdykeman**, per <http://tr.im/hAp7> **#blogchat** -9:32 PM Apr 26th, 2009

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**ancong17909** 20 Kim Landwehr: @ mrawicz link to TrailFire <http://trailfire.com/pages/download.php> **#blogchat** (via Twitter) <http://tinyurl.com/dkzrtw> -9:32 PM Apr 26th, 2009

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**KakieF @michaelpearsun** It takes a bit to learn to logistics but I did it and didn't take too long **#blogchat** -9:32 PM Apr 26th, 2009

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**klandwehr @ mrawicz** link to TrailFire <http://trailfire.com/pages/download.php> **#blogchat** -9:32 PM Apr 26th, 2009

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**TamarahLand @DavidSpinks @dannybrown** I write memo's to myself on my bberry when an idea comes that I don't want to forget **#blogchat** -9:32 PM Apr 26th, 2009

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**mrawicz @ djh** it would definitely be helpful to have a list of the top 20 apps to use for jotting down ideas on the go **#blogchat** -9:31 PM Apr 26th, 2009

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**Mishon8** the best place to find great new twitterers ---> **#blogchat** -9:31 PM Apr 26th, 2009

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**KakieF @michaelpearsun** Wordpress is a pretty good place to go. Easy to understand, free **#blogchat** -9:31 PM Apr 26th, 2009

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**elm8** RT **@dannybrown:** If you have great blog ideas, email yourself them for future reference. Don't let them disappear. **#blogchat** -9:31 PM Apr 26th, 2009

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**[michaelpearsun](#) [#blogchat](#)** Does anyone know a good tutorial (video preferably) on how-to setup various types of blogs? -9:30 PM Apr 26th, 2009

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**[krisis](#) [@ShannonRenee](#)** Which is hilarious – neg comments are just neg emails with a major platform for your reasoned response. [#blogchat](#) -9:30 PM Apr 26th, 2009

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**[DavidSpinks](#)** RT [@dannybrown](#): If ur stuck for blog topic, email a blogger u admire + ask for opinion on something then run ur post discussing [#blogchat](#) -9:30 PM Apr 26th, 2009

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**[dannybrown](#) [@TamarahLand](#) [@mrawicz](#)** Personally I'd either always go with your name from the start, or stick with "username" if takes off. [#blogchat](#) -9:30 PM Apr 26th, 2009

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**[MackCollier](#)** RT [@anwith1n](#): [@dannybrown](#) Great idea – some of my best posts come from discussion [#blogchat](#) -9:30 PM Apr 26th, 2009

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**[JDEbberly](#)** RT [@mrawicz](#): [@klandwehr](#) that's a good one I'll try – firefox addon for subject matter [#blogchat](#) -9:30 PM Apr 26th, 2009

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**[michaelpearsun](#)** RT [@dannybrown](#): If ur stuck for blog topic, email a blogger u admire + ask for opinion on something then run ur post discussing [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[ShannonRenee](#) [@Shanan\\_S](#)** no, didn't shut down blog, made me delete a comment [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[mrawicz](#) [@klandwehr](#)** that's a good one I'll try – firefox addon for subject matter [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[\\_djh](#)** I'm already thinking that the various ways to capture ideas while on the go will make a great blog story [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[krisis](#) [@Shanan\\_S](#)** Are you in a brand crisis or the economic crisis? Both? Either way, thoughts on making it last once the crisis passes? [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[jdcoffman](#) [@ShannonRenee](#)** Currently working the angle that it's \*more\* dangerous to the brand \*not\* to be blogging [#blogchat](#) -9:29 PM Apr 26th, 2009

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**[GetResults](#)** RT [@JDEbberly](#): RT [@dannybrown](#): [@chuckhemann](#) Taking a blog post by someone else into another direction can be great fun [#blogchat](#) – Yes! -9:29 PM Apr 26th, 2009

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**JDEbberly** RT **@anwith1n**: **@dannybrown** Great idea – some of my best posts come from discussion **#blogchat** –9:29 PM Apr 26th, 2009

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**dannybrown** **@anwith1n** And what better way to discuss than the thoughts of one of your peers/contemporaries? :) **#blogchat** –9:29 PM Apr 26th, 2009

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**RebeccaHasWrote** RT **@dannybrown**: If ur stuck for blog topic, email a blogger u admire + ask for opinion on something then run ur post discussing **#blogchat** –9:29 PM Apr 26th, 2009

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**TamarahLand** **@mrawicz** hmmm...can you start by using a "username" and then turn to using your real name if it is successful? **#blogchat** –9:29 PM Apr 26th, 2009

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**ShannonRenee** **@krisis** execs see neg emails as opportunities vs. neg comments, which scare begeesus outta them, go figure **#blogchat** –9:28 PM Apr 26th, 2009

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**anwith1n** **@dannybrown** Great idea – some of my best posts come from discussion **#blogchat** –9:28 PM Apr 26th, 2009

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**anwith1n** **@ShannonRenee** yah – SM is an educational process for both me and them **#blogchat** –9:27 PM Apr 26th, 2009

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**chuckhemann** **@ariherzog** you have rules for comments on your blog? Smart idea. **#blogchat**. –9:27 PM Apr 26th, 2009

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**Stuartcfoster** RT **@dannybrown**: If ur stuck for blog topic, email a blogger u admire + ask for opinion on something then run ur post discussing **#blogchat** –9:27 PM Apr 26th, 2009

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**ShannonRenee** **@krisis** they're getting better w/ comments, this is where direct comments from rdrs have helped...execs luv that **#blogchat** –9:27 PM Apr 26th, 2009

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**JDEbberly** **@cynchrys** Brandchat's on Wednesday mornings at 11am EST **#blogchat** -9:27 PM Apr 26th, 2009

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**TamarahLand** **@KakieF** oh wooow....I can see I'm gonna be turning the Internet back on on my Bberry...lol **#blogchat** –9:27 PM Apr 26th, 2009

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**dannybrown** If ur stuck for blog topic, email a blogger u admire + ask for opinion on something then run ur post discussing **#blogchat** –9:27 PM Apr 26th, 2009

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**wecomparebooks** RT **@dannybrown**: If you have great blog ideas, email yourself them for future reference. Don't let them disappear. **#blogchat** –9:26 PM Apr 26th, 2009

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**ariherzog** RT **@cdorobek**: GREAT post from **@amcafee** re: Twitter: "17 Things we Used to Do" <http://twurl.nl/0ynclo> **#twitter** **#gov20** **#blogchat** -9:26 PM Apr 26th, 2009

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**JustJesusTV** whats the best way to reply so you are following others? thanks **#blogchat** -9:26 PM Apr 26th, 2009

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**TamarahLand** **@JDEbberly** oh wooow....I can see I'm gonna be turning the Internet back on on my Bberry...lol **#blogchat** -9:26 PM Apr 26th, 2009

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**cynchrys** **@JDEbberly** When is **#brandchat** again? **#blogchat** -9:26 PM Apr 26th, 2009

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**Stuartcfooster** **@ariherzog** Absolutely, although I stray more on the side of causing controversy and thinking because I like the engagement **#blogchat** -9:26 PM Apr 26th, 2009

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**concierge** Forcing controversy is contrived and short-term at best. **#blogchat** -9:26 PM Apr 26th, 2009

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**ShannonRenee** **@jdcoffman** keep at it...it has taken a long time for them to include it as channel for our mktg messages **#blogchat** -9:25 PM Apr 26th, 2009

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**Shanan\_S** **@krisis**: I think the only reason we are looking at SM right now is because we are in a crisis. Something big has to change. **#blogchat** -9:25 PM Apr 26th, 2009

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**JDEbberly** RT **@mrawicz**: **@georgellis** I like to jot down titles for blog posts with 2 lines below, to flesh out later **#blogchat** -9:25 PM Apr 26th, 2009

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**dannybrown** **@amymengel** It's a great way to expand views as well **#blogchat** -9:25 PM Apr 26th, 2009

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**JDEbberly** **@TamarahLand** There's a Brandchat, a Writechat, an Editorchat..... **#blogchat** -9:25 PM Apr 26th, 2009

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**ariherzog** **@dannybrown** **@auctiondirect** Agreed. Don't force controversy, but be yourself and controversy will come out. **#blogchat** -9:24 PM Apr 26th, 2009

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**dannybrown** **@\_djh** It's definitely a juggling act. I try keep posts that I really want to open up to discussion on the agenda **#blogchat** -9:24 PM Apr 26th, 2009

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**mrawicz** **@georgellis** I like to jot down titles for blog posts with 2 lines below, to flesh out later **#blogchat** -9:24 PM Apr 26th, 2009

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**ShannonRenee** **@\_djh** 1,000 emp., so you'd think my stats would B off the charts,

hardly...internal buy-in has been slow, pluggin' away though [#blogchat](#) -9:24 PM Apr 26th, 2009

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[DavidSpinks @dannybrown](#) Good advice...I hate it when I forget a good blog post idea. [#blogchat](#) -9:24 PM Apr 26th, 2009

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[JDEbberly](#) RT [@georgellis](#): RT [@dannybrown](#): If you have great blog ideas, email yourself them for future reference. Don't let them disappear. [#blogchat](#) -9:24 PM Apr 26th, 2009

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[dannybrown @AuctionDirect](#) It boils down to whether you believe what you're saying or just saying it for page views. Latter isn't always real [#blogchat](#) -9:24 PM Apr 26th, 2009

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[concierge @anwith1n](#) It's ok if the topics are disparate. Stay consistent in theme. It's about a successful template, imo. [#blogchat](#) -9:24 PM Apr 26th, 2009

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[MackCollier](#) RT [@gaillamarche](#): How true! RT [@kpkfusion](#): A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) -9:24 PM Apr 26th, 2009

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[\\_djh @mrawicz](#) It's OK, I think [@copyblogger](#) has left :- ) [#blogchat](#) -9:24 PM Apr 26th, 2009

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[chuckhemann @dannybrown](#) Amazing how you can take diff posts in a new direction. [#blogchat](#) -9:23 PM Apr 26th, 2009

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[ShannonRenee @anwith1n](#) thats really good, some of my execs R at least trying 2 understand, use may not happen until 2010 [#blogchat](#) -9:23 PM Apr 26th, 2009

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[curtismchale @kpkfusion](#): A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) (via [@justinflitter](#)) -9:23 PM Apr 26th, 2009

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[georgellis](#) RT [@dannybrown](#): If you have great blog ideas, email yourself them for future reference. Don't let them disappear. [#blogchat](#) -9:23 PM Apr 26th, 2009

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[mrawicz #blogchat](#) faster than I can type, typos abound! -9:23 PM Apr 26th, 2009

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[amymengel @dannybrown](#) Yes-- some of my most "successful" posts have been when I expanded on someone else's comment or post [#blogchat](#) -9:23 PM Apr 26th, 2009

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[\\_djh @dannybrown](#) Yes, I always seem to have a dozen or so ideas in my list. It never gets smaller because I 'm always finding ideas. [#blogchat](#) -9:23 PM Apr 26th, 2009

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[Shanan\\_S @ShannonRenee](#): The exec shut down the blog or the disagreement?

[#blogchat](#) -9:23 PM Apr 26th, 2009

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[KakieF @TamarahLand](#) Oh yes, AND an [#editorchat](#) AND a [#writechat](#) [#blogchat](#) -  
9:23 PM Apr 26th, 2009

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[AuctionDirect @dannybrown](#) Right, being an instigator doesn't help the purpose of  
the blog at all...[#blogchat](#) -9:23 PM Apr 26th, 2009

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[Ifavreau](#) RT [@kpkfusion](#): A simple message understood is much more powerful than  
a complex message forgotten. [#blogchat](#) -9:22 PM Apr 26th, 2009

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[MNHeadhunter](#) How Best Buy deals with openness on Blue Shirt Nation  
<http://cli.gs/PSOXTU> - Twin Cities Business Monthly [#blogchat](#) -9:22 PM Apr 26th, 2009

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[dannybrown @SeanMoffitt](#) ha, you reminded me of Homer Simpson and his quote  
about his brain not being big enough for new stuff to fit in :) [#blogchat](#) -9:22 PM Apr 26th,  
2009

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[gaillamarche](#) How true! RT [@kpkfusion](#): A simple message understood is much more  
powerful than a complex message forgotten. [#blogchat](#) -9:22 PM Apr 26th, 2009

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[klandwehr](#) I've started to use Trailfire a Firefox add on to keep track of sub. I find  
interesting on the web, that I may blog about later [#blogchat](#) -9:22 PM Apr 26th, 2009

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[TamarahLand @JDEbberly](#) oh boy..there's a journchat? (shaking head as addiction to  
Twitter grows) [#blogchat](#) -9:22 PM Apr 26th, 2009

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[JustJesusTV @RandomReTwit](#) less is more, definitely [#blogchat](#) -9:22 PM Apr 26th, 2009

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[dannybrown @Shanan\\_S](#) I hear you. It's changing the mindset that needs working on  
[#blogchat](#) -9:22 PM Apr 26th, 2009

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[mrawicz @TamarahLand](#) yes and no, if you ar just feeling about then no, if you want  
your name to be recognizable, then yes for sure [#blogchat](#) -9:22 PM Apr 26th, 2009

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[anwith1n @ShannonRenee](#) the exec team checks the blog everyday. Some of them  
even tweet, which is awesome. [#blogchat](#) -9:22 PM Apr 26th, 2009

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[JDEbberly](#) RT [@dannybrown](#): [@chuckhemann](#) Same here :) Taking a blog post by  
someone else into another direction can be great fun [#blogchat](#) -9:22 PM Apr 26th, 2009

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[djh @ShannonRenee](#) Small company (25 ) and most read our blog. Several write so  
mix of ideas - come business related some more personal [#blogchat](#) -9:21 PM Apr 26th,

2009

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**justinflitter @kpkfusion:** A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) -9:21 PM Apr 26th, 2009

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**dannybrown @chuckhemann** Same here :) Taking a blog post by someone else into another direction can be great fun [#blogchat](#) -9:21 PM Apr 26th, 2009

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**Shanan\_S @dannybrown** I agree with you. It's still a tough sell to people who aren't familiar with SM [#blogchat](#) -9:21 PM Apr 26th, 2009

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**JDEbberly @mrawicz** Many bloggers like to blog about topics into. by A-Listers [#blogchat](#) -9:21 PM Apr 26th, 2009

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**mrawicz @chuckhemann** I do the same thing! email myself links... [#blogchat](#) but have quite a collection now -9:21 PM Apr 26th, 2009

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**TamarahLand** On anonymity...is it better to use your real name when starting a blog if it is not your main profession (yet :-})? [#blogchat](#) -9:21 PM Apr 26th, 2009

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**anwith1n @concierge** interesting thought - I'm trying to figure out what to write about now. Anything that inspires seems...disparate [#blogchat](#) -9:21 PM Apr 26th, 2009

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**dannybrown @ShannonRenee** It's surprising what you come up with on spur of moment - doing the "grocery list" thing is worth it [#blogchat](#) -9:21 PM Apr 26th, 2009

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**KakieF @ShannonRenee** I keep my grocery list in my notes section of my blackberry. Works well! [#blogchat](#) -9:20 PM Apr 26th, 2009

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**julibarcelona** RT **@JDEbberly:** RT **@kpkfusion:** A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) -9:20 PM Apr 26th, 2009

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**mrawicz @JDEbberly** echo chamber, yes. is it becuz folks want to keep up? tweet to stay at forefront? [#blogchat](#) -9:20 PM Apr 26th, 2009

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**chuckhemann @dannybrown** good advice there, Danny. I often email myself links from articles and posts for the future. [#blogchat](#). -9:20 PM Apr 26th, 2009

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**ariherzog** If you come across great blog ideas online, use a tool like delicious.com and tag it appropriately, e.g. mine: <http://tr.im/jMkZ> [#blogchat](#) -9:20 PM Apr 26th, 2009

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**RandomReTwit** RT **@RandomReTweet** RT **@JDEbberly** RT **@kpkfusion:** A simple message understood is much more powerful than a complex message forgotten.

[#blogchat](#) -9:20 PM Apr 26th, 2009

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[researchgoddess](#) RT [@concierge](#): Identify your blog. Are you a news source, conversational, a hybrid? Know what your readers expect. Be consistent. [#blogchat](#) -9:20 PM Apr 26th, 2009

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[dannybrown](#) RT [@concierge](#): Identify ur blog. Are u a news source, conversational, a hybrid? Know what ur readers expect. Be consistent. [#blogchat](#) -9:20 PM Apr 26th, 2009

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[JDEbberly](#) RT [@kpkfusion](#): A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) -9:20 PM Apr 26th, 2009

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[ShannonRenee](#) [@dannybrown](#) I've emailed myself grocery lists 4 yrs, so emailing post ideas was natural for me, also leave self phone msgs [#blogchat](#) -9:20 PM Apr 26th, 2009

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[freeandflawed](#) If you have great blog ideas, email yourself them for future reference. Don't let them disappear. [#blogchat](#) (via [@dannybrown](#)) -9:19 PM Apr 26th, 2009

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[anwith1n](#) [@\\_djh](#) what are you using to phone your ideas? [#blogchat](#) -9:19 PM Apr 26th, 2009

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[concierge](#) Identify your blog. Are you a news source, conversational, a hybrid? Know what your readers expect. Be consistent. [#blogchat](#) -9:19 PM Apr 26th, 2009

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[dannybrown](#) [@ariherzog](#) [@auctiondirect](#) I agree - though being controversial just for controversy's sake is just as boring [#blogchat](#) -9:19 PM Apr 26th, 2009

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[JustJesusTV](#) [@kpkfusion](#) excellent! [#blogchat](#) -9:19 PM Apr 26th, 2009

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[mrawicz](#) [@ShannonRenee](#) oh no! we all know what is happening on both corp blogs, buy in from e-staff, and rest of company partakes too [#blogchat](#) -9:18 PM Apr 26th, 2009

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[kpkfusion](#) A simple message understood is much more powerful than a complex message forgotten. [#blogchat](#) -9:18 PM Apr 26th, 2009

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[krisis](#) [@ShannonRenee](#) Our execs are terrified of comments. Even when we bring up blog/SM for innocuous sponsored events they freak out. [#blogchat](#) -9:18 PM Apr 26th, 2009

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[ShannonRenee](#) for corp bloggers, do your execs read blog regularly? some of mine do & some don't [#blogchat](#) -9:18 PM Apr 26th, 2009

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[dannybrown](#) If you have great blog ideas, email yourself them for future reference.

Don't let them disappear. [#blogchat](#) -9:18 PM Apr 26th, 2009

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[michaelpearsun](#) [@MackCollier](#) I blame it on the SwineFlu, the SARS of 2009. Do y'all remember all the hype? China's tourism got slammed [#blogchat](#) -9:18 PM Apr 26th, 2009

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[klandwehr](#) I think the hardest thing for people to do is to deal with negative comments without taking it personally. [#blogchat](#) -9:18 PM Apr 26th, 2009

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[ariherzog](#) [@dannybrown](#) [@auctiondirect](#) If you're not controversial or challenging, if every comment on every post is the same: boring! [#blogchat](#) -9:18 PM Apr 26th, 2009

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[arikhanson](#) [@timjahn](#) Would love to hear your thoughts: [www.communicationsconversations.blogspot.com](http://www.communicationsconversations.blogspot.com). Just added you to my NetVibes home pg [#blogchat](#) -9:16 PM Apr 26th, 2009

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[JDEbberly](#) RT [@AuctionDirect](#): [@dannybrown](#) patient, rational & logical responses to comment trolls seems to thwart them...[#blogchat](#) -9:16 PM Apr 26th, 2009

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[\\_djh](#) [@timjahn](#) Tim, on a long drive my brain is a mishmash of ideas. Easier to phone them than try and remember - especially at my age! [#blogchat](#) -9:16 PM Apr 26th, 2009

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[ekolsky](#) [@MackCollier](#) true. and that is a part of this conversation. metrics are individualized, what works for you may not for me [#blogchat](#) -9:16 PM Apr 26th, 2009

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[ShannonRenee](#) [@mrawicz](#) we don't have comment policy, 1 of the execs all of a sudden decided to read blog on that 1 day & it was over then [#blogchat](#) -9:16 PM Apr 26th, 2009

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[dannybrown](#) [@AuctionDirect](#) Agreed. I had a post recently where I was really attacked in the comments. Left them to it, answered cpl, they left [#blogchat](#) -9:16 PM Apr 26th, 2009

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[JDEbberly](#) RT [@dannybrown](#): [@AlexSchleber](#) It's the only thing that matters - be real to yourself and you'll be real to your readers [#blogchat](#) -9:16 PM Apr 26th, 2009

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[chuckhemann](#) RT [@ariherzog](#): RT [@dannybrown](#): Don't go with the crowd - be confident to write what YOU feel and use comments to discuss afterward [#blogchat](#) -9:15 PM Apr 26th, 2009

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[AuctionDirect](#) [@dannybrown](#) patient, rational & logical responses to comment trolls seems to thwart them...[#blogchat](#) -9:15 PM Apr 26th, 2009

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[dannybrown](#) [@Shanan\\_S](#) But then it offers company chance to convers with detractors. Better than sticking head in the sand [#blogchat](#) -9:15 PM Apr 26th, 2009

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**JustJesusTV** I enjoy blogging in my ning networks. Feels comfortable I know my audience is there for me not they agree but I don't get bashed. [#blogchat](#) -9:15 PM Apr 26th, 2009

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**KakieF** [@mrawicz](#) I agree so much with that. If you ask for opinions and get one you don't like, remember u asked 4 it ;) [#blogchat](#) -9:15 PM Apr 26th, 2009

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**mrawicz** [@ariherzog](#) yes we do have a comment policy in place [#blogchat](#) -9:14 PM Apr 26th, 2009

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**juliebmack** RT [@dannybrown](#): [@AlexSchleber](#) It's the only thing that matters – be real to yourself and you'll be real to your readers [#blogchat](#) -9:14 PM Apr 26th, 2009

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**Mishon8** the art of conversation is 50% talent and 50% hard work [#blogchat](#) -9:14 PM Apr 26th, 2009

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**dannybrown** [@AlexSchleber](#) It's the only thing that matters – be real to yourself and you'll be real to your readers [#blogchat](#) -9:14 PM Apr 26th, 2009

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**amymengel** RT [@timjahn](#) Pretending the negative side of the conversation doesn't exist isn't beneficial. Acknowledging it and responding is. [#blogchat](#) -9:14 PM Apr 26th, 2009

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**KakieF** I love writing what I am passionate about. It motivates me to write more. [#blogchat](#) -9:14 PM Apr 26th, 2009

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**ATLRecruiter** wow. some fantastic conversations going on at [#blogchat](#). all relevant whether you write, twitter, read...some or all of the above [#blogchat](#) -9:14 PM Apr 26th, 2009

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**Jfavreau** [@michaelpearsun](#) [#journchat](#) on Mondays [#editorchat](#) on Wednesdays [#blogchat](#) -9:14 PM Apr 26th, 2009

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**mrawicz** [@KakieF](#) responding not fr attack mode but to gain more knowledge and understanding would be best, tho sometimes... [#blogchat](#) -9:14 PM Apr 26th, 2009

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**jhurtado** RT [@timjahn](#): Write because you want to. Your readers will see you're genuine and enjoy the conversation more. [#blogchat](#) (via [@dannybrown](#)) -9:14 PM Apr 26th, 2009

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**Shanan\_S** [@dannybrown](#) Disagreement on the corporate side could be viewed as an attack on the rep of the company. It's a battle. [#blogchat](#) -9:14 PM Apr 26th, 2009

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**ariherzog** I'm curious if [#blogchat](#) folks all have comment policies. That is my

safeguard for comments. <http://ariwriter.com> – disclaimer tab at top –9:13 PM Apr 26th, 2009

[DavidSpinks](#) [@MackCollier](#) perhaps the whole mainstream thing...a lot more people more concerned with the NBA playoffs than blogchat [#blogchat](#) –9:13 PM Apr 26th, 2009

[CrazyMechanic](#) Good point! RT [@dannybrown](#) RT [@JDEbberly](#): [@krisis](#) there is an audience for EVERY blog, what keeps readers is relevance & grammar [#blogchat](#) –9:13 PM Apr 26th, 2009

[timjahn](#) Pleasure as always guys! I'm out for now. Shoot me your blog URL when you get a chance. Love to add to my reading list :) [#blogchat](#) –9:13 PM Apr 26th, 2009

[Jfavreau](#) RT [@timjahn](#): Write because you want to. Your readers will see you're genuine and enjoy the conversation more. [#blogchat](#) –9:13 PM Apr 26th, 2009

[mrawicz](#) [@klandwehr](#) which is reminds me of that one the other week with penelope – I think that turned south? tough line to walk [#blogchat](#) –9:13 PM Apr 26th, 2009

[ShannonRenee](#) [@mackcollier](#) [#blogchat](#) is up against [#swineflu](#) & [#celebrityapprentice](#) tough to beat –9:13 PM Apr 26th, 2009

[KakieF](#) RT [@timjahn](#) Pretending the negative side of the conversation doesn't exist is not beneficial. Acknowledging it and responding to [#blogchat](#) –9:13 PM Apr 26th, 2009

[researchgoddess](#) [@mrawicz](#) LEARN & GROW being operative terms. U can't learn/grow by living in a bubble. That's what networks are 4 – new ideas! [#blogchat](#) –9:13 PM Apr 26th, 2009

[concierge](#) RT [@mrawicz](#): [@researchgoddess](#) the point is to engage ppl, begin dialogue, learn and grow [#blogchat](#) –9:13 PM Apr 26th, 2009

[TamarahLand](#) So true! nap or walk for me RT [@concierge](#) The best posts come when you want to write. When it's not there, take a break and relax. [#blogchat](#) –9:13 PM Apr 26th, 2009

[michaelpearsun](#) [#blogchat](#) What are some other of your favorite hashtags (or most useful)? –9:13 PM Apr 26th, 2009

[JDEbberly](#) RT [@dannybrown](#): [@klandwehr](#) Think trolls very often just make themselves look stupid if you answer in reasoned manner :) [#blogchat](#) –9:13 PM Apr 26th, 2009

**MNHeadhunter @ShannonRenee** Me too. SOMething about chickens and a bomb :)  
**#blogchat** -9:12 PM Apr 26th, 2009

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**timjahn** Pretending the negative side of the conversation doesn't exist is not beneficial. Acknowledging it and responding to it is. **#blogchat** -9:12 PM Apr 26th, 2009

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**concierge** Hmm...Can we Tivo **#blogchat** -9:12 PM Apr 26th, 2009

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**\_djh @ShannonRenee** For biz blog people are looking for solutions to problems so don't take time to comment on blog. **#blogchat** -9:12 PM Apr 26th, 2009

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**KakieF @ShannonRenee** Tell me about it! I am watching Brothers and Sisters!!  
**#blogchat** -9:12 PM Apr 26th, 2009

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**dannybrown @klandwehr** Think trolls very often just make themselves look stuoid if you answer in reasoned manner :) **#blogchat** -9:12 PM Apr 26th, 2009

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**JDEbberly RT @mrawicz: @researchgoddess** the point is to engage ppl, begin dialogue, learn and grow **#blogchat** -9:12 PM Apr 26th, 2009

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**JDEbberly @barbonne** Jump in, Barbara! You're welcome here at Blogchat! :)  
**#blogchat** -9:12 PM Apr 26th, 2009

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**MackCollier** Odd, have noticed the last two **#blogchat** sessions have been most active, yet it hasn't trended either time? -9:12 PM Apr 26th, 2009

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**mrawicz @researchgoddess** the point is to engage ppl, begin dialogue, learn and grow **#blogchat** -9:11 PM Apr 26th, 2009

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**ShannonRenee** can I just say, having **#blogchat** during "The Unit" sucks...I'm all lost on show ARGHHHH...I'm staying here though \*sigh\* -9:11 PM Apr 26th, 2009

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**KakieF @MackCollier** I agree about Digg. Glad I am not the only one!! **#blogchat** -9:11 PM Apr 26th, 2009

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**brendanwenzel RT @dannybrown:** Don't go with the crowd – be confident to write what YOU feel and use comments to discuss afterward **#blogchat** -9:11 PM Apr 26th, 2009

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**timjahn @MSchechter** Those are interesting. So are the ones who decide what we are all talking about :) **#blogchat** -9:11 PM Apr 26th, 2009

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**dannybrown @MackCollier @ekolsky** I far prefer Stumbleupon over Digg – better residual (imo) **#blogchat** -9:11 PM Apr 26th, 2009

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**klandwehr** I think a lot of blogger stay away from controversy, because they don't want to deal with flame wars and trolls [#blogchat](#) -9:11 PM Apr 26th, 2009

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**djh @ShannonRenee** Mine rarely comment on biz blog either. A lot do contact us though which is what I'm looking for. [#blogchat](#) -9:11 PM Apr 26th, 2009

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**MNHeadhunter** Rules issues come from a friend. Spending 6 months on researching tone, length, software, etc. Write already [#blogchat](#) -9:11 PM Apr 26th, 2009

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**MackCollier @ekolsky** Digg doesn't send MY blog relevant traffic. I can only speak from my own experience [#blogchat](#) -9:10 PM Apr 26th, 2009

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**TCusack247** RT **@dannybrown**: RT **@timjahn**: Write because you want to. Your readers will see you're genuine and enjoy the conversation more. [#blogchat](#) -9:10 PM Apr 26th, 2009

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**researchgoddess @MackCollier** AMEN. How do we learn anything new if we unfollow new/different opinions & only listen to those who agree w/ us. [#blogchat](#) -9:10 PM Apr 26th, 2009

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**MSchechter @timjahn** The blogs I enjoy the most are those who present their own slant on trends and topics we are all talking about. [#blogchat](#) -9:10 PM Apr 26th, 2009

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**mrawicz @timjahn** agree - writing everyday keeps me thinking , about writing some more, also makes me better [#blogchat](#) -9:10 PM Apr 26th, 2009

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**JDEbberly** RT **@timjahn**: **@arikhanson** Companies that are afraid of disagreement will hurt themselves more. [#blogchat](#) -9:10 PM Apr 26th, 2009

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**ShannonRenee @mackcollier** I was made 2 delete neg blog comment, I fought 2 keep...execs forced my hand, even after carefully crafted response [#blogchat](#) -9:10 PM Apr 26th, 2009

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**anwith1n @researchgoddess** nod. makes sense. I <3 when my ideas are attacked; makes me think & learn. When I'm attacked? Not so much [#blogchat](#) -9:09 PM Apr 26th, 2009

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**timjahn @arikhanson** Companies that are afraid of disagreement will hurt themselves more. [#blogchat](#) -9:09 PM Apr 26th, 2009

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**GoldenPen** RT **@dannybrown @MackCollier @arikhanson** Anyone that fears differing opinions is missing out on the real conversation IMO [#blogchat](#) -9:09 PM Apr 26th, 2009

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**JDEbberly @TamarahLand** Blogchat is getting so popular, it's moving as fast as

Journchat! [#blogchat](#) -9:09 PM Apr 26th, 2009

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[barbonne](#) Being a voyeur at [#blogchat](#) Good conversations, tweeps! -9:09 PM Apr 26th, 2009

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[arikhanson](#) [@MackCollier](#) Dissent and open conversations are what foster innovation. New ideas. Isn't that what we need right now? [#blogchat](#) -9:09 PM Apr 26th, 2009

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[laskaroy](#) [@MNHeadhunter](#) there are no "rules" to blogging - beauty of Opt-In and Opt-Out. Find what works for your target audience [#blogchat](#) -9:09 PM Apr 26th, 2009

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[MackCollier](#) [@TamarahLand](#) Ask away! [#blogchat](#) -9:09 PM Apr 26th, 2009

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[timjahn](#) [@MSchechter](#) Definitely! When bloggers are creative and/or original, that's good stuff. When they echo all day, that's boring. [#blogchat](#) -9:09 PM Apr 26th, 2009

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[klandwehr](#) I think that often a subject gets hot and everyone blogs on the same subject in an area nice to find a different angle [#blogchat](#) -9:09 PM Apr 26th, 2009

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[TamarahLand](#) [@JDEbberly](#) and it's all so pertinent..[#blogchat](#) -9:08 PM Apr 26th, 2009

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[arikhanson](#) [@MackCollier](#) [@dannybrown](#) On the corporate side, it's even worse. What's wrong with a little healthy disagreement? [#blogchat](#) -9:08 PM Apr 26th, 2009

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[dannybrown](#) [@MackCollier](#) [@arikhanson](#) Anyone that fears differing opinions are missing out on the real conversation IMO [#blogchat](#) -9:08 PM Apr 26th, 2009

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[KakieF](#) [@TamarahLand](#) Ask away..... Thats why we are here [#blogchat](#) -9:08 PM Apr 26th, 2009

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[urbanreporter](#) Ask your question [@TamarahLand](#) [#blogchat](#) -9:08 PM Apr 26th, 2009

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[michaelpearsun](#) [@MackCollier](#) Getting a popular hashtag going with like-minded people together is the sauce that makes twitter POP. [#Blogchat](#) -9:08 PM Apr 26th, 2009

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[MSchechter](#) [@timjahn](#) still, it is inspiring when someone finds a new angle on a topic that has been ripped to shreds by tons of bloggers. [#blogchat](#) -9:08 PM Apr 26th, 2009

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[anwith1n](#) [@mackcollier](#) [@researchgoddness](#) now i have to say something worth disagreeing about... this is what i meant by "putting out" [#blogchat](#) -9:08 PM Apr 26th, 2009

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[dannybrown](#) [@timjahn](#) Right. And even if you're staying within your niche, say it differently. Look at other angles all the time [#blogchat](#) -9:08 PM Apr 26th, 2009

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**arikhanson @MNHeadhunter** In all honesty, if you call yourself an SM 'expert' that's the 1st red flag for me that you're \*not\* an expert. [#blogchat](#) -9:08 PM Apr 26th, 2009

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**researchgoddess @anwith1n** The SAD thing is when ppl who offer up different opinions are attacked. So practice the courtesy yourself 2 others :) [#blogchat](#) -9:08 PM Apr 26th, 2009

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**mrawicz @MackCollier** excellent point [#blogchat](#) -9:08 PM Apr 26th, 2009

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**TamarahLand** Question...is this moderated? Can anyone ask a question? [#blogchat](#) -9:07 PM Apr 26th, 2009

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**ShannonRenee** not that I don't luv our customers, keep me employed, Y don't they just comment on blog...that's what my execs wanna see [#blogchat](#) -9:07 PM Apr 26th, 2009

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**SEKert** BLOGGING? RT:[@timjahn](#): Write because you want to. Your readers will see you're genuine and enjoy the conversation more. [#blogchat](#) -9:07 PM Apr 26th, 2009

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**MackCollier @arikhanson @dannybrown** BTW many people fear differing opinions IMO. I see it here even ppl will unfollow after mild disagreements [#blogchat](#) -9:07 PM Apr 26th, 2009

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**timjahn** RT [@urbanreporter](#) The important thing about blogging is to keep doing it. Let it be an extension of you. Write regularly. [#blogchat](#) -9:07 PM Apr 26th, 2009

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**timjahn @dannybrown** Agreed! I'm sick of everyone writing about the same exact subjects. There's so much more to explore. [#blogchat](#) -9:07 PM Apr 26th, 2009

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**dannybrown @Masterpraz** The way I look at it, I write for me and hopefully others like it too. If I don't believe it, it'll show [#blogchat](#) -9:07 PM Apr 26th, 2009

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**AuctionDirect @MNHeadhunter** agreed - can't feel intimidated; if you know your stuff, write about it like you love it [#blogchat](#) -9:07 PM Apr 26th, 2009

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**MiaHysteria @JDEbberly** Thks for following. re ur RT, that's why I blog-to write for me. I hope others follow but I can't be pushed by that. [#blogchat](#) -9:07 PM Apr 26th, 2009

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**ShannonRenee** many of my rders R our business customers, many email my office directly re: questions & comments...best engagment & biggest pain [#blogchat](#) -9:07 PM Apr 26th, 2009

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**ariherzog #blogchat**: Based on 54 comments on my blog post on Twitter porn (<http://tr.im/gUY2>), my interview with [@Stoya](#) was a no-brainer. -9:07 PM Apr 26th, 2009

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**JDEbberly @TamarahLand** I learn a tremendous amount just from reading the tweets here on Blogchat! [#blogchat](#) -9:06 PM Apr 26th, 2009

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**urbanreporter** The important thing about blogging is to keep doing it. Let it be an extension of you. Write regularly. [#blogchat](#) -9:06 PM Apr 26th, 2009

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**timjahn** RT **@MackCollier @researchgoddess @anwith1n** BTW I often highlight comments that disagree w me because it helps extend/expand convo [#blogchat](#) -9:06 PM Apr 26th, 2009

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**dannybrown @AuctionDirect** haha, sorry!! Consider me chastised!! [#blogchat](#) -9:06 PM Apr 26th, 2009

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**TamarahLand @JDEbberly** glad to be here..I really love to educate myself on blogging. This seems like the best place to learn on Twitter [#blogchat](#) -9:06 PM Apr 26th, 2009

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**arikhanson @MackCollier @researchgoddess** My favorite blogs are the ones where dissent is not only accepted, it's encouraged. [#blogchat](#) -9:06 PM Apr 26th, 2009

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**dannybrown @sjhalestorm** I just feel that too many times we're told what we should say and don't go with what we want to. Let's change that [#blogchat](#) -9:06 PM Apr 26th, 2009

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**JDEbberly @mrawicz** Not if your blog posts are engaging & informative [#blogchat](#) -9:06 PM Apr 26th, 2009

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**MNHeadhunter @arikhanson** I need to let it go, right? [#blogchat](#) -9:06 PM Apr 26th, 2009

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**MackCollier @michaelpearsun** Thanks, I've learned that giving smart people a channel to express themselves is usually a good idea [#blogchat](#) -9:06 PM Apr 26th, 2009

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**concierge** Social media is a new paradigm. Check your other credentials at the door and engage. [#blogchat](#) -9:06 PM Apr 26th, 2009

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**MSchechter @timjahn** Their mac version is AMAZING! Love their webclipper, outlook clipper and desktop clippers as well! [#blogchat](#) -9:05 PM Apr 26th, 2009

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**mrawicz @dannybrown** will ppl move on if yo do not blog more than twice a week? [#blogchat](#) -9:05 PM Apr 26th, 2009

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**arikhanson @MNHeadhunter** C'mon Paul, you know better, there are no "gurus" or "experts" out here ;) [#blogchat](#) -9:05 PM Apr 26th, 2009

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**sjhalestorm** **@dannybrown**, I'm glad you are promoting that. Its a great lesson to all. **#blogchat**. -9:05 PM Apr 26th, 2009

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**dannybrown** **@ShannonRenee** Agreed. You'll never have a better understanding of your topic than with the interaction of your readers **#blogchat** -9:05 PM Apr 26th, 2009

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**anwith1n** **@researchgoddess** thank you - offering a different opinion publicly was my 1 scary thing to do yesterday **#blogchat** -9:05 PM Apr 26th, 2009

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**MackCollier** **@researchgoddess** **@anwith1n** BTW I often highlight comments that disagree w me because it helps extend/expand conversation **#blogchat** -9:05 PM Apr 26th, 2009

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**dannybrown** **@MNHeadhunter** **@arikhanson** But they're only "gurus" to certain people. Others don't know who they are. Do what YOU want :) **#blogchat** -9:04 PM Apr 26th, 2009

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**ariherzog** RT **@dannybrown**: Don't go with the crowd - be confident to write what YOU feel and use comments to discuss afterward **#blogchat** -9:04 PM Apr 26th, 2009

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**JDEbberly** RT **@dannybrown**: RT **@timjahn**: Write because you want to. Your readers will see you're genuine and enjoy the conversation more. **#blogchat** -9:04 PM Apr 26th, 2009

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**JDEbberly** **@michaelpearsun** I second that motion! :) **#blogchat** -9:04 PM Apr 26th, 2009

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**ShannonRenee** **@dannybrown** I've used comments as indicators of what my readers want more info on, thus staying relevant **#blogchat** -9:04 PM Apr 26th, 2009

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**timjahn** **@arikhanson** I really only use the iPhone app and the website itself. Together they're amazing! **#blogchat** -9:04 PM Apr 26th, 2009

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**dannybrown** RT **@timjahn**: Write because you want to. Your readers will see you're genuine and enjoy the conversation more. **#blogchat** -9:04 PM Apr 26th, 2009

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**TamarahLand** **@MackCollier** I've wanted it for a while but not enough nerve to start. I believe that time has helped me develop my niche though **#blogchat** -9:04 PM Apr 26th, 2009

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**MaryBethJBellon** dannybrownIf you want to improve as a blogger, read more blogs. And outside your own niche too - don't get typecast. **#blogchat**; Good idea -9:04 PM Apr 26th, 2009

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**MNHeadhunter** **@arikhanson** I think the "gurus" and "experts" scare people away.

Trial and error, 100% agree [#blogchat](#) -9:04 PM Apr 26th, 2009

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[timjahn](#) RT [@dannybrown](#) Don't go with the crowd – be confident to write what YOU feel and use comments to discuss afterward [#blogchat](#) -9:04 PM Apr 26th, 2009

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[michaelpearsun](#) [@MackCollier](#) [#blogchat](#) is an AWESOME idea. -9:04 PM Apr 26th, 2009

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[KakieF](#) [@urbanreporter](#) Welcome urbanreporter! [#blogchat](#) -9:03 PM Apr 26th, 2009

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[arikhanson](#) [@timjahn](#) [@amymengel](#) Damn, and Mac version is only good with Leopard. Stupid 3-yr old MacBook... [#blogchat](#) -9:03 PM Apr 26th, 2009

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[dannybrown](#) [@sjhalestorm](#) Everything and anything – mommy blogs, book reviews, tech blogs, anime sites... no real circle [#blogchat](#) -9:03 PM Apr 26th, 2009

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[JDEbberly](#) RT [@dannybrown](#): Don't go with the crowd – be confident to write what YOU feel and use comments to discuss afterward [#blogchat](#) -9:03 PM Apr 26th, 2009

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[timjahn](#) [@arikhanson](#) Write because you want to. Your readers will see you're genuine and enjoy the conversation more. [#blogchat](#) -9:03 PM Apr 26th, 2009

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[JDEbberly](#) [@urbanreporter](#) Jump in, Urban Reporter! The water's fine! :) [#blogchat](#) -9:03 PM Apr 26th, 2009

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[dannybrown](#) Don't go with the crowd – be confident to write what YOU feel and use comments to discuss afterward [#blogchat](#) -9:03 PM Apr 26th, 2009

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[KakieF](#) [@kpkfusion](#) Thank you for the tip KP! [#blogchat](#) -9:03 PM Apr 26th, 2009

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[researchgoddess](#) [@anwith1n](#) It's when personal attacks r made on differing opinions that things get ugly. Neither is right/wrong, they're just diff. [#blogchat](#) -9:02 PM Apr 26th, 2009

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[arikhanson](#) [@MNHeadhunter](#) Social Media (in general terms) is more trial-and-error. Something doesn't work? Dust yourself off, & try again. [#blogchat](#) -9:02 PM Apr 26th, 2009

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[urbanreporter](#) Checking out the blogchat conversations. [#blogchat](#) -9:02 PM Apr 26th, 2009

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[timjahn](#) [@\\_djh](#) If I come up with ideas while driving, I repeat it over and over to remember to write it down after driving :) [#blogchat](#) -9:02 PM Apr 26th, 2009

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[ShannonRenee](#) [@Mishon8](#) I KNOW...I'm constantly "massaging" the messages for blog, have to or I'll lose readers (don't tell them) [#blogchat](#) -9:02 PM Apr 26th, 2009

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**JDEbberly** RT **@researchgoddess**: **@anwith1n** As long as you are not making personal attacks, go ahead and offer the different opinion publicly. **#blogchat** -9:02 PM Apr 26th, 2009

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**KakieF** **@JDEbberly** Thank you for the tip JD **#blogchat** -9:02 PM Apr 26th, 2009

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**JDEbberly** RT **@Mishon8**: belief, passion and subject knowledge/expertise are essentials...then you have to be able to write. **#blogchat** -9:02 PM Apr 26th, 2009

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**kpkfusion** I use to learn the most from teaching, as we learn a great deal about ourselves by blogging. **#blogchat** -9:02 PM Apr 26th, 2009

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**JDEbberly** **@michaelpearsun** Mike, Blogchat is every Sunday Night from 9 to 11 EST **#blogchat** -9:01 PM Apr 26th, 2009

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**researchgoddess** **@anwith1n** As long as you are not making personal attacks, go ahead and offer the different opinion publicly. **#blogchat** -9:01 PM Apr 26th, 2009

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**amymengel** **@michaelpearsun** It's every Sunday night at 9 ET/8 CT. Started about 3 wks ago by the industrious **@MackCollier** **#blogchat** -9:01 PM Apr 26th, 2009

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**dannybrown** **@DominickEvans** Right. Not perfection, but certainly tidiness ;-) **#blogchat** -9:01 PM Apr 26th, 2009

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**Tavid** **@MNHeadhunter** Hey thats me! **#blogchat** -9:01 PM Apr 26th, 2009

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**timjahn** **@Shanan\_S** Exactly! You're a lot safer with more words. **#blogchat** -9:01 PM Apr 26th, 2009

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**Mishon8** belief, passion and subject knowledge/expertise are essentials...then you have to be able to write. **#blogchat** -9:01 PM Apr 26th, 2009

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**mrawicz** **@michaelpearsun** every sunday night 9pm EST **#blogchat** -9:01 PM Apr 26th, 2009

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**MSchechter** **@timjahn** I live on that program! **#blogchat** -9:01 PM Apr 26th, 2009

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**concierge** The best posts come when you want to write. When it's not there, take a break and relax. Showers work for me. **#blogchat** -9:01 PM Apr 26th, 2009

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**arikhanson** **@timjahn** **@amymengel** Looks like just Windows Mobile--so sadly, no... **#blogchat** -9:01 PM Apr 26th, 2009

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**djh @timjahn** I seem to come up with ideas when driving so I use Jott on my phone to transcribe thoughts into Toodledo. **#blogchat** -9:01 PM Apr 26th, 2009

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**dannybrown @michaelpearsun** Every Sunday night usually, 8.00pm EST / 9.00pm CST **#blogchat** -9:01 PM Apr 26th, 2009

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**MSchechter @amymengel** love evernote! Favorite new tool of late! **#blogchat** -9:01 PM Apr 26th, 2009

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**kpkfusion** What sometimes gets missed in discussion is that blogging gives to blogger as being teacher, author is form of self learning. **#blogchat** -9:01 PM Apr 26th, 2009

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**MNHeadhunter @arikhanson** long/short posts, personal/professional tone, etc Some things work better, sure but get started and see what happens **#blogchat** -9:01 PM Apr 26th, 2009

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**michaelpearsun @dannybrown @amymengel** does this **#blogchat** happen often? Is this a routine thing or the first time? B/c it's the 1st time I noticed the # -9:00 PM Apr 26th, 2009

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**ArizonaBrian** I wish I had more time to blog! I just need to set a schedule for myself. **#blogchat** -9:00 PM Apr 26th, 2009

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**mrawicz** my sis told me that she was hesitant to blog because she wanted it to be perfect for her audience, in the end didn't do at all **#blogchat** -9:00 PM Apr 26th, 2009

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**timjahn @amymengel** I'm not sure, I'm an iPhone user myself. Give them a shout, they're nice :) **#blogchat** -9:00 PM Apr 26th, 2009

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**Shanan\_S @timjahn** Writing a few words can be more work than writing 1,000. I'm sure a lot hours went into "Got Milk?" :) **#blogchat** -9:00 PM Apr 26th, 2009

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**dannybrown** If you want to improve as a blogger, read more blogs. And outside your own niche too - don't get typecast. **#blogchat** -9:00 PM Apr 26th, 2009

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**amymengel @MNHeadhunter** Agree, I didn't start until this year b/c I just didn't think I could do it "right." Finally just dove in **#blogchat** -9:00 PM Apr 26th, 2009

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**BPWorkFun #blogchat** Great information, i have been quietly following along tonight. i would like info on chat details 8-10pm? Thanks again -9:00 PM Apr 26th, 2009

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**arikhanson @MNHeadhunter** Right on. You nailed it. So many over-analyze. Risk takers earn rewards in the long term, in my view. **#blogchat** -9:00 PM Apr 26th, 2009

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**anwith1n @researchgoddess** I err to the side of offering a differing opinion offline, which doesn't contribute to conversation. :\ **#blogchat** -9:00 PM Apr 26th, 2009

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**mrawicz @Tavisd** i think its not so much frustrated as there is so much a person wants to say, while staying coherent **#blogchat** -9:00 PM Apr 26th, 2009

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**ShannonRenee @Akula** thanks, it is time consuming...hence have to have metrics 2 justify my time spent, which gets tough sometimes **#blogchat** -9:00 PM Apr 26th, 2009

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**amymengel @timjahn** is there an **@evernote** app for Blackberry? **#blogchat** -8:59 PM Apr 26th, 2009

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**MNHeadhunter** I don't listen to the "rules" but I do see others not blog because they over think this stuff. Start writing, see what happens **#blogchat** -8:59 PM Apr 26th, 2009

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**tamera @shannonpaul** agreed, we haven't scratched the surface yet as soc nets go mainstream - cld change a lot; what's acceptable vs not **#blogchat** -8:59 PM Apr 26th, 2009

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**JDEbberly @TamarahLand** No prob, Tamarah! :) We're glad you're here tonight! :) **#blogchat** -8:59 PM Apr 26th, 2009

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**arikhanson @MNHeadhunter** Care to expand on that Paul? What rules, exactly? **#blogchat** -8:59 PM Apr 26th, 2009

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**mrawicz @timjahn** replaces the moleskin people ;) **#blogchat** -8:59 PM Apr 26th, 2009

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**TamarahLand @JDEbberly** please pardon the late reply...Thank you for the welcome! **#blogchat** -8:58 PM Apr 26th, 2009

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**arikhanson @timjahn** Full of great advice and tips tonight. Got anything else rattling around in there you wanna share tonight? ;) **#blogchat** -8:58 PM Apr 26th, 2009

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**timjahn @MNHeadhunter** Make your own rules. Then you can only get frustrated with yourself :) **#blogchat** -8:58 PM Apr 26th, 2009

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**Tavisd @MNHeadhunter** Rule **#1** in Blogging - Don't get frustrated. :) **#blogchat** -8:58 PM Apr 26th, 2009

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**anwith1n @ShannonRenee** what's your work blog url? I'd love to check it out! **#blogchat** -8:58 PM Apr 26th, 2009

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**dannybrown @MNHeadhunter** There are \*no\* blogging "rules" :) If you like it, that's

all that counts [#blogchat](#) -8:58 PM Apr 26th, 2009

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[otoole4info](#) [@KakieF](#) I'll check it out thx [#blogchat](#) -8:58 PM Apr 26th, 2009

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[Mishon8](#) [@ShannonRenee](#) - its a tricky balance - you can easily blow it and look fake. [#blogchat](#) -8:58 PM Apr 26th, 2009

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[Divacat60](#) RT [@dannybrown](#): Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? [#blogchat](#)// Amen. -8:57 PM Apr 26th, 2009

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[timjahn](#) [@arikhanson](#) I also HIGHLY recommend [@evernote](#). Wherever, whenever I think of a post idea, I jot it down there (web,iPhone,etc.) [#blogchat](#) -8:57 PM Apr 26th, 2009

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[mrawicz](#) [@anwith1n](#) as a series - I like that idea, thanks! [#blogchat](#) -8:57 PM Apr 26th, 2009

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[MNHeadhunter](#) I get/am frustrated with blogging "rules" [#blogchat](#) -8:57 PM Apr 26th, 2009

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[ShannonRenee](#) [@mishon8](#) and usually the blog gets the key message out to diff audience than our trad mrktg tactics [#blogchat](#) -8:57 PM Apr 26th, 2009

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[KakieF](#) [@otoole4info](#) I did one today here. Thursday is national pay it forward day join the movement <http://tinyurl.com/chxdmb> [#blogchat](#) -8:57 PM Apr 26th, 2009

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[anwith1n](#) [@mrawicz](#) ahhh. When that happens, I try to break it up into smaller pieces & post as a series [#blogchat](#) -8:57 PM Apr 26th, 2009

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[JDEbberly](#) RT [@kpkfusion](#): [@KakieF](#) Kakie, A good example of multiple bloggers can be found in Steve Ressler's Govloop community. [#blogchat](#) -8:56 PM Apr 26th, 2009

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[djh](#) [@amymengel](#) Same here. Often there are posts I really want to read but don't have time. [#blogchat](#) -8:56 PM Apr 26th, 2009

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[dannybrown](#) [@SeanMoffitt](#) It's easy to do, huh? I've left min in drafts tons of times as I've looked at it and thought I lost the message [#blogchat](#) -8:56 PM Apr 26th, 2009

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[ShannonRenee](#) [@mishon8](#) agreed, often my work blog reinforces key mktg message & positioning w/o sounding "salesie" [#blogchat](#) -8:56 PM Apr 26th, 2009

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[kpkfusion](#) [@KakieF](#) Kakie, A good example of multiple bloggers can be found in Steve Ressler's Govloop community. [#blogchat](#) -8:56 PM Apr 26th, 2009

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**timjahn** RT **@klandwehr** Longer is not necessarily better, its not the length of the post but the content **#blogchat** -8:56 PM Apr 26th, 2009

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**MSchechter** **@timjahn** same here, but that is the norm in my world :) **#blogchat** -8:56 PM Apr 26th, 2009

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**researchgoddess** **@anwith1n** Correcting = "you spelled this wrong." offering diff. opinion= respect opinion of poster, but offer new way of seeing it **#blogchat** -8:56 PM Apr 26th, 2009

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**arikhanson** **@amymengel** You \*could\* argue long posts are the sign of a weaker writer. Again, brevity is key. Communications 101, right? **#blogchat** -8:56 PM Apr 26th, 2009

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**KakieF** **@JDEbberly** OMG u r too funny **#blogchat** -8:55 PM Apr 26th, 2009

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**otoole4info** Any suggestions on bringing folks 2 ur blog if its 1 2 bring attention 2 something that needs it. Educational yet intriguing type **#blogchat** -8:55 PM Apr 26th, 2009

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**timjahn** **@MSchechter** Then I'm wasted :) **#blogchat** -8:55 PM Apr 26th, 2009

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**JDEbberly** RT **@MSchechter**: I think we can turn this into a drinking game... every time someone RT's **@dannybrown** we all take a shot :) **#blogchat** -8:55 PM Apr 26th, 2009

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**KakieF** In addition to RT's, What strategies have been effective for you to drive traffic to your blogs? **#blogchat** -8:55 PM Apr 26th, 2009

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**klandwehr** Longer is not necessarily better, its not the length of the post but the content **#blogchat** -8:55 PM Apr 26th, 2009

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**MiaHysteria** RT **@KakieF**: I think it can be easy to make blog entries long, but sometimes the best entries are the smaller ones **#blogchat** -8:55 PM Apr 26th, 2009

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**MackCollier** **@TamarahLand** Biggest thing is starting out. Trial and error is still a great educator ;) **#blogchat** -8:55 PM Apr 26th, 2009

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**amymengel** I lot of long blog posts sit unread in my Google Reader. As I scan through posts I read the short ones for quick hits **#blogchat** -8:55 PM Apr 26th, 2009

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**thompsonpaul** Short posts can be great conversation starters, but sometimes you want a long one to demonstrate mastery of a topic. **#blogchat** -8:55 PM Apr 26th, 2009

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**MSchechter** I think we can turn this into a drinking game... every time someone RT's **@dannybrown** we all take a shot :) **#blogchat** -8:54 PM Apr 26th, 2009

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**dannybrown @d2k** Which then shows the strength (or not of the editor. Can be quite fun :) **#blogchat** -8:54 PM Apr 26th, 2009

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**mrawicz @anwith1n** I found that tonite,had so much to say but had to stop, do research, think logical steps, gave up until I could do it rt **#blogchat** -8:54 PM Apr 26th, 2009

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**anwith1n @Shanan S @researchgoddess** agreed – what's the distinction between introducing alt viewpoint & correcting in public? **#blogchat** -8:54 PM Apr 26th, 2009

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**Mishon8 @GeniusNet** – your biz blog can reinforce key messages without selling + if interesting/topical, they'll add conversation value **#blogchat** -8:54 PM Apr 26th, 2009

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**MarjWyatt #blogchat** I monitor comments, personal feedback and Google Analytics data. I love writing and exchanging viewpoints with my readers -8:54 PM Apr 26th, 2009

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**timjahn @anwith1n** Very true! I often double check the flow of my posts over and over, making sure each word fits nicely. **#blogchat** -8:54 PM Apr 26th, 2009

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**arikhanson @timjahn** I like that idea. A lot. I do set aside specific times to blog (usually 11–1 am). Or over lunch. Great tip. **#blogchat** -8:54 PM Apr 26th, 2009

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**KakieF** I think it can be easy to make blog entries long, but sometimes the best entries are the smaller ones **#blogchat** -8:54 PM Apr 26th, 2009

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**d2k @dannybrown** Agree tone should come through on a news blog, but sometimes the voice comes via the editorial vision & story selection **#blogchat** -8:54 PM Apr 26th, 2009

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**Tavisd @mrawicz** – Some of the more interesting people I know are the more genuine. I look for that in a Blog. If not Read Old Media **#blogchat** -8:53 PM Apr 26th, 2009

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**ShannonRenee @arizonabrian** guest posts also give blog diff voice, like newspaper/mag **#blogchat** -8:53 PM Apr 26th, 2009

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**dannybrown @timjahn @arikhanson** Agreed. Thinking too long on a post sees it lose impact – write when fresh then tidy up after **#blogchat** -8:53 PM Apr 26th, 2009

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**JDEbberly** RT **@arikhanson: @timjahn** Brevity is key. Who has time for 1,000 word posts? Write your post like an ad. Every word counts. **#blogchat** -8:53 PM Apr 26th, 2009

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**JDEbberly** RT **@dannybrown:** What I love to read from a blogger is asking me a question as parting shot – make me think on ways to improve **#blogchat** -8:53 PM Apr 26th, 2009

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**JDEbberly** RT **@concierge**: When writing in small spaces, be especially conscious that your title conveys an accurate message. **#blogchat** -8:53 PM Apr 26th, 2009

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**arikhanson** **@timjahn** Brevity is key. Who has time for 1,000 word posts? Write your post like an ad. Every word counts. **#blogchat** -8:53 PM Apr 26th, 2009

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**timjahn** **@DavidSpinks** If you figure the whole thing out already, then people won't comment. Short posts tend to encourage readers to think. **#blogchat** -8:53 PM Apr 26th, 2009

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**anwith1n** **@DavidSpinks** Nod - if you've exhausted the topic, what do readers have to add? **#blogchat** -8:53 PM Apr 26th, 2009

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**concierge** When writing in small spaces, be especially conscious that your title conveys an accurate message. **#blogchat** -8:53 PM Apr 26th, 2009

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**dannybrown** What I love to read from a blogger is asking me a question as parting shot - make me think on ways to improve **#blogchat** -8:53 PM Apr 26th, 2009

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**anwith1n** **@Tavisd** **@krisis** **@timjahn** writing a short piece more challenging than a longer piece - careful word choice, logical flow, etc **#blogchat** -8:52 PM Apr 26th, 2009

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**timjahn** **@arikhanson** With topic/question in mind, give yourself 10 minutes. Whatever you come up with in those 10 minutes, publish. **#blogchat** -8:52 PM Apr 26th, 2009

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**ArizonaBrian** **@ShannonRenee** - I do the same. Guest posts also help me a lot when I don't have time to blog myself. **#blogchat** -8:52 PM Apr 26th, 2009

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**michaelpearsun** **@kpkfusion** Shorter posts mite get more social attntn, but isn't it tru longer posts receive more long-term traffic = mo content **#blogchat** -8:52 PM Apr 26th, 2009

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**MarjWyatt** **#blogchat** Reader interest, comments & personal feedback is good criteria. Google Analytics provides invaluable data for improvements to ... -8:52 PM Apr 26th, 2009

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**arikhanson** **@MNHeadhunter** Success! **#blogchat** -8:52 PM Apr 26th, 2009

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**Shanan S** **@researchgoddess**: Agreed. Praise in public . . .correct in private. Public "correctors" seem to miss the point. **#blogchat** -8:52 PM Apr 26th, 2009

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**JDEbberly** **@kpkfusion** Yep, Seth's posts are brief but hard-hitting! I read him often! **#blogchat** -8:52 PM Apr 26th, 2009

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**timjahn** RT **@kpkfusion @krisis** Yes. Great question. Good execution of short blog is Seth Godin. I read every day. And usually valuable. **#blogchat** -8:52 PM Apr 26th, 2009

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**concierge** RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:52 PM Apr 26th, 2009

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**DavidSpinks** I've found that short posts can be better to start convo. Don't get in much detail, just get readers thinking. **#blogchat** -8:52 PM Apr 26th, 2009

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**dannybrown** RT **@ariherzog: @timjahn @krisis** And what is said in 50 can often be written in 10. **#blogchat** -8:52 PM Apr 26th, 2009

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**krisis** I could do with less maxims. Hard to have a voice in 50 words. Sometimes journey is important too. **#blogchat** -8:52 PM Apr 26th, 2009

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**mrawicz @Tavisd** ah, to be so succinct - would love that! **#blogchat** -8:52 PM Apr 26th, 2009

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**arikhanson @timjahn** Just a time deal for me. Day job, consulting, two kids, volunteering. It adds up. Any time-saving suggestions? ;) **#blogchat** -8:52 PM Apr 26th, 2009

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**ShannonRenee** to keep work blog interesting, I mix long/short posts, guest posts and videos, some of those longer or shorter **#blogchat** -8:51 PM Apr 26th, 2009

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**ariherzog @timjahn @krisis** And what is said in 50 can often be written in 10. **#blogchat** -8:51 PM Apr 26th, 2009

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**Jfavreau** RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:51 PM Apr 26th, 2009

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**dannybrown @mhemig** You're welcome - without readers there are no bloggers :) **#blogchat** -8:51 PM Apr 26th, 2009

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**kpkfusion @krisis** Yes. Great question. Good execution of short blog is Seth Godin. I read every day. And usually valuable. **#blogchat** -8:51 PM Apr 26th, 2009

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**ekolsky @MackCollier** true. but those stats cannot tell relevancy, can tell visit time and related. relevancy is assumption/guess **#blogchat** -8:51 PM Apr 26th, 2009

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**TCusack247 @dannybrown** I agree!! **#blogchat** -8:51 PM Apr 26th, 2009

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**dannybrown @DominickEvans** I hear you. Proofread and check before posting, and then again after posted **#blogchat** -8:51 PM Apr 26th, 2009

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**TCusack247** RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:51 PM Apr 26th, 2009

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**Tavisd** RT **@timjahn**: **@krisis** What is written in 1000 words can often be said in 50. **#blogchat** -100% agree!!!!!! -8:51 PM Apr 26th, 2009

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**JDEbberly** **@krisis** If short blog posts are related, informative and interlinked, they can draw more readers **#blogchat** -8:51 PM Apr 26th, 2009

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**Stuartfoster** **@mrawicz** Don't know...I've never run into that problem (English Majors in Marketing/PR ftw) **#blogchat** -8:51 PM Apr 26th, 2009

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**dannybrown** **@krisis** **@kpkfusion** If you just want to share mini-posts, check out Posterous <http://posterous.com> as complement to main blog **#blogchat** -8:50 PM Apr 26th, 2009

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**researchgoddess** **@KakieF** I edit a blog w/ multiple contributors. It's great to have many varying viewpoints & the readers appreciate it. **#blogchat** -8:50 PM Apr 26th, 2009

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**\_djh** Yes -> RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:50 PM Apr 26th, 2009

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**MNHeadhunter** **@arikhanson** My aunt reads my blog when we have not spoken in a while. Says like I am talking to her **#blogchat** -8:50 PM Apr 26th, 2009

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**krisis** Re: biz blog frequency, it depends on how essential you are to your readers. If you're more ancillary, twice a week isn't so bad. **#blogchat** -8:50 PM Apr 26th, 2009

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**mrawicz** **@KakieF** shorter entries are better? do they become 30 second pitches then? **#blogchat** -8:50 PM Apr 26th, 2009

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**timjahn** **@krisis** What is written in 1000 words can often be said in 50. **#blogchat** -8:50 PM Apr 26th, 2009

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**Tavisd** I'd say the best bloggers are their own worst critics. Trust yourself and just do it. Don't fake it... don't over do it **#blogchat** -8:50 PM Apr 26th, 2009

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**ariherzog** **@KakieF** I frequently seek out guest bloggers; see <http://tr.im/bestprac> - interested in participating? Contact form there. :) **#blogchat** -8:50 PM Apr 26th, 2009

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**dannybrown** **@d2k** Right, although a news blog can still have the author's voice to make stand out from other news blogs **#blogchat** -8:49 PM Apr 26th, 2009

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[amymengel](#) [@ariherzog](#) Voice of blogger, RT vs. Comments, Analytics, post frequency, guest bloggers...all the good stuff [#blogchat](#) -8:49 PM Apr 26th, 2009

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[ShannonRenee](#) [@kakief](#) I have guest bloggers 4 work blog, have used blog to request them, whatever they send, I don't edit [#blogchat](#) -8:49 PM Apr 26th, 2009

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[timjahn](#) [@arikhanson](#) [@mrawicz](#) [@amymengel](#) I find that writing every day keeps me thinking [#blogchat](#) -8:49 PM Apr 26th, 2009

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[krisis](#) [@kpkfusion](#) But do short blog posts give enough info? Noticing new trend of posts that are just fluff to support a catchy headline. [#blogchat](#) -8:49 PM Apr 26th, 2009

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[arikhanson](#) Tip: When drafting a post, write like you're talking to a good friend--not your "client", "target" or "key stakeholders." [#blogchat](#) -8:49 PM Apr 26th, 2009

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[mrawicz](#) [@MackCollier](#) yes, you can do all the right things getting them there but will they come back? [#blogchat](#) -8:49 PM Apr 26th, 2009

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[MiaHysteria](#) Sometimes. RT [@KakieF](#): How many here have guest bloggers on your sites? Do you do this regularly, or just once in a while? [#blogchat](#) -8:49 PM Apr 26th, 2009

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[Shanan\\_S](#) [@arikhanson](#): My understanding is that its ideal to post daily at best, once a week at worst. [#blogchat](#) -8:49 PM Apr 26th, 2009

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[KakieF](#) RT [@kpkfusion](#) In my experience, blog entries that are shorter capture more social attention than longer entries. Also clear theme [#blogchat](#) -8:49 PM Apr 26th, 2009

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[d2k](#) [@dannybrown](#) I think the voice of a blog varies based upon it's mission. A "news" blog should be less personal than an opinion blog [#blogchat](#) -8:49 PM Apr 26th, 2009

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[dannybrown](#) [@amymengel](#) [@arikhanson](#) haha, I have a clone under the desk ;-)  
[#blogchat](#) -8:49 PM Apr 26th, 2009

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[KakieF](#) How many people write on blogs that have multiple authors? Anyone? Do you think it is effective? [#blogchat](#) -8:48 PM Apr 26th, 2009

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[ariherzog](#) Poking head (on tip [@dannybrown](#)'s just-now tweet) into [#blogchat](#)... what's everyone chatting about other than the obvious? -8:48 PM Apr 26th, 2009

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[kpkfusion](#) In my experience, blog entries that are shorter capture more social attention than longer entries. Also clear theme transitions. [#blogchat](#) -8:48 PM Apr 26th, 2009

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**klandwehr** I think you should post when you have something to say, [#blogchat](#) -8:48 PM Apr 26th, 2009

**DuongSheahan @dannybrown** Good advice! [#blogchat](#) -8:48 PM Apr 26th, 2009

**dannybrown @mhemig** But that's the great thing - you may not be a \*blogger\* but your part of blogger community by reading [#blogchat](#) -8:48 PM Apr 26th, 2009

**DuongSheahan RT @dannybrown:** Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? [#blogchat](#) -8:48 PM Apr 26th, 2009

**amymengel @arikhanson** Indeed! Did not get the superblogging gene that **@dannybrown** appears to have inherited [#blogchat](#) -8:48 PM Apr 26th, 2009

**MSchechter RT @dannybrown:** Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? [#blogchat](#) -8:48 PM Apr 26th, 2009

**KakieF** How many here have guest bloggers on your sites? Do you do this regularly, or just once in a while? [#blogchat](#) -8:48 PM Apr 26th, 2009

**mrawicz @Stuartcfoster** genuine voice - but what if your writing does not keep up with your "voice" will your readers discount you [#blogchat](#) -8:48 PM Apr 26th, 2009

**dannybrown @arikhanson** I need to bring everyone back up after depressing them during the week ;-)  
[#blogchat](#) -8:47 PM Apr 26th, 2009

**MackCollier @Shanan\_S** I agree, that assumes that all you have to do is launch a blog & ppl will read it. Not the case [#blogchat](#) -8:47 PM Apr 26th, 2009

**arikhanson @mrawicz @amymengel** That's kinda where I'm at (2-3/wee). **@timjahn** & **@dannybrown** are superhuman ;) [#blogchat](#) -8:47 PM Apr 26th, 2009

**ArizonaBrian RT @dannybrown:** Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? [#blogchat](#) -8:47 PM Apr 26th, 2009

**timjahn RT @dannybrown** Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? [#blogchat](#) -8:47 PM Apr 26th, 2009

**mhemig @dannybrown** Agreed. Although I'm not a blogger I'm very interested in how this communications forum works. [#blogchat](#) -8:47 PM Apr 26th, 2009

**timjahn RT @Stuartcfoster @dannybrown** So true. Genuine voice can not be faked. [#blogchat](#) -8:47 PM Apr 26th, 2009

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**swiper bootz** RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:47 PM Apr 26th, 2009

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**JDEbberly** RT **@dannybrown**: Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:47 PM Apr 26th, 2009

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**MSchechter** **@dannybrown** what if you dont have one of those??? :) **#blogchat** -8:47 PM Apr 26th, 2009

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**Stuartcfoster** **@dannybrown** So true. Genuine voice can not be faked. **#blogchat** -8:47 PM Apr 26th, 2009

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**ShannonRenee** work blog is usually 2 posts/day M-F, personal blog is whenever I feel like it, hopefully one a day (sad) **#blogchat** -8:47 PM Apr 26th, 2009

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**arikhanson** **@dannybrown** I've noticed that. I actually find the lighter stuff interesting on your blog (but still love weekday version) **#blogchat** -8:46 PM Apr 26th, 2009

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**mrawicz** **@ShannonRenee** i do the same thing on my personal blog, correct, revise, perfect, get better at writing **#blogchat** -8:46 PM Apr 26th, 2009

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**Mishon8** **@ShannonRenee** - I read, re-read, and re-read again. Then change again, fine-tune etc. **#blogchat** -8:46 PM Apr 26th, 2009

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**dannybrown** Best bloggers speak with their natural voice. If you can't be yourself on your own blog, why even bother? **#blogchat** -8:46 PM Apr 26th, 2009

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**researchgoddess** Something I believe in: praise in public, correct in private. Calling out someone's spelling/grammar error in a comment = tacky. **#blogchat** -8:46 PM Apr 26th, 2009

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**timjahn** **@krisis** Good point there **#blogchat** -8:46 PM Apr 26th, 2009

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**amymengel** **@dannybrown** **@arikhanson** Agree w/ consistent. I know I can't blog every day, but try to shoot for roughly 2-3 a wk. **#blogchat** -8:46 PM Apr 26th, 2009

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**GeniusNet** **@Mishon8** A little self-promotion ok, but contributing value to the conversation remains most important aspect of social media **#blogchat** -8:46 PM Apr 26th, 2009

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**Shanan\_S** I agree with **@krisis**. I don't think there is an audience for every blog. Some are just bad (boring, rarely updated, etc) **#blogchat** -8:46 PM Apr 26th, 2009

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**krisis** It's like how every mom tells her kid s/he is beautiful. Some kids are ugly; some blogs aren't worth reading. **@timjahn #blogchat** -8:45 PM Apr 26th, 2009

**michaelpearsun @shannonpaul** Cool thanks. **@lizstrauss** is a new one to me. Just followed. **#blogchat** -8:45 PM Apr 26th, 2009

**mrawicz @arikhanson** 1-2 posts a week, not to tire the audience, keep them wanting more ;) **#blogchat** -8:45 PM Apr 26th, 2009

**dannybrown @arikhanson** I aim for one a day if I can. Leave lighter stuff for weekend, more "factual" during week **#blogchat** -8:45 PM Apr 26th, 2009

**timjahn @arikhanson** I'm content at one a day. **#blogchat** -8:45 PM Apr 26th, 2009

**timjahn @mrawicz** A natural voice is the most important thing imo. I interact with people who talk like me, not robots. **#blogchat** -8:45 PM Apr 26th, 2009

**ShannonRenee @Mishon8** for personal blog, I've gone back, & read misspellings/errors and I correct for future readers & hope I didn't lose any1 **#blogchat** -8:45 PM Apr 26th, 2009

**dannybrown @michaelpearsun** Check out BlogCatalog.com for lists. Also Blogs.com and AdAge Power 150. **#blogchat** -8:44 PM Apr 26th, 2009

**researchgoddess** BTW - for those following **#blogchat** tonight, try using TweetChat. It rocks! **http://tweetchat.com/room/blogchat #blogchat** -8:44 PM Apr 26th, 2009

**shannonpaul @tamera** Sure. For me the important thing to remember is that there are no rules for this stuff, we need to be more flexible. **#blogchat** -8:44 PM Apr 26th, 2009

**kpkfusion** I think that the most successful blogs enable the audience to participate in development of the narrative. **#blogchat** -8:44 PM Apr 26th, 2009

**arikhanson @dannybrown** I'd say consistent might be a better word. How many posts/week do you shoot for? (plz don't say 10) :) **#blogchat** -8:44 PM Apr 26th, 2009

**mrawicz @anwith1n** yes I would think the audience is more than one key target - exactly **#blogchat** -8:44 PM Apr 26th, 2009

**KakieF** RT **@Shanan\_S** There is an opportunity with blogs to do more than connect with readers, you can make readers connect with each other **#blogchat** -8:44 PM Apr 26th, 2009

[anwith1n](#) [@Shanan\\_S](#) agreed. MyBlogLog is great for connecting readers. I also <3 seeing who else reads – I can check out their blogs too! [#blogchat](#) –8:44 PM Apr 26th, 2009

[michaelpearsun](#) [@dannybrown](#) Let's go with a place to promote. Also, how to locate similar blogs. I've searched & locating blogs can be painful. [#blogchat](#) –8:44 PM Apr 26th, 2009

[ShannonRenee](#) [@Mishon8](#) agreed, find myself "writing" in tweets, makes writing more difficult & 4 work, sometimes have proofreader [#blogchat](#) –8:43 PM Apr 26th, 2009

[timjahn](#) [@Shanan\\_S](#) I think that's one of the best things that can be done. [#blogchat](#) –8:43 PM Apr 26th, 2009

[dannybrown](#) [@DominickEvans](#) It's really off-putting as well [#blogchat](#) –8:43 PM Apr 26th, 2009

[kpkfusion](#) You have to adopt a participative network perspective – not a "pitch and catch" model with content. [#blogchat](#) –8:43 PM Apr 26th, 2009

[freelancesquad](#) RT [@dannybrown](#) With blogging, you need to be constant. Take a break and it can take forever to win back your core audience [#blogchat](#) –8:43 PM Apr 26th, 2009

[mrawicz](#) [@timjahn](#) that goes back to the natural voice I mentioned earlier – is it your audience solely? [#blogchat](#) –8:43 PM Apr 26th, 2009

[timjahn](#) RT [@Shanan\\_S](#) There is an opportunity with blogs to do more than connect with readers, you can make readers connect with each other [#blogchat](#) –8:43 PM Apr 26th, 2009

[dannybrown](#) [@AYoungOne](#) Always happy to help :) [#blogchat](#) –8:43 PM Apr 26th, 2009

[timjahn](#) [@krisis](#) Why do you say that? [#blogchat](#) –8:43 PM Apr 26th, 2009

[arikhanson](#) [@timjahn](#) [@mackcollier](#) You mean it's not a good idea to post corporate memos on your blog? ;) [#blogchat](#) –8:43 PM Apr 26th, 2009

[\\_djh](#) RT [@shannonpaul](#): [@michaelpearsun](#) Writing a better biz blog? [@copyblogger](#) [@problogger](#) and [@lizstrauss](#) provide a wealth of info [#blogchat](#) –8:43 PM Apr 26th, 2009

[anwith1n](#) [@MackCollier](#) challenge of business blogging is moving the powers-that-be & getting buy-in. Juggling multiple audiences = challenge [#blogchat](#) –8:43 PM Apr 26th, 2009

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**Shanan S** There is an opportunity with blogs to do more than connect with readers, you can make readers connect with each other [#blogchat](#) -8:43 PM Apr 26th, 2009

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**kpkfusion @JDEbberly** Also currency and consistency. One has to have great content. But also success factors common to active networks. [#blogchat](#) -8:42 PM Apr 26th, 2009

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**dannybrown** With blogging, you need to be constant. Take a break and it can take forever to win back your core audience [#blogchat](#) -8:42 PM Apr 26th, 2009

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**JDEbberly @mrawicz** Yes, many topics are so rehashed that the blogosphere has become an echo chamber [#blogchat](#) -8:42 PM Apr 26th, 2009

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**TamarahLand @MackCollier** :-D Thank you! I've been working on starting my own blog, so I want to make sure I start out the right way [#blogchat](#) -8:42 PM Apr 26th, 2009

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**krisis** It is utter bullshit that there is an audience for every blog. [#blogchat](#) -8:42 PM Apr 26th, 2009

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**shannonpaul @michaelpearsun** Writing a better biz blog? [@copyblogger](#) [@problogger](#) and [@lizstrauss](#) provide a wealth of info on the subject [#blogchat](#) -8:41 PM Apr 26th, 2009

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**MackCollier @ekolsky** I can look at traffic sources & see bounce rate, page views, time on site, etc. Some referral sources better than others [#blogchat](#) -8:41 PM Apr 26th, 2009

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**Tavisd** [#blogchat](#) -8:41 PM Apr 26th, 2009

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**tamera @shannonpaul** Re: emotional connection-yep. also sometimes comes from the mystique built around brand thru trad media-wrks in context [#blogchat](#) -8:41 PM Apr 26th, 2009

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**Mishon8 @ShannonRenee** - my grammar passed away - and Twitter gives me bad habits [#blogchat](#) -8:41 PM Apr 26th, 2009

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**mrawicz @JDEbberly** is it relevance? many have same topics or ideas that have been rehashed wouldn't you say? what is new [#blogchat](#) -8:41 PM Apr 26th, 2009

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**timjahn** RT [@MackCollier](#) [@michaelpearsun](#) Talk less like a business and more like the people you are trying to reach [#blogchat](#) -8:41 PM Apr 26th, 2009

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**dannybrown** RT [@JDEbberly](#): [@krisis](#) there is an audience for EVERY blog, what keeps readers is relevance & grammar [#blogchat](#) -8:41 PM Apr 26th, 2009

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**michaelpearsun @amymengel** thanks :) I met **@copyblogger** st **#PubCon** in Austin. He is cool and I like their stuff. Like your avatar btw, unique. **#blogchat** -8:40 PM Apr 26th, 2009

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**dannybrown @AYoungOne** ha, I just find it easier to follow – set up a box for replies and a box for hashtag convo you're following **#blogchat** -8:40 PM Apr 26th, 2009

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**JDEbberly RT @MackCollier: @michaelpearsun** Talk less like a business and more like the people you are trying to reach **#blogchat** -8:40 PM Apr 26th, 2009

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**JDEbberly RT @ShannonRenee: @krisis** there is an audience for EVERY blog, what keeps readers is relevance & grammar **#blogchat** -8:40 PM Apr 26th, 2009

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**MackCollier @michaelpearsun** Talk less like a business and more like the people you are trying to reach **#blogchat** -8:40 PM Apr 26th, 2009

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**laskaroy @amymengel: @arikhanson** li like to mix the RTs and comments and engagement. A lot of followers follow me for the links I RT **#blogchat** -8:40 PM Apr 26th, 2009

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**dannybrown @mrawicz** And time consuming (which isn't necessarily bad thing). TV is instant, SM is a journey **#blogchat** -8:40 PM Apr 26th, 2009

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**mrawicz @ShannonRenee** higher ed blogs perhaps do not but I have seen those connected to videoconferencing topics that r quite interactive **#blogchat** -8:40 PM Apr 26th, 2009

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**ShannonRenee @krisis** there is an audience for EVERY blog, what keeps readers is relevance & grammar **#blogchat** -8:39 PM Apr 26th, 2009

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**MackCollier @copyblogger** An article on Marketing Profs might only send a few dozen visitors, but they are far more likely to contact me. **#blogchat** -8:39 PM Apr 26th, 2009

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**dannybrown @michaelpearsun** When you say a "good place", is it to promote biz blog, or tips for writing better? **#blogchat** -8:39 PM Apr 26th, 2009

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**missive @shannonpaul** (Was waiting for the raspberry.) Seriously, u do a "comfortable dissonance" well @ ur blog. That's hard 2 do. **#blogchat** -8:39 PM Apr 26th, 2009

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**MackCollier @TamarahLand** Glad you are here ;) **#blogchat** -8:39 PM Apr 26th, 2009

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**Mishon8** or use <http://tweetchat.com/room/blogchat> **#blogchat** -8:38 PM Apr 26th, 2009

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**amymengel** **@michaelpearsun** Check out copyblogger.com for biz blog writing tips **#blogchat** -8:38 PM Apr 26th, 2009

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**timjahn** RT **@MSchechter** **@timjahn** I probably would have said all I cared about in shoes was comfort/price, but **@zappos** made me connect **#blogchat** -8:38 PM Apr 26th, 2009

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**MSchechter** **@AYoungOne** I liked it, but I couldnt give up on Tweetdeck, still prefer its interface and love the FB connection. **#blogchat** -8:38 PM Apr 26th, 2009

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**thompsonpaul** One disadvantage to Google Analytics for blogs is it's not real-time results. Need statcounter for real-time backup **#blogchat** -8:38 PM Apr 26th, 2009

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**mrawicz** **@dannybrown** yes I suppose it gets lost in translation in SM **#blogchat**, less passive than TV but more high work? -8:37 PM Apr 26th, 2009

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**anwith1n** **@dannybrown** <thumbs up> re: woopra thanks! **#blogchat** -8:37 PM Apr 26th, 2009

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**MSchechter** **@timjahn** I probably would have said all I cared about in shoes was comfort and price, but **@zappos** made me connect to their brand. **#blogchat** -8:37 PM Apr 26th, 2009

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**JDEbberly** **@TamarahLand** WELCOME to BlogChat, Tamarah! We're glad you joined us tonight!! :) **#blogchat** -8:37 PM Apr 26th, 2009

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**shannonpaul** Sometimes emotional connection has nothing to do with marketing but with the person's own psyche/experience.They ADD to everything **#blogchat** -8:37 PM Apr 26th, 2009

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**dannybrown** **@AYoungOne** Seesmic and Tweetdeck are cool, but actually prefer Tweetgrid <http://tweetgrid.com> for chats :) **#blogchat** -8:37 PM Apr 26th, 2009

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**michaelpearsun** **@MackCollier** **@shannonpaul** **@dannybrown** Could I get a suggestion for a good place for writing a better biz blog? **#blogchat** -8:37 PM Apr 26th, 2009

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**chopapi** RT **@jasontryfon**: Slides in the door quietly to **#blogchat** - yeah I'm the late guy. -8:37 PM Apr 26th, 2009

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**d2k** **@Tavisd** **@anwith1n** Current blog analysis tools are far from robust. I'd like to see standards for reliably measuring blog Circ.. **#blogchat** -8:37 PM Apr 26th, 2009

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**ShannonRenee** **@krisis** the SM blogs I mentioned, they market selves well, the higher ed blogs I mentioned do not, however niche blogs 2 begin w/ **#blogchat** -8:37 PM Apr 26th,

2009

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**dannybrown @anwith1n @davidspinks** That's why I combine it with Woopra for full info **#blogchat** -8:36 PM Apr 26th, 2009

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**TamarahLand** first-timer...reading... **#blogchat** -8:36 PM Apr 26th, 2009

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**shannonpaul @lizstrauss** I can't wait to see your new hair!!! :) **#blogchat** -8:36 PM Apr 26th, 2009

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**KakieF** Is woopra and quantcast the same as google analytics>? **#blogchat** -8:36 PM Apr 26th, 2009

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**AYoungOne** trying out seesmic per **@dannybrown** so I think I am a bit slow to **#blogchat** Hey Danny! -8:36 PM Apr 26th, 2009

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**ShannonRenee @krisis** for the SM side of my Chris Brogans, Probloggers, and Mashables come to top of mind **#blogchat** -8:36 PM Apr 26th, 2009

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**dannybrown @mrawicz** I think if you watch a heartbreaking charity advert, that offers more emotional appeal than most SM **#blogchat** -8:36 PM Apr 26th, 2009

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**timjahn @MSchechter** Good point...if you really try, you can find a connection in some way. **#blogchat** -8:35 PM Apr 26th, 2009

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**ShannonRenee @krisis** I was speaking of blogs general, not just biz; however, 4 my industry of higher ed, CASE blog, WaldenU blog, alumnifutures **#blogchat** -8:35 PM Apr 26th, 2009

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**Tavisd OH #Blogchat** - Woopra and Quantcast - both free and pretty in-depth blog analytics tools - Thanks **@dannybrown** -8:35 PM Apr 26th, 2009

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**dannybrown @mhemig** It offers two benefits - you appreciate the blogger and people may find your blog as well if they resonate **#blogchat** -8:35 PM Apr 26th, 2009

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**anwith1n @dannybrown @davidspinks** don't forget to validate quantcast's **#s** - the data gets the job done, not to-write-home-about **#blogchat** -8:35 PM Apr 26th, 2009

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**thompsonpaul @DavidSpinks** At it's most basic, it's just a chunk of javascript added to the templates. so yea, should work in WP.com **#blogchat** -8:35 PM Apr 26th, 2009

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**mrawicz @dannybrown** or would like be less emotional connection but more emotional appeal? **#blogchat** -8:34 PM Apr 26th, 2009

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**d2k @anwith1n @dannybrown @shannonpaul @timjahn** shared interests are the basis of SM connections. As well as passionate responses. **#blogchat** -8:34 PM Apr 26th, 2009

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**tamera RT @shannonpaul @anwith1n @dannybrown @timjahn** ABSOLUTELY you can have emotional connection without using social media. **#blogchat** [agree] -8:34 PM Apr 26th, 2009

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**timjahn @anwith1n** Definitely! Go to your favorite ice cream parlor that takes you back to that summer with your first love. Forget SM! :) **#blogchat** -8:34 PM Apr 26th, 2009

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**lizstrauss @shannonpaul** Wait until you see my new hair. I'm giving you a run for your WeSeed money. heh heh **#blogchat** -8:34 PM Apr 26th, 2009

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**Mishon8 @anwith1n** - and can extend the discussion... **#blogchat** -8:34 PM Apr 26th, 2009

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**MSchechter @dannybrown** true, but Social Media makes it a lot easier to expand and enhance those emotional experiences. **#blogchat** -8:34 PM Apr 26th, 2009

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**anwith1n @Mishon8** comments for clarity are SO important. **@mishon8 ++ #blogchat** -8:33 PM Apr 26th, 2009

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**MSchechter @timjahn** but there is an opportunity there... imagine someone who took portions of those profits to help build homes for the needy **#blogchat** -8:33 PM Apr 26th, 2009

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**dannybrown @anwith1n** Companies have been offering emotional connection for years prior to social media and continue to so do, so yes :) **#blogchat** -8:33 PM Apr 26th, 2009

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**shannonpaul @anwith1n @dannybrown @timjahn** ABSOLUTELY you can have emotional connection without using social media. **#blogchat** -8:33 PM Apr 26th, 2009

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**MackCollier @MNHeadhunter** I write for my readers since ultimately, my blog is a biz dev tool. So I need to be creating valueable content **#blogchat** -8:33 PM Apr 26th, 2009

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**shannonpaul @dannybrown @timjahn** I think it does. It CAN offer more loyalty. It's not a sure thing. **#blogchat** -8:32 PM Apr 26th, 2009

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**dannybrown** Not sure - think it may just be self-hosted? Check though, may be off-site tracking too **#blogchat** -8:32 PM Apr 26th, 2009

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**d2k @dannybrown** "Passion" might be a better term to use than "Emotional Connection". [#blogchat](#) -8:32 PM Apr 26th, 2009

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**arikhanson @researchgoddess** You may be on to something there ;) [#blogchat](#) -8:32 PM Apr 26th, 2009

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**anwith1n @dannybrown @shannonpaul @timjahn** can you have emotional connection w/o social media connection? [#blogchat](#) -8:32 PM Apr 26th, 2009

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**mrawicz @klandwehr** yes and I would share one I like (send via email) too, but if is thought-provoking then I would comment [#blogchat](#) -8:32 PM Apr 26th, 2009

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**DavidSpinks @thompsonpaul** can you use it with wordpress.com blog? I'm upgrading to .org soon. [#blogchat](#) -8:32 PM Apr 26th, 2009

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**sonnygill** RT **@MackCollier** The day I started blogging in '05, there were 476 GOOG results 4 "Mack Collier" most weren't me. Now over 50k [#blogchat](#) -8:32 PM Apr 26th, 2009

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**\_djh @arikhanson** I can see I need to start asking for suggestions – obscure but interesting blogs :- ) [#blogchat](#) -8:32 PM Apr 26th, 2009

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**DavidSpinks @dannybrown** I'll check them out. Can you use it with a wordpress.com blog? [#blogchat](#) -8:32 PM Apr 26th, 2009

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**deirdrereid @krisis** Or, for health care, write about prevention. Educate. [#blogchat](#) -8:32 PM Apr 26th, 2009

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**timjahn @dannybrown** I don't think so either [#blogchat](#) -8:32 PM Apr 26th, 2009

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**MackCollier @arikhanson** A few times a month for GA. I am constantly checking SiteMeter cause I spend more time watching referrals [#blogchat](#) -8:32 PM Apr 26th, 2009

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**mrawicz @klandwehr** yes and I would share one I like (send via email) too, but if is thought=rooking then I would comment [#blogchat](#) -8:31 PM Apr 26th, 2009

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**krisis** RT for emphasis: **@MackCollier: @dannybrown** I think many bloggers do a poor job of tracking ... what content resonates [#blogchat](#) -8:31 PM Apr 26th, 2009

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**researchgoddess** I am convinced a lot of ppl RT posts simply based on who the original author is, 2 make themselves look more connected/important. [#blogchat](#) -8:31 PM Apr 26th, 2009

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**Mishon8** comments can flush out ambiguity – if you're not being received the way you

intended [#blogchat](#) -8:31 PM Apr 26th, 2009

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[thompsonpaul](#) [@DavidSpinks](#) You absolutely can afford it – Google Analytics – FREE and very strong capabilities [#blogchat](#) -8:31 PM Apr 26th, 2009

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[MackCollier](#) [@ekolsky](#) I disagree, Digg and TechMeme can send me a ton of traffic, but it's usually not RELEVANT traffic. [#blogchat](#) -8:31 PM Apr 26th, 2009

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[ShannonRenee](#) [@shannonpaul](#) agreed, we're PART of mrkting/PR team, not THE entire team [#blogchat](#) -8:31 PM Apr 26th, 2009

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[arikhanson](#) [@timjahn](#) and [@mnheadhunter](#) – **same** person? You guys are freaking me out over there... ;) [#blogchat](#) -8:31 PM Apr 26th, 2009

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[dannybrown](#) [@DavidSpinks](#) Use Woopra and Quantcast – both free and pretty in-depth [#blogchat](#) -8:31 PM Apr 26th, 2009

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[d2k](#) [@amymengel](#) Backlash does happen, important to know when to respond & when to ignore. Angry people comment fast. Others take time. [#blogchat](#) -8:30 PM Apr 26th, 2009

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[dannybrown](#) [@shannonpaul](#) [@timjahn](#) I don't think saying "emotional connection offers more loyalty" is overemphasizing [#blogchat](#) -8:30 PM Apr 26th, 2009

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[DavidSpinks](#) hm. int RT [@shannonpaul](#) I think we marketing/pr types overemphasize our own role sometimes. We have A role, not THE role [#blogchat](#) -8:30 PM Apr 26th, 2009

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[timjahn](#) [@MNHeadhunter](#) I saw that, little freaky! [#blogchat](#) -8:30 PM Apr 26th, 2009

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[jasontryfon](#) Slides in the door quietly to [#blogchat](#) – yeah I'm the late guy. -8:30 PM Apr 26th, 2009

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[krisis](#) [@deirdrereid](#) Definitely – education is compelling. If you're a health care company, write about the cures, not the products. [#blogchat](#) -8:30 PM Apr 26th, 2009

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[amymengel](#) I have to admit, after switching from WP.com to WP.org and going over to Google analytics too overwhelmed w/ data to check much. [#blogchat](#) -8:30 PM Apr 26th, 2009

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[Mishon8](#) [@shannonpaul](#) – completely agree! [#blogchat](#) -8:30 PM Apr 26th, 2009

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[mrawicz](#) [@KakieF](#) yes, comments do add another perspective, or just gauge the "temperature" of content, are U coming across the way U want [#blogchat](#) -8:30 PM Apr 26th, 2009

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**dannybrown** **@SashaHalima** Try something like Tweetgrid <http://tweetgrid.com> an open one box just for **#journchat** to join in/follow :) **#blogchat** -8:30 PM Apr 26th, 2009

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**ShannonRenee** **@mackcollier** agreed, we can B busy writing, getting posts up...we may not take time 2 hear from readers, fig out what they want **#blogchat** -8:30 PM Apr 26th, 2009

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**MNHeadhunter** **@timjahn** looks like we had the same thought at the same time **#blogchat** -8:29 PM Apr 26th, 2009

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**KakieF** **@SashaHalima** Sunday nights 9:00EST **#blogchat** -8:29 PM Apr 26th, 2009

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**DavidSpinks** **@MackCollier** **@dannybrown** I would love to track some real analytics on my blog, but I can't afford it. **#blogchat** -8:29 PM Apr 26th, 2009

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**klandwehr** If I see a blog that I like or think is interesting, I will automatically share it. I only comment if I have something specific **#blogchat** -8:29 PM Apr 26th, 2009

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**shannonpaul** **@dannybrown** **@amymengal** **@timjahn** I think we marketing/pr types overemphasize our own role sometimes. We have A role, not THE role **#blogchat** -8:29 PM Apr 26th, 2009

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**SashaHalima** **@KakieF** **@dannybrown** it's on Sunday nights? I looked up **@Blogchat** & there is 1 follower, where can I get more info? **#blogchat** -8:29 PM Apr 26th, 2009

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**KakieF** **@timjahn** I write for both,. I want my readers to identify and share with me. **#blogchat** -8:29 PM Apr 26th, 2009

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**MackCollier** **@researchgoddess** Yes I am convinced that most people make this social media stuff a lot damned harder than it has to be ;) **#blogchat** -8:29 PM Apr 26th, 2009

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**deirdrereid** **@d2k** Agree that sometimes RTs are just kissing ass. Esp when time duration shows the RTER couldn't have read post. **#blogchat** -8:29 PM Apr 26th, 2009

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**arikhanson** **@MackCollier** How often do you check your stats on Google Analytics in any given month? **#blogchat** -8:29 PM Apr 26th, 2009

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**MNHeadhunter** **@MackCollier** Do you write for your readers or do you write for yourself and readers find you? **#blogchat** -8:29 PM Apr 26th, 2009

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**anwith1n** **@d2k** interesting perspective. comments can also be more personal, esp w/ ID/Auth attached. RTs can just be currying social capital **#blogchat** -8:29 PM Apr 26th, 2009

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**dannybrown @MackCollier** I hear you. One of the reasons I use Woopras and Quantcast, gets best of all worlds :) [#blogchat](#) -8:28 PM Apr 26th, 2009

**krisis @mrawicz** People want to read something compelling. Advertisement is only so compelling. You have to give your brand character. [#blogchat](#) -8:28 PM Apr 26th, 2009

**Shanan S @KakieF** Sure ,if there is substance to the comment. If all I type is a smilie emoticon. It doesn't add much. [#blogchat](#) -8:28 PM Apr 26th, 2009

**timjahn @MackCollier** Do you write for the reader or write for you and let whoever wants to read do so? [#blogchat](#) -8:28 PM Apr 26th, 2009

**dannybrown @shannonpaul @amyengel** There is that - but the best sales and loyalty come from connection was my point [#blogchat](#) -8:28 PM Apr 26th, 2009

**Mishon8** some comments are disingenuous self promotions [#blogchat](#) -8:28 PM Apr 26th, 2009

**amymengel @d2k** Yes, but I think that \*too\* honest anonymous comments can lead to backlash from blogger or community [#blogchat](#) -8:28 PM Apr 26th, 2009

**KakieF** Blogging helps us to have an interaction with our customer and gives our brands identity JMO [#blogchat](#) -8:28 PM Apr 26th, 2009

**MackCollier @dannybrown** I think many bloggers (myself included) do a poor job of tracking where traffic comes from, what content resonates [#blogchat](#) -8:27 PM Apr 26th, 2009

**timjahn @shannonpaul @KakieF @dannybrown** I think what you're buying matters a ton. I'll buy 2x4s I have no emotional connection to. [#blogchat](#) -8:27 PM Apr 26th, 2009

**ShannonRenee @shanan\_s** even "thumbs up" comments R valuable, lets U know someone read, took time 2 comment & more than likely will be back [#blogchat](#) -8:27 PM Apr 26th, 2009

**KakieF** The reason we call it interactive marketing is because we talk, customer responds, we respond back telling them we hear them [#blogchat](#) -8:27 PM Apr 26th, 2009

**d2k @anwith1n** Comments are more anonymous than RTs. That can make it easier to leave honest comments. RTs sometimes are posturing. [#blogchat](#) -8:27 PM Apr 26th, 2009

**mrawicz @MackCollier** comments do take work, but critical for networking, problem solving, don't let them lie there, utilize [#blogchat](#) -8:27 PM Apr 26th, 2009

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[shannonpaul](#) [@amymengel](#) My thoughts exactly :) [#blogchat](#) -8:27 PM Apr 26th, 2009

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[deirdrereid](#) Education. RT [@mrawicz](#): [@krisis](#) content is a good question – what should the basis of the content be – promotion? or? [#blogchat](#) -8:27 PM Apr 26th, 2009

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[MackCollier](#) The day I started blogging in 2005, there were 476 Google results for "Mack Collier" & most weren't me. Now there are over 50,000 [#blogchat](#) -8:26 PM Apr 26th, 2009

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[anwith1n](#) [@MackCollier](#) yes – comments take more time & energy. RTs can be as simple as 1 click. [#blogchat](#) -8:26 PM Apr 26th, 2009

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[dannybrown](#) [@Shanan\\_S](#) No. And this is where engaging your community grows the comment and interaction [#blogchat](#) -8:26 PM Apr 26th, 2009

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[Mishon8](#) [@mrawicz](#) – anything that reinforces your position [#blogchat](#) -8:26 PM Apr 26th, 2009

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[amymengel](#) [@dannybrown](#) [@shannonpaul](#) I don't know about that. Lots of things I buy with no emotional connection. Motor oil, e.g. [#blogchat](#) -8:26 PM Apr 26th, 2009

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[KakieF](#) [@Shanan\\_S](#) I think it does add because sometimes a comment can add perspective the writer may not have [#blogchat](#) -8:26 PM Apr 26th, 2009

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[shannonpaul](#) [@KakieF](#) [@dannybrown](#) Um, seriously? I buy lots of stuff I feel no emotional connection to... I might buy it because it's on sale... [#blogchat](#) -8:26 PM Apr 26th, 2009

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[MackCollier](#) Another way 4 biz to measure effectiveness of blog is how co online mentions change. Measure total # mentions & tone. [#blogchat](#) -8:26 PM Apr 26th, 2009

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[researchgoddess](#) [@MackCollier](#) Biz owners should realize that blogging= communication medium= networking. Not always result in direct sale evry time [#blogchat](#) -8:26 PM Apr 26th, 2009

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[Shanan\\_S](#) Blog comments VS. RT. . . . If the comment is little more than a "Thumbs up. Great post." Does it really add anything? [#blogchat](#) -8:25 PM Apr 26th, 2009

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[mrawicz](#) [@krisis](#) content is a good question – what should the basis of the content be – promotion? or? [#blogchat](#) -8:25 PM Apr 26th, 2009

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[KakieF](#) RT [@dannybrown](#) [@shannonpaul](#) But they still need the basic connection on an emotional level or it won't sell [#blogchat](#) -8:25 PM Apr 26th, 2009

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**timjahn @anwith1n** It is indeed. It's also surprising to see the ones that do that you may never have thought would as much. [#blogchat](#) -8:25 PM Apr 26th, 2009

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**ShannonRenee @krisis** some blog content is crap, most is decent to good to great, folks just don't know how to market it [#blogchat](#) -8:25 PM Apr 26th, 2009

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**shannonpaul @Misslve** <http://instantrimshot.com/> [#blogchat](#) :) -8:25 PM Apr 26th, 2009

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**dannybrown @shannonpaul** But they still need the basic connection on an emotional level or it won't sell [#blogchat](#) -8:25 PM Apr 26th, 2009

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**KakieF** I have a feeling the sales cycle through blogging can be a little longer. What do you think? [#blogchat](#) -8:25 PM Apr 26th, 2009

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**arikhanson @ djh** And that's what would be really useful. Those blogs most don't know about. Don't find. Lots of nuggets out there. [#blogchat](#) -8:24 PM Apr 26th, 2009

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**Mishon8** blog comments add diversity of perspective – the basis of crowd wisdom [#blogchat](#) -8:24 PM Apr 26th, 2009

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**missive @shannonpaul** Yes, but I can promise, once you've \*connected\* with Nutella, it'll be all over for you. [#blogchat](#) -8:24 PM Apr 26th, 2009

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**anwith1n @timjahn** writing a post that sparks thought is challenging and scary (to me) [#blogchat](#) -8:24 PM Apr 26th, 2009

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**ShannonRenee @timjahn** agreed, folks who leave longest comments tend to be reg readers & commenters...they're invested in the blog [#blogchat](#) -8:24 PM Apr 26th, 2009

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**shannonpaul @dannybrown @mackcollier** People have been very successful selling products without connection for years. [#blogchat](#) -8:24 PM Apr 26th, 2009

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**krisis** I think a lot of this goes back to a pretty basic problem: businesses are not writing good content for blogs to begin with [#blogchat](#) -8:24 PM Apr 26th, 2009

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**KakieF @MackCollier** I agree but having been in marketing 15+ years measuring conversion can be a challenge. [#blogchat](#) -8:24 PM Apr 26th, 2009

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**MackCollier @anwith1n** By higher cost for readers via comments, do you mean comments are more 'work', while RTs are easier? [#blogchat](#) -8:24 PM Apr 26th, 2009

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**dannybrown @MackCollier** Agreed. It's business101 – why did that sell? You mean

that came from a blogger recommendation? Okay then... :) [#blogchat](#) -8:24 PM Apr 26th, 2009

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[TCusack247](#) RT [@KakieF](#) RT [@dannybrown](#) Suggestion:If u read good blog post,leave comment. Show appreciation and let author know they connected [#blogchat](#) -8:24 PM Apr 26th, 2009

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[\\_djh](#) [@arikhanson](#) Just what I like. Only just started, Copyblogger last week, Collier bloke this. Planning to get off the beaten path to [#blogchat](#) -8:24 PM Apr 26th, 2009

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[timjahn](#) [@ShannonRenee](#) No problem! Great people, great discussion [#blogchat](#) -8:23 PM Apr 26th, 2009

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[ShannonRenee](#) [@mackcollier](#) our web ops team also has app 2 track where leads come from if someone uses the blog microsite link [#blogchat](#) -8:23 PM Apr 26th, 2009

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[timjahn](#) [@Shanan\\_S](#) I've had people leave comments longer than my posts :) So much fun to read their take! [#blogchat](#) -8:23 PM Apr 26th, 2009

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[MackCollier](#) [@dannybrown](#) [@researchgoddess](#) I think many businesses want 2 measure sales from blog Think they should measure X that leads 2 sales [#blogchat](#) -8:23 PM Apr 26th, 2009

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[dannybrown](#) RT [@timjahn](#): Comments require thought. RTs require clicking. [#blogchat](#) -8:23 PM Apr 26th, 2009

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[soulpowr](#) [@timjahn](#) thanks. [#blogchat](#) -8:23 PM Apr 26th, 2009

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[KakieF](#) I use one blog for my job search so people can see the depth of my professional knowledge <http://kakiewrites.com> would love feedba [#blogchat](#) -8:23 PM Apr 26th, 2009

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[arikhanson](#) [@amymengel](#) Very true. The conversation thread is very important. Can spark additional posts on your blog or others. [#blogchat](#) -8:23 PM Apr 26th, 2009

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[Mishon8](#) [@dannybrown](#) brands connect [#blogchat](#) -8:23 PM Apr 26th, 2009

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[timjahn](#) [@anwith1n](#) Comments require thought. RTs require clicking. [#blogchat](#) -8:22 PM Apr 26th, 2009

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[JDEbberly](#) Apologies to my followers for much Tweeting as I enter Blogchat tonight thru 11pm EST [#blogchat](#) -8:22 PM Apr 26th, 2009

**[dannybrown](#) [@shannonpaul](#) [@mackcollier](#)** Product is important, but how can you sell a product without being connected to anyone? [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[rickydee55](#)** RT [@dannybrown](#): Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[Shanan\\_S](#) [@researchgoddess](#)**: Agreed. Just because a post took a short time to read doesn't mean it took a short time to write. [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[anwith1n](#) [@amymengel](#)** yes - RTs are a lower cost social mechanism of feedback. Comments are higher value but higher cost to readers [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[SharonDexter](#) [@dannybrown](#) [@marckcollier](#)** a business blog u are trying to get your business msg out there & noticed does the comm on others help [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[timjahn](#) [@soulpowr](#)** Every Sunday night, 8pm CST [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[arikhanson](#) [@djh](#)** Love the "blogs of the week" idea. What are your criteria? Or, is it more of a qualitative analysis? [#blogchat](#) -8:22 PM Apr 26th, 2009

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**[Tavisd](#)** Trying to keep up with [#blogchat](#). Man there's a lot of "conversation" going on. -8:22 PM Apr 26th, 2009

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**[dannybrown](#) [@ceo08](#)** Great thing about comments is they can take blog topic to a whole new level [#blogchat](#) -8:21 PM Apr 26th, 2009

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**[ShannonRenee](#) [@mackcollier](#)** for my work blog, our telecomm team gave me dedicated 800- no. to track leads from there [#blogchat](#) (keep forgetting) -8:21 PM Apr 26th, 2009

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**[soulpowr](#) [@timjahn](#)** thank you and what time [#blogchat](#) -8:21 PM Apr 26th, 2009

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**[shannonpaul](#) [@dannybrown](#) [@mackcollier](#)** I think you can achieve customer loyalty by having a great product. I love Nutella without a connection [#blogchat](#) -8:21 PM Apr 26th, 2009

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**[MackCollier](#)** RT [@ShannonRenee](#): [@mackcollier](#) for my work blog, our telecomm team gave me dedicated 800- no. to track leads from there [#blogchat](#) -8:21 PM Apr 26th, 2009

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**[dannybrown](#)** RT [@arikhanson](#): [@timjahn](#) I tend to agree. RTs are great to attract add.

readers. Comments are the meat & potatoes. [#blogchat](#) -8:21 PM Apr 26th, 2009

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[researchgoddess](#) RT [@arikhanson](#): RTs are great to attract additional readers. Comments are the meat & potatoes. [#blogchat](#) -8:21 PM Apr 26th, 2009

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[MNHeadhunter](#) I am surprised the number of bloggers with a blog roll who do not contact those bloggers. Networking oppty missed [#blogchat](#) [#blogchat](#) -8:21 PM Apr 26th, 2009

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[KakieF](#) It feels good when others make comments on what I have written. It tells me I am doing the right thing [#blogchat](#) -8:21 PM Apr 26th, 2009

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[timjahn](#) [@soulpowr](#) Yeah and it's THE place to be :) [#blogchat](#) -8:20 PM Apr 26th, 2009

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[dannybrown](#) [@MackCollier](#) Got you. Because that means you've connected and what better way to achieve customer loyalty than connection? [#blogchat](#) -8:20 PM Apr 26th, 2009

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[arikhanson](#) [@dannybrown](#) [@timjahn](#) I tend to agree. RTs are great to attract add. readers. Comments are the meat & potatoes. [#blogchat](#) -8:20 PM Apr 26th, 2009

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[KakieF](#) [@MackCollier](#) I don't think there's a science to it. It is testing, finding out what works and what doesn't through trial and err [#blogchat](#) -8:20 PM Apr 26th, 2009

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[amymengel](#) [@arikhanson](#) I'd rather have thoughtful comment vs RT. Higher chance of it leading to more discussion & more people likely to see [#blogchat](#) -8:20 PM Apr 26th, 2009

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[soulpowr](#) Didn't know there was [#blogchat](#) is this always on Sunday nights? -8:20 PM Apr 26th, 2009

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[heythatguymark](#) RT: [@dannybrown](#): Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:19 PM Apr 26th, 2009

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[MarthaGiffen](#) RT [@KakieF](#) RT [@dannybrown](#) Suggestion: If u read good blog post, leave comment. Show appreciation and let author know they connected [#blogchat](#) -8:19 PM Apr 26th, 2009

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[DavidSpinks](#) RT [@dannybrown](#) Suggestion: If u read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:19 PM Apr 26th, 2009

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[timjahn](#) [@arikhanson](#) To me, a comment shows I moved you enough to respond. A RT is good but it's just passing the word and moving on. [#blogchat](#) -8:19 PM Apr 26th, 2009

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**dannybrown** **@SashaHalima** It is indeed – come on in :) **#blogchat** –8:19 PM Apr 26th, 2009

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**researchgoddess** **@MackCollier** I don't think starting a blog in business will neces. b successful. Ppl don't always consider the commitment involved **#blogchat** –8:19 PM Apr 26th, 2009

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**MackCollier** And BTW, I constantly wonder if I am measuring the right things to really determine the effectiveness of my blog **#blogchat** –8:19 PM Apr 26th, 2009

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**dannybrown** **@arikhanson** Comment. To me, that's the blog community. RT's are great, but often a lot of RT's are auto without checking link **#blogchat** –8:19 PM Apr 26th, 2009

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**Ifavreau** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected **#blogchat** –8:19 PM Apr 26th, 2009

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**djh** **@arikhanson** I'm thinking I should start a blogroll of my "blogs of the week" feature. **#blogchat** –8:19 PM Apr 26th, 2009

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**missive** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected **#blogchat** –8:18 PM Apr 26th, 2009

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**KakieF** **@SashaHalima** yes **#blogchat** **#blogchat** –8:18 PM Apr 26th, 2009

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**ShannonRenee** **@mackcollier** agreed, I link as much as possible in my blog & have garnered several trackbacks that way **#blogchat** –8:18 PM Apr 26th, 2009

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**arikhanson** **@dannybrown** What's more important to you Danny? A thoughtful comment or a RT? **#blogchat** –8:18 PM Apr 26th, 2009

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**juliebmack** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected **#blogchat** –8:18 PM Apr 26th, 2009

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**HeatherFarr12** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected **#blogchat** –8:18 PM Apr 26th, 2009

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**SashaHalima** **@dannybrown** is **#blogchat** the blogging for bloggers version of **#journalchat**? –8:18 PM Apr 26th, 2009

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**MackCollier @dannybrown** No, I mean how do you convince your boss that convincing someone to start a blog is 'successful'? [#blogchat](#) -8:18 PM Apr 26th, 2009

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**amymengel** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:18 PM Apr 26th, 2009

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**researchgoddess** RT **@dannybrown**: Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:18 PM Apr 26th, 2009

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**KakieF** RT **@dannybrown** Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:18 PM Apr 26th, 2009

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**timjahn** RT **@dannybrown** Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:18 PM Apr 26th, 2009

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**arikhanson @ djh** Blog roll is a great way for peeps to get to know you better. Find out what ur reading. Also, great recog for other bloggers [#blogchat](#) -8:18 PM Apr 26th, 2009

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**KakieF** We have discussed adding a section we call "Friends" and using that as our blogroll [#blogchat](#) -8:17 PM Apr 26th, 2009

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**DeblnDenver** I feel like the rate of technology change is so fast, that I am too overwhelmed to blog- can't analyze things when moving so fast [#blogchat](#) -8:17 PM Apr 26th, 2009

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**dannybrown** Suggestion: If you read a good blog post, leave a comment. Show appreciation and let author know they connected [#blogchat](#) -8:17 PM Apr 26th, 2009

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**KakieF** I am good about RT when I see something of value. I don't want to RT spam, you know what I mean? [#blogchat](#) -8:17 PM Apr 26th, 2009

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**anwith1n @KakieF** I <3 blogrolls b/c it gives me an idea of what the blogger is interested in reading about [#blogchat](#) -8:17 PM Apr 26th, 2009

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**jonnew @KakieF** Very helpful. Great additional service to your readers to add blogs that you like for them to read as well. [#blogchat](#) -8:16 PM Apr 26th, 2009

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**djh @KakieF** I don't have a blogroll either but thinking it might bge a good idea. [#blogchat](#) -8:16 PM Apr 26th, 2009

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**dannybrown @d2k** Not often, but it has been known... ;-)  
[#blogchat](#) -8:16 PM Apr 26th,

2009

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**DeblnDenver** **@MackCollier** I think that is something a lot of people forget– I see folks go back and comment, but a pvt thx is classy! **#blogchat** –8:16 PM Apr 26th, 2009

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**KakieF** **@jonnew** We don't have a blogroll. We have discussed adding it **#blogchat** –8:16 PM Apr 26th, 2009

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**conniereece** RT **@krisis**: Blogs are torso of a SM body. SNs move you around or act as your eyes, ears, voice, but they need 2 connect 2 content. **#blogchat** –8:15 PM Apr 26th, 2009

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**d2k** **@dannybrown** Actual human interaction. I sometimes forget that happens ;-) **#blogchat** –8:15 PM Apr 26th, 2009

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**shannonpaul** I still feel like I don't know what I'm doing when it comes to my blog. It blows me away when people ask me for guidance **#blogchat** **#blogchat** –8:15 PM Apr 26th, 2009

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**MackCollier** **@DeblnDenver** I learned early on that commenting/linking to other blogs works, so I try to be thankful when others do for me **#blogchat** –8:15 PM Apr 26th, 2009

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**dannybrown** RT **@timjahn**: I'm a curious person, so I like to ask questions. Encourages discussion. Talking WITH ppl rather than TO them. **#blogchat** –8:15 PM Apr 26th, 2009

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**jonnew** **@KakieF** Definitely help when you follow other bloggers and comment. Also including their blogs in your blogroll(s). **#blogchat** –8:15 PM Apr 26th, 2009

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**JoannaLord** **@MackCollier** good point! sensationalistic titles & firm hypotheses can do that as well, instigate backlash in the comments 4 good **#blogchat** –8:15 PM Apr 26th, 2009

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**KakieF** I write children's books and blog around issues relevant to parents, educators and caregivers. Also to authors **#blogchat** **#blogchat** –8:14 PM Apr 26th, 2009

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**DavidSpinks** as well as the conversation...of course **#blogchat** –8:14 PM Apr 26th, 2009

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**dannybrown** **@MackCollier** How does starting a blog help their business, or do you mean something else? **#blogchat** –8:14 PM Apr 26th, 2009

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**DavidSpinks** I determine the effectiveness of my blog by the amount of returning readers and by the opportunities I gain. **#blogchat** –8:14 PM Apr 26th, 2009

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**dannybrown @d2k** The person usually sends an email or DM to say "Check out my blog, I started after reading yours" **#blogchat** -8:14 PM Apr 26th, 2009

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**DeInDenver @MackCollier** You are always great about contacting folks when they comment on/link to your posts too. **#blogchat** -8:13 PM Apr 26th, 2009

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**timjahn** I'm a curious person, so I like to ask questions. I think it encourages discussion. Talking WITH people rather than TO them. **#blogchat** -8:13 PM Apr 26th, 2009

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**amymengel** Re: Comments being redirected to Twitter- do you think the ChatCatcher app that posts tweets as comment is useful or distracting? **#blogchat** -8:13 PM Apr 26th, 2009

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**KakieF @jonnew** I have dialolgue with my followers, engage but don't seem to get much help with RT's suggestions anyone? **#blogchat** -8:13 PM Apr 26th, 2009

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**MackCollier @dannybrown** I think helping someone start blogging is gratifying, but for a business blog, how does that help them? **#blogchat** -8:13 PM Apr 26th, 2009

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**katcalbes @MackCollier** I will try for next week's **#blogchat** -- not able to do tonight. Will show next week's to some colleagues interested in topic. -8:13 PM Apr 26th, 2009

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**dannybrown @KakieF** Can be anything from 10-20 to several hundred. One post received over 2000 views just from Twitter **#blogchat** -8:13 PM Apr 26th, 2009

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**klandwehr** A lot of my comments are done through FriendFeed , because that where I find links to blogs and that where the conversation is **#blogchat** -8:13 PM Apr 26th, 2009

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**ShannonRenee @kakief** I know most of my work blog readership has come from twitter **#blogchat** -8:13 PM Apr 26th, 2009

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**anwith1n @dannybrown** great observation - I like when others' voices challenge me to intellectually **#blogchat** -8:13 PM Apr 26th, 2009

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**d2k @dannybrown** Of course not easy to know what spawned a giving blog. How would you measure? **#blogchat** -8:13 PM Apr 26th, 2009

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**KakieF @dannybrown** Teach me the art of making that happen!! Please! \*smile\* **#blogchat** -8:12 PM Apr 26th, 2009

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**krisis** Blogs are the torso of a SM body. SNs move you around or act as your eyes, ears, or voice, but they need to connect to content **#blogchat** -8:12 PM Apr 26th, 2009

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**MackCollier @JoannaLord** I think the post dictates the tone of comments. If u take a firmer stand in post, more ppl will call BS in comments ;) [#blogchat](#) -8:12 PM Apr 26th, 2009

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**DeblnDenver** RT **@conniereece @dannybrown** I used to comment much more on other blogs. I do think Twitter replaces some of that now. [#blogchat](#) [#blogchat](#) -8:12 PM Apr 26th, 2009

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**jonnew @KakieF** Definitely especially after a couple of RT's. That and FB as well. [#blogchat](#) -8:12 PM Apr 26th, 2009

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**JoannaLord @KakieF** I absolutely do, especially on those designed for the viral push twitter facilitates [#blogchat](#) -8:12 PM Apr 26th, 2009

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**KakieF @dannybrown** How many referrals do you think you get from one post? [#blogchat](#) -8:12 PM Apr 26th, 2009

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**mattceni** missing [#blogchat](#). Hopefully there will be some good recap blog post about it -8:12 PM Apr 26th, 2009

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**anwith1n @KakieF** I get traffic from Twitter and Facebook [#blogchat](#) -8:11 PM Apr 26th, 2009

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**ShannonRenee** I received comment for my work blog via twitter, since metrics allow me 2 keep doing it, I had the tweeter to post it to the blog [#blogchat](#) -8:11 PM Apr 26th, 2009

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**timjahn @KakieF** Approx. 21% as of now [#blogchat](#) -8:11 PM Apr 26th, 2009

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**dannybrown @KakieF** Twitter is my biggest referrer of traffic – then Google and SEO, then communities like MyBlogLog [#blogchat](#) -8:11 PM Apr 26th, 2009

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**anwith1n @jfavreau** being interested in what others have to say (and building on it!) helps as well [#blogchat](#) -8:11 PM Apr 26th, 2009

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**JoannaLord @researchgoddess @KakieF** exactly there needs to be something new introduced whether its perspective, thoughts, or criticisms :) [#blogchat](#) -8:11 PM Apr 26th, 2009

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**ShannonRenee @conniereece** agreed, I get more blog comments via twitter than on the blog itself [#blogchat](#) -8:10 PM Apr 26th, 2009

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**KakieF** Does anyone here get much traffic to your blogs from twitter? [#blogchat](#) -8:10

PM Apr 26th, 2009

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**dannybrown** One of most effective measurements of blog is when someone reads your work and is encouraged to start blogging too **#blogchat** -8:10 PM Apr 26th, 2009

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**krisis** Per **@Dannybrown**, I think comments are a less effective metric than before – people are taking their talkback onto SM. **#blogchat** -8:10 PM Apr 26th, 2009

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**MackCollier** **@Jfavreau** Best way I know to get more comments is to leave comments on other blogs. **#blogchat** -8:10 PM Apr 26th, 2009

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**dannybrown** **@conniereece** Agreed. Though I try my best to set aside time at weekend just to go to blogs and comment **#blogchat** -8:09 PM Apr 26th, 2009

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**researchgoddess** **@JoannaLord** Good call. Getting multiple points of view is important. All praise doesn't help one to improve. **#blogchat** -8:09 PM Apr 26th, 2009

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**ShannonRenee** **@MackCollier** til this this yr, had never considered using my blogs (writing & research) as part of my resume, I do/did them 4 fun **#blogchat** -8:09 PM Apr 26th, 2009

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**conniereece** **@dannybrown** I used to comment much more on other blogs. I do think Twitter replaces some of that now. **#blogchat** -8:09 PM Apr 26th, 2009

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**JoannaLord** **@MackCollier** **#blogchat** I guess I want those posts to be substantial and challenging, not just compliments and support as well :) -8:08 PM Apr 26th, 2009

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**dannybrown** **@timjahn** Exactly. I've found numerous new posts come from a blog comment **#blogchat** -8:08 PM Apr 26th, 2009

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**KakieF** I comment on other blogs in my niche. It is important in building relationships **#blogchat** -8:08 PM Apr 26th, 2009

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**dannybrown** **@Jfavreau** That is one of the constant battles – especially with Twitter :) More views shared on Twitter over blog comment area **#blogchat** -8:08 PM Apr 26th, 2009

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**timjahn** **@dannybrown** That's my favorite part :) I love when people see things from an angle I didn't even think of! **#blogchat** -8:08 PM Apr 26th, 2009

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**thompsonpaul** **@Jfavreau** Are you commenting on other blogs in your niche? **#blogchat** -8:07 PM Apr 26th, 2009

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**MackCollier** **@JoannaLord** Yes # of comments is always a good metric to measure to

gauge the success of your blog [#blogchat](#) -8:07 PM Apr 26th, 2009

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[dannybrown](#) [@jonnew](#) It's the only way we can truly grow as bloggers [#blogchat](#) -8:07 PM Apr 26th, 2009

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[timjahn](#) RT [@researchgoddess](#) Comments/repeat traffic are great ways to track blog effectiveness, as well as links coming back to the post.. [#blogchat](#) -8:07 PM Apr 26th, 2009

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[Ifavreau](#) [@dannybrown](#) I agree. Though sometimes they comment to me in a different venue instead of on the blog. [#blogchat](#) -8:07 PM Apr 26th, 2009

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[jonnew](#) [@dannybrown](#) Absolutely, I love being challenged and having my mental envelope pushed. [#blogchat](#) -8:07 PM Apr 26th, 2009

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[BetterWriters](#) Do you agree or disagree? Copy matters? <http://tinyurl.com/c7bxjq> [#b2b](#) [#writing](#) [#writechat](#) [#blogchat](#) [#freelancer](#) -8:07 PM Apr 26th, 2009

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[thompsonpaul](#) RSS feed subscriptions & lowering of bounce rate on internal pages are reasonable indications of engagement on blog too [#blogchat](#) [#blogchat](#) -8:07 PM Apr 26th, 2009

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[Ifavreau](#) [@MackCollier](#) Considering my blog is only a few months old. No one seems to be commenting even if I try and be engaging. [#blogchat](#) -8:07 PM Apr 26th, 2009

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[MackCollier](#) [@Ifavreau](#) For ex: posts that get more comments & more RTs are likely to be spread further & that increases potential of work leads [#blogchat](#) -8:06 PM Apr 26th, 2009

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[timjahn](#) RT [@dannybrown](#) Also, blog effectiveness can be finding new points of views in your comments that make you re-evaluate ur views [#blogchat](#) -8:06 PM Apr 26th, 2009

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[\\_djh](#) For our Labeling News blog - number of good leads [#blogchat](#) -8:06 PM Apr 26th, 2009

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[KakieF](#) I find that sometimes when referrals come from certain sites they tend to stay longer than others [#blogchat](#) -8:06 PM Apr 26th, 2009

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[dannybrown](#) Also, blog effectiveness can be finding new points of views in your comments that make you re-evaluate ur views [#blogchat](#) -8:06 PM Apr 26th, 2009

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[researchgoddess](#) Post comments & repeat traffic are great ways to track blog effectiveness, as well as links coming back to the post, or the blog. [#blogchat](#) -8:06 PM Apr 26th, 2009

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**MackCollier @Jfavreau** Ok we have similar end goals, IE we want to get work from our blogging. But I try to measure activity that leads to work [#blogchat](#) -8:05 PM Apr 26th, 2009

**LaraK RT @researchgoddess** Following [#blogchat](#) works really well if you use TweetChat: <http://www.tweetchat.com/room/blogchat> -8:05 PM Apr 26th, 2009

**otoole4info** Evening all in blogchat, my energy is bein taken in another chat but wanted 2 stp & drop a line. blog visit my bio if u have time [#blogchat](#) -8:05 PM Apr 26th, 2009

**jwhof** Do you blog or read blogs? Would you care to critique mine? <http://serviceafol.blogspot.com> [#blogchat](#) -8:05 PM Apr 26th, 2009

**jonnew** Commnets, RTs on Twitter, visitors. Also when I feel I'm not forcing a topic or number of psots [#blogchat](#) -8:05 PM Apr 26th, 2009

**amymengel** I think comments are the best indicator of how engaging your blog is. Are you spurring discussions with your posts? [#blogchat](#) -8:04 PM Apr 26th, 2009

**researchgoddess** Following [#blogchat](#) works really well if you use TweetChat: <http://www.tweetchat.com/room/blogchat> -8:04 PM Apr 26th, 2009

**ShannonRenee @mackcollier** I count my work blog effective when I see RTs of link, comments & site stats [#blogchat](#) -8:04 PM Apr 26th, 2009

**KakieF** I have two blogs. One is for my professional life. The other one is for children's books I write. 2 different venues [#blogchat](#) -8:04 PM Apr 26th, 2009

**MackCollier** For me, I track traffic, comments per post, and where traffic is coming from. [#blogchat](#) -8:04 PM Apr 26th, 2009

**\_djh @MackCollier** Visitors, conversations and yes, do I like what I've written [#blogchat](#) -8:03 PM Apr 26th, 2009

**JoannaLord @MackCollier #blogchat** I have multiple ways to measure a blog posts effectiveness but ultimately I think # of comments & post-dialog is huge -8:03 PM Apr 26th, 2009

**thompsonpaul @MackCollier** Another really easy way to follow [#blogchat](#) - use [tweetchat.com](http://www.tweetchat.com) - lets you reply right form the search timeline [#blogchat](#) -8:03 PM Apr 26th, 2009

**timjahn** Regardless of purpose, I think effectiveness of a blog can be measured by

engagement. Are people reading, commenting, visiting, etc.? [#blogchat](#) -8:03 PM Apr 26th, 2009

[KakieF](#) Measuring blog effectiveness can be a challenge because it can be difficult to tie blog entries to sales for us [#blogchat](#) -8:03 PM Apr 26th, 2009

[researchgoddess](#) Following [#blogchat](#) works really well if you use TweetChat: <http://www.tweetchat.com/rooms/blogchat> -8:03 PM Apr 26th, 2009

[anwith1n](#) Depends on what the goals are for the blog. I like to track pageviews, backlinks, [#comments](#) other metrics [#blogchat](#) -8:03 PM Apr 26th, 2009

[MackCollier](#) You can keep up with [#blogchat](#) by creating a search for [#blogchat](#) in Tweetdeck, or click here - <http://is.gd/otxf> -8:02 PM Apr 26th, 2009

[jwhof](#) [@DannyBrown](#) Bring on the [#blogchat](#)! -8:02 PM Apr 26th, 2009

[Jfavreau](#) [@MackCollier](#) I think by if someone actually finds my portfolio interesting enough to hire me or to get an interview. [#blogchat](#) -8:02 PM Apr 26th, 2009

[dannybrown](#) [@MackCollier](#) I measure effectiveness two-fold: am I happy with published content and does it encourage discussion [#blogchat](#) -8:02 PM Apr 26th, 2009

[Jfavreau](#) Tweetchat.com is a great way to follow blogchat you don't have to refresh! [#blogchat](#) -8:01 PM Apr 26th, 2009

[dannybrown](#) Apologies in advance - jumping into [#blogchat](#) now so if my tweets are frequent and not interesting to you - sorry!! :) -8:01 PM Apr 26th, 2009

[MackCollier](#) Let's kick off tonight's [#blogchat](#)! How do you measure the effectiveness of your blog (whether you have a personal, or blog for a company)? -8:01 PM Apr 26th, 2009

[MNHeadhunter](#) RT: [@MackCollier](#) Hey smarties, don't forget [#blogchat](#) is tonight at 8pm CST! [@anwith1n](#) don't forget! ;) -8:01 PM Apr 26th, 2009

[dannybrown](#) [@MSchechter](#) Well he's had a head start so.... ;- ) [#blogchat](#) -8:00 PM Apr 26th, 2009

[KakieF](#) Follow blog chat tonight go to <http://search.twitter.com/> and type in the hashtag [#blogchat](#) and join in the conversation right now!! 9:00EST -7:59 PM Apr 26th, 2009

[KakieF](#) If you want to connect with other bloggers join us tonight at 9:00EST and use the hashtag [#blogchat](#) -7:57 PM Apr 26th, 2009

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**kbodnar32** RT **@dannybrown** Interested in blogs, bloggers, blog tools and more? Check out **#blogchat** tonight at 9.00pm EST / 8.00pm CST -7:54 PM Apr 26th, 2009

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**\_djh @conniereece** He's being all mysterious this week! **#blogchat** -7:53 PM Apr 26th, 2009

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**kathyoreilly** RT **@arikhanson @dannybrown** Interested in blogs, bloggers, blog tools & more? Check out **#blogchat** 2nite at 9pm EST/8pm CST -7:52 PM Apr 26th, 2009

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**justinlevy** RT **@dannybrown**: Interested in blogs, bloggers, blog tools and more? Check out **#blogchat** tonight at 9.00pm EST / 8.00pm CST -7:50 PM Apr 26th, 2009

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**arikhanson** RT **@dannybrown** Interested in blogs, bloggers, blog tools and more? Check out **#blogchat** tonight at 9.00pm EST / 8.00pm CST -7:49 PM Apr 26th, 2009

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**deirdrereid** But the hockey game is on! RT **@dannybrown**: Interested in blogs, bloggers, blog tools & more? Check out **#blogchat** tonight at 9p EST / 8p CST -7:48 PM Apr 26th, 2009

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**KakieF** Looking forward to attending **#blogchat** tonight on twitter at 9:00 EST to connect with other bloggers!! -7:47 PM Apr 26th, 2009

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**conniereece** **#blogchat** starts in 15 min. I'll be following along at tweetchat.com. Don't know what **@mackcollier** has cooked up, but will be a good convo. -7:46 PM Apr 26th, 2009

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**dannybrown** Interested in blogs, bloggers, blog tools and more? Check out **#blogchat** tonight at 9.00pm EST / 8.00pm CST -7:44 PM Apr 26th, 2009

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**thompsonpaul** Reminding myself to log in for **#blogchat** at 7pm mountain Time. Tweetchat is a great way to follow the action more easily. -7:10 PM Apr 26th, 2009

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**Eric Urbane** RT **@MackCollier**: **@ShannonRenee** Yes **#blogchat** is tonight at 8pm CST! -6:48 PM Apr 26th, 2009

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**MackCollier** **@ShannonRenee** Yes **#blogchat** is tonight at 8pm CST! -6:47 PM Apr 26th, 2009

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**ShannonRenee** **@mackcollier** is there **#blogchat** this evening? -6:42 PM Apr 26th, 2009

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**luisgalarza** RT **@ToniShrader @BetterWriters**: Charlie Rose series: Writers on Writing <http://tinyurl.com/9cttq7> **#writing #writechat #blogchat** -6:30 PM Apr 26th, 2009

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**ToniShrader** RT **@BetterWriters**: Charlie Rose series: Writers on Writing

<http://tinyurl.com/9cttq7> #writing #writechat #blogchat -6:19 PM Apr 26th, 2009

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**BetterWriters** Charlie Rose series: Writers on Writing <http://tinyurl.com/9cttq7>  
#writing #writechat #blogchat -5:04 PM Apr 26th, 2009

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**anwith1n** @mackcollier @aaiello @DavidSpinks @Eric Urbane @AYoungOne  
@timjahn @arikhanson thanks for the #blogchat reminder you guys! I'll be there ;) -  
4:47 PM Apr 26th, 2009

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**otoole4info** #blogchat #hcsn both at 8PM CST looks like a little multi-tasking 2nite  
hope I have time 2 follow both! -4:27 PM Apr 26th, 2009

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**arikhanson** I'll be there--will you? Don't forget #blogchat is tonight at 8pm CST!  
@anwith1n don't forget! ;) (via @MackCollier) -4:23 PM Apr 26th, 2009

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**timjahn** Hey smarties, don't forget #blogchat is tonight at 8pm CST! @anwith1n  
don't forget! ;) (via @MackCollier) -4:21 PM Apr 26th, 2009

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**BetterWriters** We are all faced with a series of great opportunities brilliantly disguised  
as impossible situations. CharlesSwindoll #blogchat #writingchat -4:20 PM Apr 26th, 2009

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**storyspinner** RT @MackCollier: Hey smarties, don't forget #blogchat is tonight at  
8pm CST! -2:59 PM Apr 26th, 2009

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**\_djh** -->> RT @MackCollier: Hey smarties, don't forget #blogchat is tonight at 8pm  
CST -2:53 PM Apr 26th, 2009

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**\_djh** Thanks for Tweeting my post Mack -> RT @MackCollier: Why you really do need  
to blog - via @\_djh - <http://is.gd/ulo1> See you at #blogchat -1:48 PM Apr 26th, 2009