

## **A Bit About Blogs**

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There are over 200, 000, 000 blogs out there!

1/3 of all bloggers post opinions about products or brands. This means word can get around about customer service experiences very quickly.

A blog can be a type of website or a part of your existing website. They are usually maintained with regularly with commentary, descriptions of events, photos, videos, links or article-style entries.

Blogs function more like an online diary. They provide you with space to write more than just the few sentences allotted on Facebook, Twitter and other social media sites.

You can use a blog to enhance the communication and culture of your business.

To create an effective blog, focus on a specific angle or topic.

Promote your blog using other forms of online communication – your website, Facebook and Twitter accounts should all link together and direct online traffic to one another.

Good starting point: [www.blogspot.com](http://www.blogspot.com) or [www.blogger.com](http://www.blogger.com) or <http://wordpress.com>