

Blogging for Big Kids

[Small Business Social Media Mentoring Tele-class](#) | Nov. 23, 2009

How to take your blog to the next level with more sophisticated, low cost features like web video, photo slideshows, free Google apps, social media integration and ways to have fun with it while jamming some traffic to your site. This is how you create a place for customers, clients and friends to know what you're offering, how to get it, why they need it and make it look good for low cost. [Description [here](#)]

Outline

A. Introductions

1. What's your [30-second introduction](#)?
2. I'll pull up some of your Wordpress sites you built since [the previous session](#)
3. Why I'm worth your time -- I'll give a quick [intro](#), so you don't think I'm making everything up

B. What you'll leave tonight with

1. A clear understanding of why a small business might blog and how
2. Tools to automate and promote your blog
3. Tools to liven up your blog content

C. Rehash [last week's session](#)

1. Domain=Address; Hosting=Land; Platform=House
2. Small businesses should use blogging to build relationships and authority
3. You should only be blogging if you're passionate (brief and easy to read)

D. Evangelical Embed

- Use the existing multimedia world (i.e. Every minute, [20 hours of video is uploaded to YouTube.](#))
- Slide.com for photo slideshows on Wordpress.com or Flickr.com otherwise
- Youtube for video on Wordpress.com [youtube Video URL here] or Viddler otherwise



E. Learn to hug RSS

1. RSS (Really Simple Syndication) is a chronological feed of your content (Often "YourSite.com/feed")
2. Plop that on your Facebook page
3. Automate those pretty little sidebars with links to social media accounts and content

F. [If time] Give in to Google

1. Gmail account
2. Feedburner
3. Google Calendar

G. Take Aways

1. Small businesses blog to create connections, build authority and share information
2. Tools to liven up your blog content: existing video and photos or your own
3. Tools to automate and promote your blog: RSS feeds with social media and others on your site
4. If you need any additional help, [contact me](#) and maybe we can work together on [this stuff](#).