



# Blogging: A New Role for Technical Communicators

By Tom Johnson

[idratherbewriting.com](http://idratherbewriting.com)



# 1. The Blog as a Standard

 **Company Website**

**Home | About | Products | Events | Locations | **Blog****

## What we're working on ...

May 1, 2009 | News | by Joe Writer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet mauris. Vestibulum lectus nisl, semper eget, cursus eu, ultricies in, magna. Praesent laoreet sagittis ante. Nullam vel erat vel magna suscipit viverra. Etiam metus. Curabitur urna. Nam nec tellus. Vestibulum non risus. Suspendisse feugiat quam non tortor. Etiam non urna non felis iaculis pretium.

Sed pretium egestas erat. Nam ipsum nisi, venenatis nec, condimentum non, pulvinar a, libero. Maecenas diam sem, cursus dignissim, bibendum id, pellentesque nec, tortor. Aenean vitae enim eu leo feugiat gravida. Donec metus. Proin viverra eleifend leo. Ut ut erat.

**Menu**  
option a  
option b  
option c  
option d  
option e

**Links**  
site a  
site b  
site c

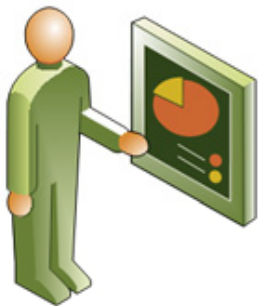
## 2. Who Should Blog?



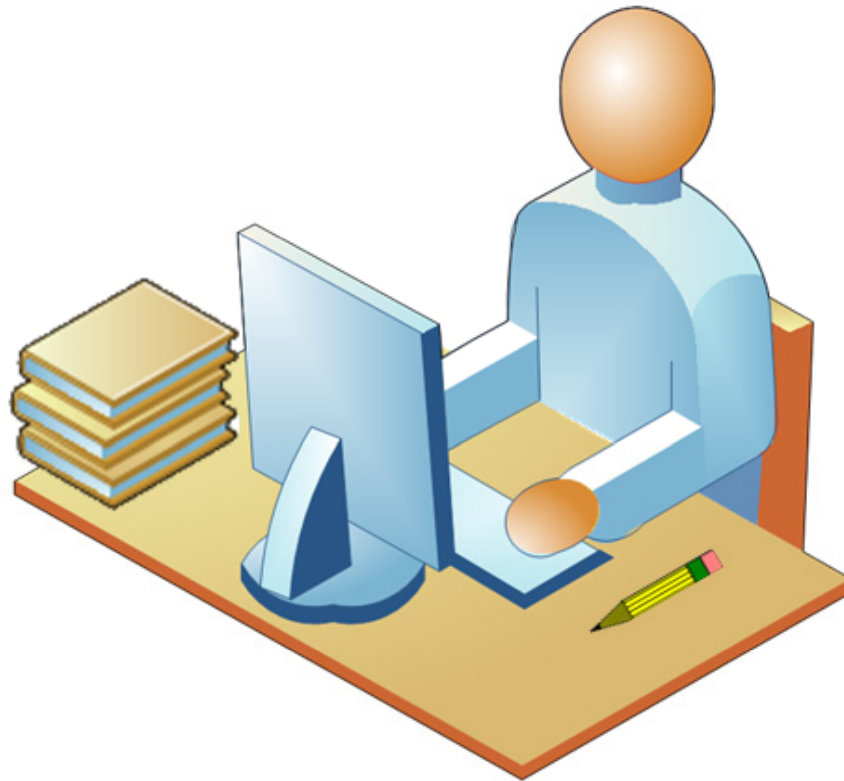
The CEO?



Interaction Design?



Marketing?



The Technical **Writer**



Tech Support?



Security?



Sales?

# 3. Search Engine Visibility: The #1 Perceived Value of Blogging



man laundry

Search

[Advanced Search](#)  
[Preferences](#)

First page results

Web

[Man Laundry | What About Mom](#)  

Like the **Man Cold**, **Man Laundry** is similar to **Woman Laundry**, yet inexplicable in execution. Why can't a **man** do **laundry** like a woman? It's not a matter of.

[www.whataboutmomblog.com/2008/05/27/man-laundryman-laundry/](http://www.whataboutmomblog.com/2008/05/27/man-laundryman-laundry/) - 59k -

[Cached](#) - [Similar pages](#) - 

[Amazon.com: NATURAL AIR MAN LAUNDRY CLEAN: Home Improvement](#)  


Amazon.com: NATURAL AIR **MAN LAUNDRY CLEAN**: Home Improvement. ... Clothing Clean will revolutionize the way you do **laundry**. This attractive unit hooks up to ...

[www.amazon.com/NATURAL-AIR-MAN-LAUNDRY-CLEAN/dp/B000T4FR14](http://www.amazon.com/NATURAL-AIR-MAN-LAUNDRY-CLEAN/dp/B000T4FR14) - 217k -

[Cached](#) - [Similar pages](#) - 

[Knights Templar was Hiding a Dead Man's Laundry - not the Shroud ...](#)  

Apr 6, 2009 ... Medieval knights hid and secretly venerated The Holy Shroud of Turin for more than 100 years after the Crusades, the Vatican said Sunday in ...

[codybateman.org/2009/04/06/turin/](http://codybateman.org/2009/04/06/turin/) - 62k - [Cached](#) - [Similar pages](#) - 

[Old Man Laundry on Flickr - Photo Sharing!](#)  


Old **Man Laundry**. ... Old **Man Laundry**. Old **Man Laundry** by Kitchen Prof. To take full advantage of Flickr, you should use a JavaScript-enabled browser and ...

[www.flickr.com/photos/bayshore/3408242179/](http://www.flickr.com/photos/bayshore/3408242179/) - 93k - [Cached](#) - [Similar pages](#) - 

[SWA TOOL . NET | One man's laundry solution - Chicago Tribune](#)  

One **man's laundry** solution. Chicago Tribune, United States -Jan 24, 2009. Family **laundry** done the way many families do it is most likely the greatest waste ...


[www.swa-tool.net/61-one-mans-laundry-solution-chicago-tribune](http://www.swa-tool.net/61-one-mans-laundry-solution-chicago-tribune) - 25k -

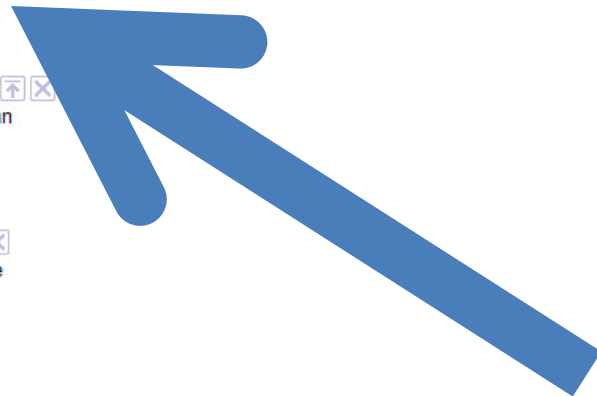
[Cached](#) - [Similar pages](#) - 

[ZYMGPPP19167 | of love ... 3 pregnant, man, laundry, bild schnitt ...](#)  

3 Download this royalty free stock photo - belly, bild schnitt, emotions, expectation, joy, **laundry**, love, **man**, pair, pregnant.

[www.zymmetrical.com/art/photos/photos-people/fileid/zymgppp19167/](http://www.zymmetrical.com/art/photos/photos-people/fileid/zymgppp19167/) - 69k -

[Cached](#) - [Similar pages](#) - 



# 4. Key Elements of Blogs: Story, Voice, Transparency, Honesty

Story +

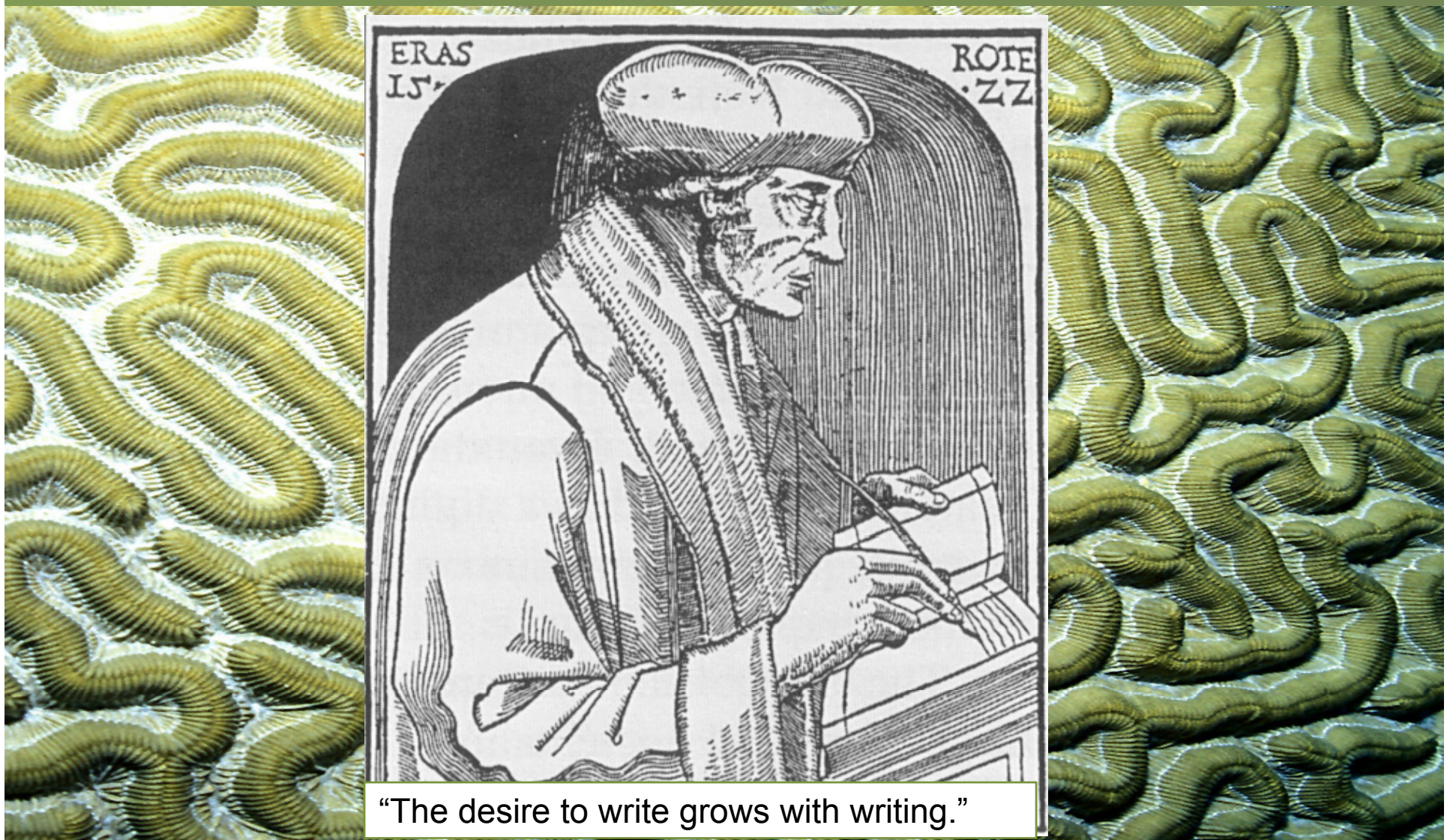
transparency  
honesty  
voice



Appeal +



# 5. The Most Difficult Part of Blogging: Generating Content Regularly

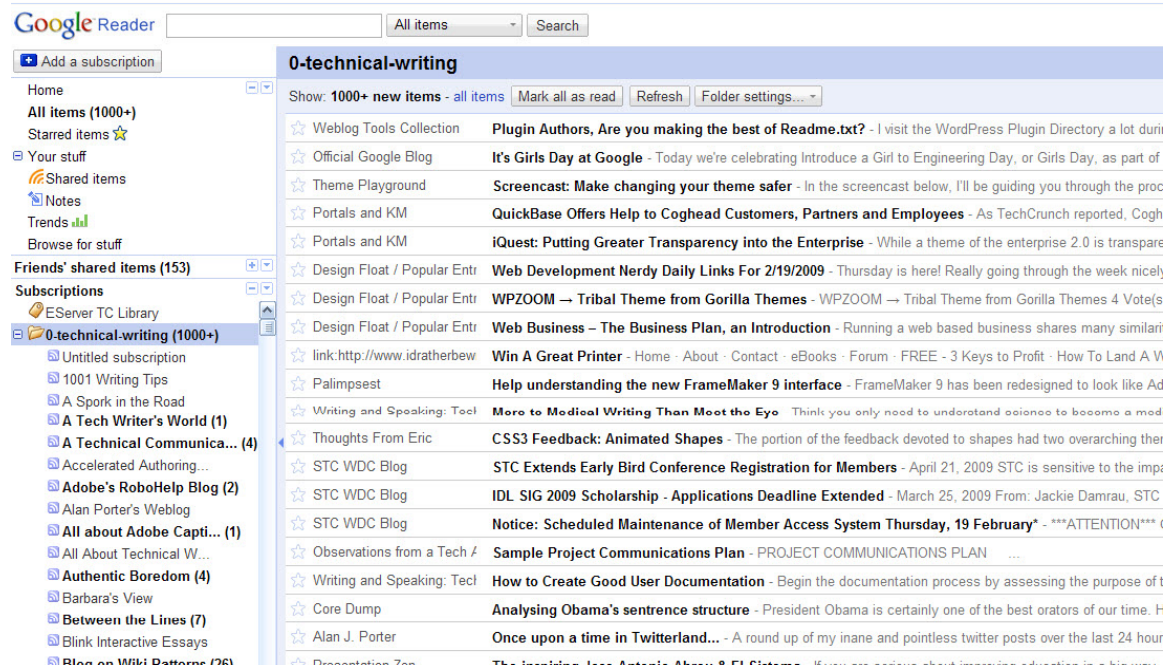


“The desire to write grows with writing.”



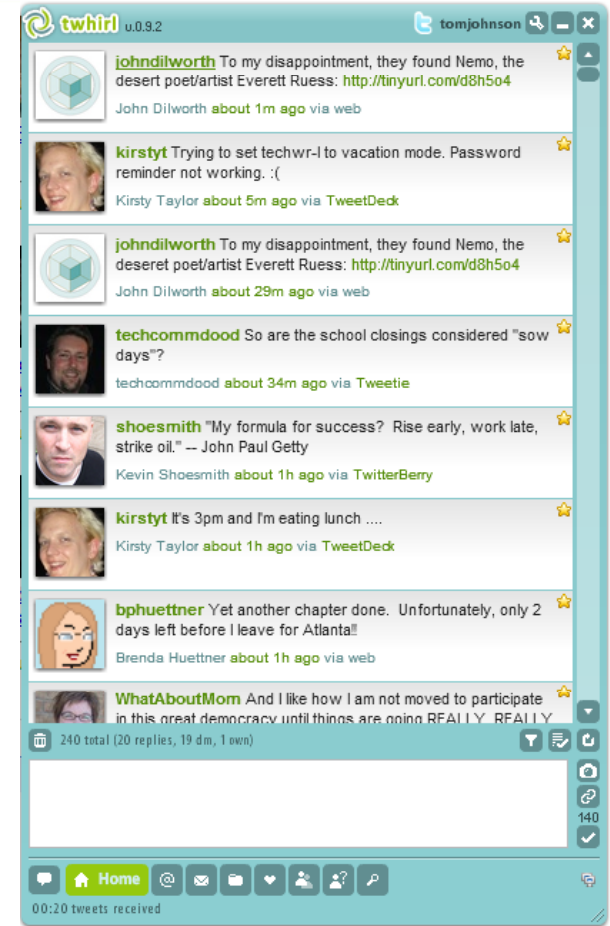
# 6. How Your Audience Consumes Blog Information

## Feedreaders



Google Reader interface showing a list of articles in a feed. The feed is titled "0-technical-writing" and contains 1000+ new items. The articles listed include:

- Weblog Tools Collection: Plugin Authors, Are you making the best of Readme.txt? - I visit the WordPress Plugin Directory a lot duri
- Official Google Blog: It's Girls Day at Google - Today we're celebrating Introduce a Girl to Engineering Day, or Girls Day, as part of
- Theme Playground: Screencast: Make changing your theme safer - In the screencast below, I'll be guiding you through the proc
- Portals and KM: QuickBase Offers Help to Coghead Customers, Partners and Employees - As TechCrunch reported, Cogh
- Portals and KM: iQuest: Putting Greater Transparency into the Enterprise - While a theme of the enterprise 2.0 is transpare
- Design Float / Popular Entri: Web Development Nerdy Daily Links For 2/19/2009 - Thursday is here! Really going through the week nicely
- Design Float / Popular Entri: WPZOOM → Tribal Theme from Gorilla Themes - WPZOOM → Tribal Theme from Gorilla Themes 4 Vote(s
- Design Float / Popular Entri: Web Business – The Business Plan, an Introduction - Running a web based business shares many similari
- link:http://www.idratherbew: Win A Great Printer - Home - About - Contact - eBooks - Forum - FREE - 3 Keys to Profit - How To Land A V
- Palimpsest: Help understanding the new FrameMaker 9 interface - FrameMaker 9 has been redesigned to look like Ad
- Writing and Speaking: Tecl: More to Medical Writing Than Meot the Eye - Think you only need to undorandat ocionoo to become a mod
- Thoughts From Eric: CSS3 Feedback: Animated Shapes - The portion of the feedback devoted to shapes had two overarching the
- STC WDC Blog: STC Extends Early Bird Conference Registration for Members - April 21, 2009 STC is sensitive to the imp
- STC WDC Blog: IDL SIG 2009 Scholarship - Applications Deadline Extended - March 25, 2009 From: Jackie Damrau, STC
- STC WDC Blog: Notice: Scheduled Maintenance of Member Access System Thursday, 19 February\* - \*\*\*ATTENTION\*\*\* c
- Observations from a Tech /: Sample Project Communications Plan - PROJECT COMMUNICATIONS PLAN ...
- Writing and Speaking: Tecl: How to Create Good User Documentation - Begin the documentation process by assessing the purpose of t
- Core Dump: Analysing Obama's sentrence structure - President Obama is certainly one of the best orators of our time. H
- Alan J. Porter: Once upon a time in Twitterland... - A round up of my inane and pointless twitter posts over the last 24 hour
- Presentatio Zoo: The Incident: Los Angeles Abuse & FI Systems - If you are curious about increasing education in a business



Twitter client interface showing a list of tweets. The tweets include:

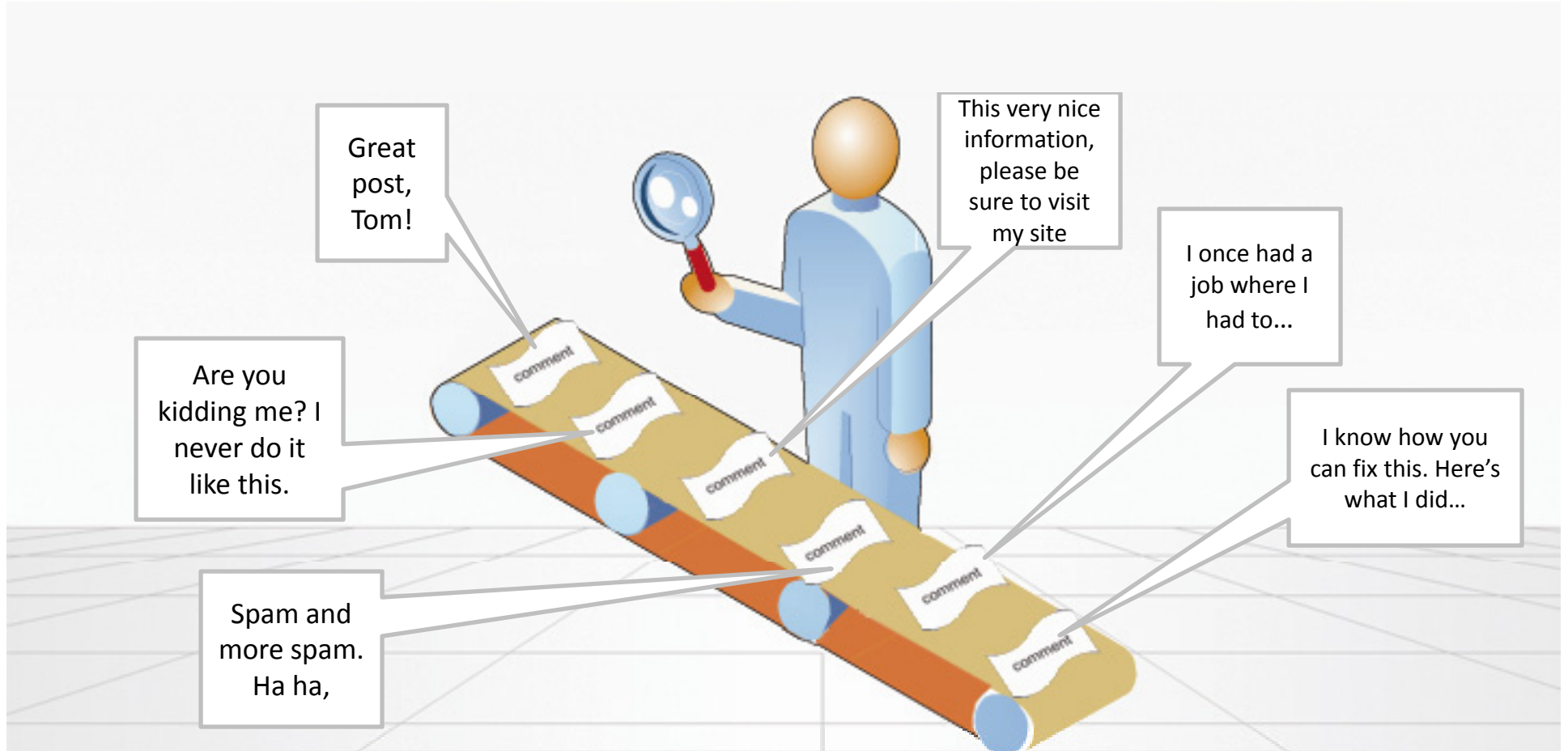
- John Dilworth: To my disappointment, they found Nemo, the desert poet/artist Everett Ruess: <http://tinyurl.com/d8h5o4>
- Kirsty Taylor: Trying to set techwr-l to vacation mode. Password reminder not working. :(
- John Dilworth: To my disappointment, they found Nemo, the desert poet/artist Everett Ruess: <http://tinyurl.com/d8h5o4>
- techcommdood: So are the school closings considered "sow days"?
- Kevin Shoesmith: "My formula for success? Rise early, work late, strike oil." -- John Paul Getty
- Kirsty Taylor: It's 3pm and I'm eating lunch ...
- Brenda Huettner: Yet another chapter done. Unfortunately, only 2 days left before I leave for Atlanta!!
- WhatAboutMom: And I like how I am not moved to participate in this great democracy until things are going REALLY REALLY







# 8. Comments – and What to Do With Them



# 9 The Results of Blogging

Hello World!



**BLOGGER  
VISIBILITY**

**Non-blogger  
Visibility**

# 10. Questions Starting Out

Purpose  
?

Platform  


Time  






# Contact Information

**twitpic** share photos on twitter **Wordcamp Utah**



Dick and Jane at WordCamp Utah. The surprising thing is how normal everyone seems.

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