

Considering a Public Blog? Tips for Success

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- Get buy-in from colleagues.
 - Buy-in is easier when you have a purpose, so think about outcomes.
- Establish levels of participation. *Typical* levels:
 - Administrator - Somebody who has access to all the administrative features
 - Editor - Somebody who can publish posts, manage posts as well as manage other people's posts, etc.
 - Author - Somebody who can publish and manage their own posts
 - Contributor - Somebody who can write and manage their posts but not publish posts
 - Subscriber - Somebody who can read comments/comment/receive news letters, etc.
- Decide about comments. *Typical* options:
 - No comments
 - Registered-users-only comments
 - Anyone can self-register
 - Anyone can self-register by have to be approved
 - Members have to be invited
 - Anonymous comments
 - Moderated comments
- Establish a policy/style guide
 - what will be on the blog (evolve to assign responsibilities)
 - length of posts
 - image sizes
 - deleting comments
 - frequency of posts
 - who will monitor
- Provide staff training