

Blogging & Podcasting

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Blog? No Thanks, I've Eaten!

- **Blog - short for 'weblog'**
 - Term coined by Jarg Barger
 - Originates from “logging the web”
 - Started life as a way to publish commentary on what an individual has looked at on the web
- **Probably best thought of today as an on-line journal or diary**

So who has a Blog?

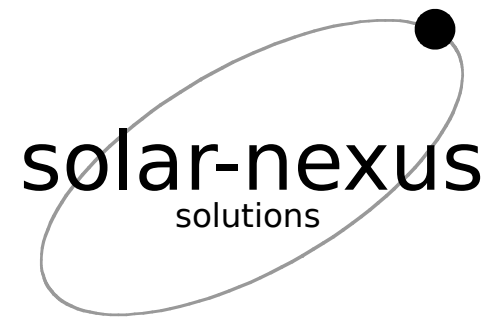
- Used to be reserved for Internet geeks
- Now, they're used by almost everyone...
 - CEOs, office workers, small business owners, employees, janitors, etc.
- There's a real trend toward business blogs
 - Your news, views and opinions about your business, your market
 - A direct communication to your customers!
 - Helps establish and maintain *credibility*

Why Would I Want a Blog?

- As a small business owner, you're an expert - right?
 - A blog is a perfect way to tell your customers!
- Writing blog entries helps drive traffic to your web site, it may even **be** your web site!
- Blogs are now being quoted, syndicated and referenced by mainstream media
- If you have something to say, that someone should hear; blog about it!

So how do I get Started?

- The SBCN web site will soon offer every member their own blog!
 - Share your thoughts with the community and your customers
- Easy to update, no software required
- Other blog services are available also:
 - Blogger (www.blogger.com)
 - WordPress (www.wordpress.com)



Podcasting

Podcasting

- An evolution of blogging
- Essentially a way to distribute media (audio or video) via the Internet
- A form of syndicated radio show
 - People creating content to be shared
- Contrary to popular belief, you do **not** need an Apple iPod
- Software typically checks for, and downloads, new shows of interest as they become available

What Podcasts are Available?

- Shows are extremely varied
 - Music
 - Lifestyle
 - Technology
 - Business
 - Special events: The World Cup!
 - Education / courses, etc.
- International: people are Podcasting world-wide
 - Great to experience world views and content

Why Listen to Podcasts?

- You're always busy...
 - So listen to them while you work
 - Excellent knowledge available FREE!
- Expand your network
 - Many shows interview experts in their field
 - Why not contact someone making a Podcast and offer yourself for interview.

Always Wanted to be a Star?

- Why not make your own Podcast?
- All it takes is a computer, a microphone and a little know-how
- If you're short on the know-how, there are people and services that can take care of that for you!
- A great way to directly communicate with your audience
 - Linda Ockwell-Jenner's Podcast: *Motivational Moments*, attracted 800+ listeners to its first two shows!

How to get Started

- Easiest way: download Apple iTunes (www.apple.com/itunes)
 - It's FREE and has a great way to find Podcasts in it's *Music Store*.
 - Will automatically download shows you *subscribe* to and keep them organized
- Interested in making your own Podcast? I can help!