

Diversify

Empower your employees, customers, and advocates to blog on your behalf. This approach enhances the breadth of your content and gives your audience multiple perspectives on your business. With Compendium's moderation layer, you can free everyone to blog and only let the good content go live.

Be Pithy

Content contributors shouldn't be expected to write America's next great novel. The truth is, writing a short post several times a week is much better than writing a five-page blog post once a month. People who find your blogs for the first time are expecting relevant, frequently updated content, and search engines prefer the same. Keep it short and sweet, and you'll be good to go.

Know Your Industry

Keep a pulse on industry reports and read your competitors' blogs. Industry happenings and real-world news are great fodder for blog topics. Writing on the same topics that others have covered is completely acceptable, as long as your content has a unique spin. Your blogging program is the perfect place to encourage participation in the conversations that are already happening online and offline.

Look Behind Closed Doors

Go ahead and open up your email inbox. Look at all that content! There are likely to be several email strings that are appropriate to share with the outside world. The problem is, content within your inbox is locked up. Our Email-to-Post feature makes it easy to send your email content to your blog. From there, your blog administrator can review it and approve it for publication.

Share the Results

By nature, we put more effort into activities that are successful. That's why it's important to share the results from your blogging program with employees early and often. Compendium's Top Posts and Leaderboard features tell you and your authors which posts and authors have been most successful.

Create a Blogging Schedule

For many of us, if it's not written down or on our Outlook calendar, we won't remember to complete the task at hand. That's why sending content contributors a recurring Outlook appointment that says, "Time to Write Blog Content," is an easy and effective way to keep writing on everyone's mind. First thing in the morning, lunchtime, or at the end of the day are popular times to schedule 20-30 minutes for content creation. Compendium's Content Calendar and post assignment tool make it easy for blog administrators to stay on top of scheduling posts.

Reward Participation

Rewards for creating the most content can range from internal recognition to monetary compensation. It doesn't have to be much—free lunches, movie passes, or praise within a team meeting all go a long way. Again, Compendium's Top Posts and Leaderboard can help you gamify your authors' contributions.

Work with a Copywriter

There are plenty of individuals and service organizations who are happy to help you create content. You can recruit them on your own or ask us for help. Compendium works with a network of skilled writers who have experience in the blogging arena and understand that content relevancy and tone are important to the success of your program. We'd be happy to connect you.