

Blogging with Volunteers

NABE Communications Section

October 22, 2009

Las Vegas

Where to find volunteers

- The usual suspects – committee and section chairs, VIP members, leadership
- Twitter – see who is following you, following links in their profiles
- Pay attention to who is blogging in your space and ask them to blog for you
- Make your contact info readily available so bloggers seek you out and suggest writing

Group blogging

- Needs to be carefully planned
- There must be a lead blogger
- Suggest a group blogging agreement
- 5-6 bloggers works best
- See www.nysba.org/bloggingprinciples

Substantive vs. Personal

- Substantive blogs for Sections, committees, special-coverage blogs, etc.
- Personal blogs under Bar headings – handle with care!
- Be upfront with personal bloggers about your editing rights/privileges/plans
- Remind bloggers that the Bar owns the posts

What to do when blogs fail

- Some gain no audience and languish
- Some have a great audience but the blogger flakes or can't continue
- Some start out strong and then wither
- Be willing to cut loose blogs that don't work or aren't well-received
- Be willing to nurture slow-growing blogs that serve your purpose, mission, etc.

Moderating Comments

- Be prepared for nasty spam – and lots of it!
- Recognize real comments – poster will usually have a first and last name; comments will be specifically about a post; commenter will indicate a business/legal Web site and not something completely unrelated

Questionable Comments

- Use your best judgment
- Contact the lead blogger for an opinion/advice
- Don't make a decision on a legal topic without a lawyer's input!