



Blogging Best Practices

Rick Klau

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<http://tins.rklau.com>

Presentation Overview

- Blogging Best Practices
- Content Development
 - Policies, People
- Monitoring Conversations
 - How, When, Why
- Engaging the Audience
- Twitter!
- Re-use, Recycle
- Q&A

What's a Blog?

- A blog is:
 - A content management system
 - Produces chronologically ordered content
 - Web-based
 - Simple User Interface
 - A website
 - Produced by a blog platform
 - Often invites interaction (comments)
- These terms are interchangeable

Blogging Best Practices

- Your blog should belong to you
 - Blog platforms should be disconnected from your URL
 - youragency.blogspot.com = Not great
 - blog.youragency.gov = AWESOME
- Blogs are conversational
 - Blogs are not press releases
 - Blogs are not position papers
 - Blogs are not footnoted
- Blogs are easy to follow
 - Support RSS
 - Offer e-mail subscriptions too

Looking for Content

The screenshot shows the Google Reader web interface. At the top, there's a search bar and a dropdown menu set to 'All items'. Below this is a sidebar with various navigation options: Home, All items (213), Starred items, Your stuff, Shared items, Notes, Trends, Browse for stuff, Friends' shared items (15), and Subscriptions. The Subscriptions list includes folders for business (23), friends (1), general-politics (96), law (1), Mac (2), personal (3), and technology (35). Under the technology folder, several individual subscriptions are listed, with 'Official Google Blog' highlighted. The main content area at the top right shows the 'Official Google Blog' header, a 'Show: 0 new items - all items' indicator, and buttons for 'Mark all as read', 'Refresh', and 'Feed settings...'.

- Use existing content
 - Internal e-mails (intended for broader audience)
 - FAQs
 - Each answer is potentially a blog post
 - Press releases
- Use tools like Google Reader to find out what others are talking about
- Invite guest authors

Blogs are Meant to be Social

tins ::: Rick Klau's weblog

friend connect

Ads by Google

TEXT OF

Labels: Google, Law

Below is the text of University of Richm speech; once I have

=====

Thank you, Rob, for members of the fac and I want to thank

When I showed up, I thought that I'd end was furthest from m professors here tod me. Looking back, i you know exactly w


Today, my path from as a student. I found a law journal. I wrote a technology column for job through contacts from the Journal and the ABA. One of those con to write a book with him, and on the phone one day, he told me about clients - a Muslim citizen - was locked up after 9/11 without access to wondered what we'd tell our kids when they studied this period in Am I made a call to Vermont, where I became one of the first volunteers c campaign. That didn't go exactly as planned, but friends from the Dea hired to work for a little-known Senate candidate, and they needed a local. That's how I ended up managing President Obama's campaign blog when he ran for Senate. I

Rick Klau
Options ▾

Members (222) [More »](#)

Your Friends (37) [More »](#)

[Invite your friends](#)

 **Rick Klau** | [Settings](#) | [Invite](#) | [Sign out](#)

Poll (1/2)

Which smartphone do you use?

Blackberry	<div><div></div></div> 14%	17 votes
iPhone	<div><div></div></div> 32%	38 votes
G1	<div><div></div></div> 17%	20 votes
Something else	<div><div></div></div> 12%	14 votes
I don't have a smartphone	<div><div></div></div> 25%	30 votes

[Change your vote](#)

119 voters, [3 friends](#)

[« Previous poll](#) [Next poll »](#)

[me](#)

RICK KLAU
I'm Rick Klau, and this is my personal weblog. I'm a Product in the Blogger team at Google. Unless otherwise noted, the content expressed on these pages is mine alone and not the property of my employer. Thanks for reading.

COMPLETE

[this blog](#)

Search

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@rklau

Rick Klau
rickklau.com/rklau

William: Are you using a custom theme? What's a pain - using Blogger app or designing your blog's template?

Monitoring the Conversation

The screenshot shows the TweetDeck v0.25b interface. At the top, there's a header with the version number and a 'Remaining API: 73/100' status. Below the header, the main content area is divided into two sections. The left section is titled 'Google Reader' and contains a search bar, a 'Add a subscription' button, and a list of navigation links: Home, All items (225), Starred items, Your stuff, Shared items, Notes, Trends, and Browse for stuff. Below these links is a 'Friends' shared items (15) section. The right section is titled 'feedburner - Google Blog Search' and displays a list of search results. The first result is 'Report: Feedburner Is Available 99.94% of the Time - ReadWriteWeb' by Frederic Lardinois. The second result is 'Pingdom Says Feedburner's Got 99.94% Availability | The Blog Herald' by Thord Daniel Hedengren. The third result is 'How fast and reliable is your Feedburner RSS feed? | Royal Pingdom' by Pingdom. The fourth result is 'Mattes's Madness by KC2GIK: Feedburner now works' by Justin Mattes, KC2GIK. Each result includes a star icon, a share icon, a 'Share with note' icon, an email icon, a 'Keep unread' checkbox, and an 'Edit tags' dropdown menu. The bottom section of the interface shows a list of subscriptions, including 'business (23)', 'friends (1)', 'general-politics (96)', 'law (1)', 'Mac (2)', 'personal (3)', 'Parent Hacks (3)', 'technology (47)', 'feedburner - Google B... (10)', 'Digital Inspiration (1)', 'Everything is Miscell... (1)', 'Hacking NetFlix (4)', 'Inside Facebook (1)', 'Lifehacker (4)', 'Ramblings About SEO (1)', 'TechCrunch (7)', 'Signal vs. Noise (2)', and 'CrunchGear (16)'.

TweetDeck v0.25b Remaining API: 73/100

All Feeds Google Reader

+ Add a subscription

Home

All items (225)

Starred items

Your stuff

Shared items

Notes

Trends

Browse for stuff

Friends' shared items (15)

Subscriptions

- business (23)
- friends (1)
- general-politics (96)
- law (1)
- Mac (2)
- personal (3)
 - Parent Hacks (3)
- technology (47)
- feedburner - Google B... (10)
- Digital Inspiration (1)
- Everything is Miscell... (1)
- Hacking NetFlix (4)
- Inside Facebook (1)
- Lifehacker (4)
- Ramblings About SEO (1)
- TechCrunch (7)
- Signal vs. Noise (2)
- CrunchGear (16)

feedburner - Google Blog Search »

Show: 10 new items - all items Mark all as read Refresh Feed settings...

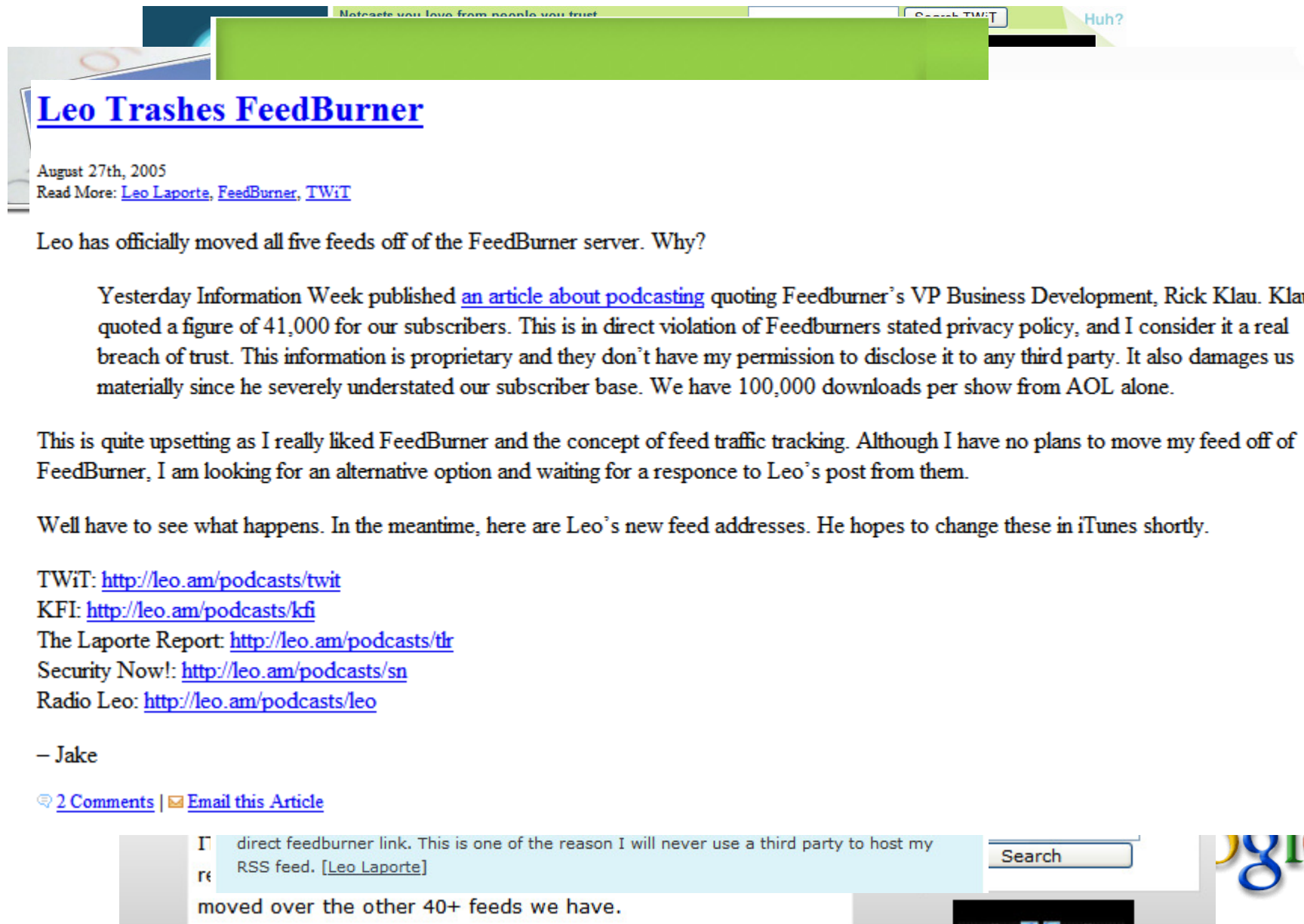
☆ Report: Feedburner Is Available 99.94% of the Time - ReadWriteWeb »
by Frederic Lardinois
According to a new report from website monitoring service Pingdom, **Feedburner** had an uptime of 99.94% over the last two months. **Feedburner**, which a lot of publishers use ...
☆ Add star Share Share with note Email Keep unread Edit tags: technology

☆ Pingdom Says Feedburner's Got 99.94% Availability | The Blog Herald »
by Thord Daniel Hedengren
FeedBurner Logo **Feedburner**, the RSS feed service that Google now owns, is both loved and hated in the blogosphere. Some swear by it, others at it, but more importantly, a great many of us use it to get proper stats and whatnot. ...
☆ Add star Share Share with note Email Keep unread Edit tags: technology

☆ How fast and reliable is your Feedburner RSS feed? | Royal Pingdom »
by Pingdom
A huge number of blogs use **Feedburner** to syndicate their RSS feeds. Since the service was launched in 2004, it's pretty much become the de facto standard for this. With so many bloggers relying on **Feedburner**, reliability and performance ...
☆ Add star Share Share with note Email Keep unread Edit tags: technology

☆ Mattes's Madness by KC2GIK: Feedburner now works »
by Justin Mattes, KC2GIK
If you have tried to subscribe to this blog **Feedburner** the last few weeks you'll notice it wasn't working properly. Actually I didn't notice either until Dave K2DSL dropped me line. After a few e-mails back and forth he helped me ...

A Case Study: FeedBurner on the brink



Podcasts you love from people you trust

Search TWiT

Huh?

Leo Trashes FeedBurner

August 27th, 2005
Read More: [Leo Laporte](#), [FeedBurner](#), [TWiT](#)

Leo has officially moved all five feeds off of the FeedBurner server. Why?

Yesterday Information Week published [an article about podcasting](#) quoting Feedburner's VP Business Development, Rick Klau. Klau quoted a figure of 41,000 for our subscribers. This is in direct violation of Feedburners stated privacy policy, and I consider it a real breach of trust. This information is proprietary and they don't have my permission to disclose it to any third party. It also damages us materially since he severely understated our subscriber base. We have 100,000 downloads per show from AOL alone.

This is quite upsetting as I really liked FeedBurner and the concept of feed traffic tracking. Although I have no plans to move my feed off of FeedBurner, I am looking for an alternative option and waiting for a response to Leo's post from them.

We'll have to see what happens. In the meantime, here are Leo's new feed addresses. He hopes to change these in iTunes shortly.

TWiT: <http://leo.am/podcasts/twit>
KFI: <http://leo.am/podcasts/kfi>
The Laporte Report: <http://leo.am/podcasts/tlr>
Security Now!: <http://leo.am/podcasts/sn>
Radio Leo: <http://leo.am/podcasts/leo>


— Jake

2 Comments | [Email this Article](#)

direct feedburner link. This is one of the reason I will never use a third party to host my RSS feed. [Leo Laporte]

moved over the other 40+ feeds we have.

Search



FeedBurner... back from the brink

The screenshot shows the TWiT.TV website interface. On the left is a sidebar with the TWiT.TV logo and a list of shows: "this WEEK in TECH", "The Tech Guy", "MacBreak Weekly", "Windows Weekly", "Security Now", "Jumping Monkeys", "net@nite", "Daily Giz Wiz", "FLOSS Weekly", "Munchcast", "The Laporte Report", and "Futures in Biotech". The main content area features a header with "Netcasts you love from people you trust" and a search bar. Below this is a navigation bar with links to Home, Town Square, Forums, Inside TWiT, Leoville, iTunes, About, and a Welcome! message. The main article is titled "It's Not Their Fault" and is attributed to Leo Laporte, dated Sun, 2005-08-28 06:06. The article text discusses a privacy issue with Feedburner's API and the author's decision to move away from it. At the bottom of the page, there is a footer with the text "Posted by Eric Standlee at 7:44 PM" and a "Last.fm Radio" widget.

Netcasts you love from people you trust

Search TWiT

REPLAY? Hitachi | true stories

A NEW BREED OF BLOODHOUND

The True Story of the South Carolina Computer Crime Center

Watch the Film

HIT Inspire

Home Town Square Forums Inside TWiT Leoville iTunes About Welcome!

Home » News » Leo Laporte's blog

It's Not Their Fault

Submitted by Leo Laporte on Sun, 2005-08-28 06:06.

I've corresponded with Rick Klau at Feedburner and he's explained what happened. He merely quoted numbers that were already available publicly through the Feedburner Awareness API - something I had turned on months ago when I was playing with the feed count badges. I didn't realize having that on made the information public, even though Kevin Rose had shown me the "secret" URL that reveals the information a few weeks ago. I should have been paying more attention. (The Feedburner blog [clarifies this API](#) - worth reading for publishers using FB.)

Some good has come of this. Feedburner has wisely changed its policy about publicly commenting on feed numbers. And I've realized the problems inherent in passing my feeds through a third party.

I no longer think Feedburner violated its privacy policy - I had inadvertently already made those numbers public. Sort of. However, I'm still moving off Feedburner - there was really no reason to use it except my own laziness, and now that I've started the process I see no reason to stop.

They seem like nice guys, however, and genuinely pained by the situation. I'm sorry that I cast aspersions their way. I wish them all the best. It's a good service and I appreciate the help it provided getting my podcasts off the ground.

Posted by Eric Standlee at 7:44 PM

Last.fm Radio last.fm

Know When to Engage

- Common Sense Rules
 - Empower employees, but ensure they know their limits (and yours)
- Respond conversationally
- Each response is an opportunity to remind people that the blog is worth visiting
 - When they visit, make sure they become repeat visitors
- One:one responses have limited leverage

Twitter!

The image shows a screenshot of the TweetDeck v0.25b interface. The top bar includes navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area displays a tweet from @rklau: "The Blogger help group shows a number of people all having the same problem: 'FTP login failed.'" Below this, a reply from heathermilligan is shown, stating: "@rklau adding a new post. I've always composed in Word, copy/pasted into 'compose' and posted. Now HTML is all screwed up." The interface also features a search bar and a list of tweets on the left side.

TweetDeck v0.25b

Remaining API: 73/100 Re

All Friends

Search: \@rklau

Search: \@blogger

Search: rick klau

twitter

Home Profile Find People Settings Help Sign out

twitter

Home Profile Find People Settings Help Sign out

twitter

Home Profile Find People Settings Help Sign out

@rklau adding a new post. I've always composed in Word, copy/pasted into "compose" and posted. Now HTML is all screwed up.

about 8 hours ago from TweetDeck in reply to rklau

heathermilligan

heather milligan

about 11 hours ago from web

Syndicate Your Content using FeedBurner



Syndication tools make it easier for publishers to distribute timely content, giving audiences instant notification of new content across websites.



March 11, 2008

Spitzer's Fall Was Predictable

Over at [Political Insider](#), I explain why New York Gov. Elliot Spitzer's rapid fall was inevitable.

[2 Comments](#) | [Stumble It!](#) | [Digg](#) | [Reddit](#)

McCain Prepares for General Election

Sen. John McCain "is finding out what the Republican presidential nomination is worth this week. Then he plans to buff his foreign policy credentials, remind the nation of his long military history and try to frame the issues for the November election — in three separate tours while his two Democratic opponents continue to struggle for their party's nomination," the [Washington Post](#) reports.

According to [USA Today](#), it's a big fundraising week for McCain as well. "Six days after clinching the Republican nomination, McCain headed Monday to a fundraiser in St. Louis. He planned to continue today in New York, Wednesday in Boston, Thursday in Pennsylvania and Friday in Chicago to counter an explosion in giving to the Democratic contenders who each set personal bests in February."

[3 Comments](#) | [Stumble It!](#) | [Digg](#) | [Reddit](#)

Voters Head to Polls in Mississippi

Today, Mississippi Democrats "are deciding the last in a series of presidential contests between Barack Obama and Hillary Clinton before the two rivals settle in for a six-week battle to win Pennsylvania" the [Biloxi Sun Herald](#) reports.

Turnout is expected to set a record, according to the [Clarion Ledger](#).

"Mississippi is one of those rare Southern states that might be in play in the general election if Obama becomes the nominee. One Dem statistician tells [First Read](#) that there are three red states that could swing if African-American turnout was ever maximized (both in registration and in actual turnout). Georgia, Louisiana and, yes, Mississippi. So don't assume this is just one of those untouchable red states for the Dems when watching returns roll in tonight."

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the REAL McCain blog

Not a maverick. Not a moderate. Not an Independent. Straight talk about Senator John McCain.

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Add Your Voice

Join Al Gore in supporting solutions to the climate crisis.

Add your voice and help make us a million strong.

[Click Here](#)

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Liberals
SHOULD
Support a

CQPOLITICS

N.Y. Governor Spitzer
Reportedly Linked to
Prostitution Ring

Testing the Limits Of Public
Finance

Tuesday's Special House Vote
Will Tell if Indianapolis is Still
a Carson City

Democrat Who Won Hastert's
Seat Is Expected To Be Sworn
in This Week

Minnesota Dem Dropout
Means a Lot to Al Franken

Judiciary Committee Files Suit
in Subpoena Spat With White
House

HEADLINES BY
FEEDBURNER

PI POLITICAL INSIDER

Why Spitzer's Downfall Was
Inevitable

Obama Loses Control
Superdelegates Are Always
Needed

Could Gore Be The Nominee?

In Search of a Party Boss
It's Not About The Math

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FEEDBURNER

Show your Twitter Account on Your Blog

The screenshot displays a blog page for Rick Klau. The header features a sunset background with the text "tins ::: Rick Klau's weblog" and a quote: "It is not the spoon that bends, it is only yourself." Below the header is a navigation bar with links: "Ads by Google", "Graduation Gift", "New Grad Gift Ideas", "TV DVR", "VCR to DVD", and "Computer TV". The main content area is titled "TEXT OF COMMENCEMENT SPEECH" and includes a calendar for May 9th. The text of the speech is partially visible, mentioning the University of Richmond School of Law and a YouTube account. A Twitter widget is prominently displayed in the center, showing a tweet from @heathermilligan asking about using the Blogger app or designing a custom theme. The widget includes a "my twitter page" button and a "Get Widget" button. On the right side, there is an "about me" section with a photo of Rick Klau and a "search this blog" section with a search bar. The footer of the widget area shows a smaller version of the Twitter widget.

tins ::: Rick Klau's weblog
"It is not the spoon that bends, it is only yourself."

Ads by Google Graduation Gift New Grad Gift Ideas TV DVR VCR to DVD Computer TV

TEXT OF COMMENCEMENT SPEECH

MAY 9

Labels: Google, Law, University of Richmond

Below is the text of the speech I'm giving to law students graduating from the University of Richmond School of Law this afternoon. The school is releasing the speech; once I have the video I'll put it up in [my YouTube account](#).

=====

Thank you, Rob, for that wonderful introduction. President Ayers, Dean members of the faculty, and most importantly - graduates - I'm honored and I want to thank the students for the invitation to join all of you today.

When I showed up at Richmond Law, I had no idea where I'd be after graduation. I thought that I'd end up at one of the world's most influential technology companies. Much to the chagrin of my parents - and even professors here today - I rarely chose to do something because of what it would do for me. Looking back, it's obvious to me that this is one lesson I've learned: you know exactly where you're going, you're not far enough away.

Today, my path from Richmond Law to Google seems almost direct. I started as a student. I founded a law journal. I wrote a technology column for the Journal and the ABA. One of those contacts from the Journal to write a book with him, and on the phone one day, he told me about a client - a Muslim citizen - was locked up after 9/11 without access to the Internet. I wondered what we'd tell our kids when they studied this period in American history. I made a call to Vermont, where I became one of the first volunteers on Obama's campaign. That didn't go exactly as planned, but friends from the Dean campaign got me hired to work for a little-known Senate candidate, and they needed a local. That's how I ended up managing President Obama's campaign blog when he ran for Senate. I

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twitter @rklaui

twitter

Rick Klau
twitter.com/rklaui

@heathermilligan Are you using a custom theme? What's a pain - using Blogger app or designing your blog's template?

my twitter page

Get Widget

about me

RICK KLAU
I'm Rick Klau, and this is my personal weblog. I'm a Product Manager on the Blogger team at Google. Unless otherwise noted, the views expressed on these pages are mine alone and not those of my employer. Thanks for stopping by.

VIEW MY COMPLETE PROFILE

search this blog

Search

powered by Google™

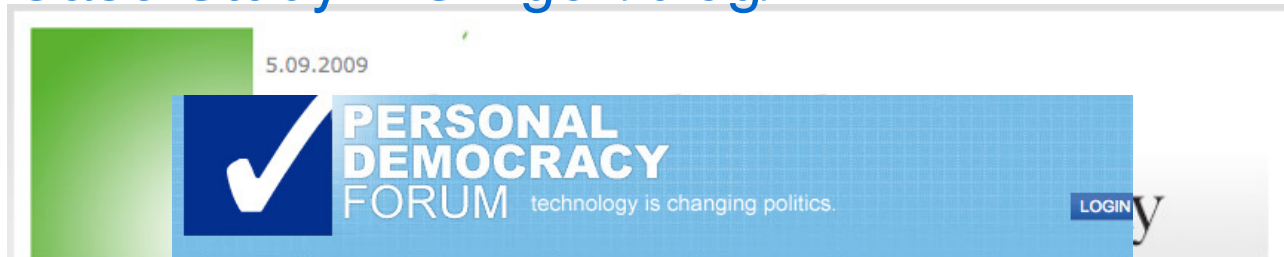
twitter @rklaui

twitter

Rick Klau
twitter.com/rklaui

@heathermilligan Are you using a custom theme? What's a pain - using Blogger app or designing your blog's template?

Quick Case Study: TSA.gov/blog/



Some time ago, some
believe that we don't
needles, carried by gr
titanium. Whatever

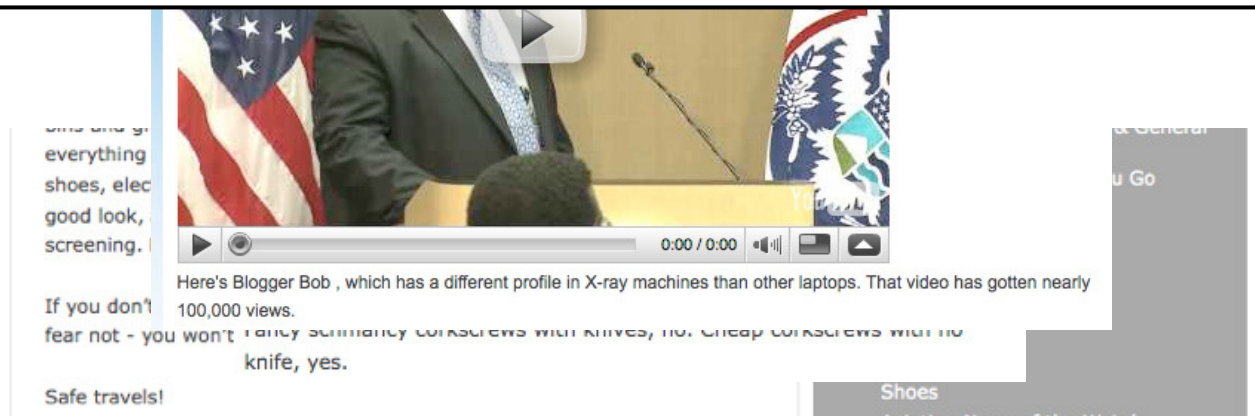
"Blogger Bob" Explains the Evolution of the TSA's Blog

Michal L. Sifry | February 25, 2009 - 10:58am | [Share This](#) | [Email This](#)

Here's a fun find: "Blogger Bob" Burns, who is in charge of the Transportation Security Administration's blog team

Today's passengers to
myth. Knitting
stic, metal, clay,
t's be clear

Some lessons for government 2.0 that you can tease out from the TSA blog experience: first, there's value in creating open, public two-way channels for communications between government agencies and their publics, even if the result is "venting" of complaints or confusion about the agency's policies; second, that such collaborative channels can lead to improvements in agency services to the public; and third, that being open and collaborative isn't rocket science. As "Blogger Bob" shows on these videos, it can be quite natural.





Q&A

Rick Klau

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<http://tins.rklau.com>