



Miscellaneous tips for Leadership Blogging and Social Media

- White paper: [*Fear and Loathing in the Executive Suite: Why Leaders Avoid Blogging and Other Social Media*](#)
- Leadership blogging definition: Strategic, near real-time, short storytelling used to more effectively leverage your influence
- Why social media? Your audience has audiences & they use social media
- What to blog & tweet? Use a short story to answer the question: "What's going on with my work this week that's significant?"
 - Leverage your media diet
 - Provide recognition
 - Illustrate your values, mission, goals
 - Teach the complexities of an issue
 - Teach about services, programs, departments
 - Explain a decision
 - Chronicle the unresolved & undecided
 - Chronicle a slice of life
- How to blog & tweet effectively?
 - Use a voice of authenticity
 - Frame it with near real-time words
 - Tell stories
 - Include links
 - Include photos and images
 - Use your blog to answer your email
 - Comments are optional; insist on civility
 - Let people follow your blog via email and Twitter