

Promoting your Issues and Organization through Blogs

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What is your goal?

- To get more people (and the right people) to hear your policies and hear about you, so that you can influence policy and raise your profile**
- To get there, you want more exposure in blogs, mainstream media, policy discussion groups**

What are your tools?

- **Ideas and words -- that's what blogs run on. If you don't have ideas and/or words, you're not going anywhere. Content is key.**
- **Reputation**
- **Relationships**

Where do you begin?

- **Know your enemy, the blogger**
- **Know your own strengths and weaknesses**
- **Read! Know the voices in your field**
- **Identify targets, short- and long-term**
- **Scaling -- nothing wrong with starting small**
- **Targeting -- pitching is not unloading with a shotgun**

Elements of a good ~~pitch~~ relationship

- **value**
- **trust**

How do you build relationships?

- **conversation**
- **comments**
- **providing good information**
- **buying beer**

What to Pitch

- **news value**
- **inside information**
- **targeted content**
- **humor**

Tools

- **RSS**
- **email**
- **Twitter**
- **Facebook/MySpace**
- **phone**
- **consultants**

What makes a good pitch message?

- **tone (not a press release!)**
- **targeting**
- **brevity + link**
- **value**
- **exclusivity?**

Measuring your work

- **Google Alerts**
- **Technorati**
- **people are linking to you/referencing your work and positions, or they're not**

Leveraging your work

- **Links lend legitimacy -- send the story to other bloggers (carefully)**
- **Send links to print reporters (carefully)**
- **Send links to funders! They're media hits**
- **Build on your success**

Hitting the Top Political Blogs

Starting and Promoting a Blog

- **strong content or strong voice**
- **be a part of the conversation**
- **link to other sites**
- **hitch on to news stories**
- **headlines matter**

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