



AGENDA for April 12, 2007 Teleconference :
“How to Create a Content Strategy for Your Corporate Blog”

1. 5W's and H of journalism and how they apply to a corporate blog (Who, *What*, Why, When, Where – and How)
2. How to choose multiple authors
3. How to choose your topics and categories
4. The role of a blog editor
5. Pros & cons of ghostblogging and anonymous blogging
6. How to get your readers to interact and leave Comments (what about negative Comments?)

Debbie Weil