

# **Weblogs, Podcasts + Communication Management: Conclusions from EuroBlog 2006**

[www.euroblog2006.org](http://www.euroblog2006.org)

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# Contexts for analysis

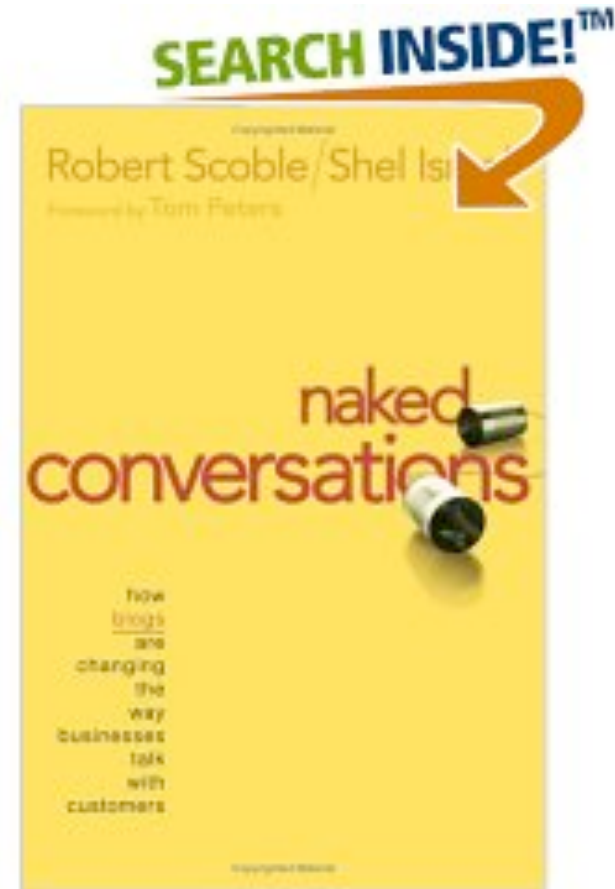
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- **Conversations – monologues + dialogues**
- **Monitoring and engagement**
- **The future impact of Social Softwares**
  
- **Euroblog suggests the penetration of weblogs in to corporate communications culture by November 2005 was, at best, fragmented and incomplete.**

# The 'evangelist' position

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- ***Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers***, by Robert Scoble and Shel Israel (2006).



# The 'evangelist' position

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- *Naked Conversations* presents “**compelling evidence** that a communications revolution is underway, moving from a **controlled one-way model** into a **decentralised interactive one** (2006:27).”

# What is a weblog?

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- **The defining characteristics of a weblog (Scoble, Gillmor, Blood, Young) are:**
- **Chronological delivery**
- **Speed of updates**
- **Promotion of external links**
- **Low cost**

**What are the  
greatest opportunities  
weblogs offer you?**

# Greatest opportunities weblogs offer you?

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- **An additional means of communications, quick and easy for visitors to read, write and pop in and out of at their (leisure)**
- **Brand-building, creating trust and a platform for direct stakeholder management**
- **Enhancing the service we offer to clients**
- **Generating business ideas from employees**
- **Mixing hard issues with soft**
- **The ability to get at feeling on how people, from other groups and ages, think and speak**
- **Observe developments in sociology and consequences for communications (PR)**

# Monitoring the conversation

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- Perhaps surprisingly Euroblog found that almost one in three (32pc) rated the potential **ability to track** conversations about their own products and services as the **least important** reason
- Only 7.1 pc of those responding saw **Communicating directly with stakeholders** (bypassing journalists) as most important, with a further 14.5 saying **very important** .

# **Feedback and Interactivity**

# Feedback and Interactivity

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- Of the 524 Euroblog respondents who replied to this question more than three-quarters either **rejected** or were unaware of the one of the features of weblogging that is seen as central to the New PR.

Why are you **NOT** planning to  
use weblogs?

# Why are you NOT planning weblogs?

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- **lack of interest/ relevance**
- **lack of knowledge**
- **inappropriate to role**
- **inappropriate to audience**
- **wouldn't justify time**
- **client apathy**
- **management apathy/ hostility**

# **Factors for NOT implementing weblogs as part of Comms strategy**

# Factors for not using weblogs

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- **“Deeply concerned over the corporate governance issues raised by blogs written in the name of senior execs or others”**
- **“Making sure others talk about you”**
- **“Too risky being informal”**
- **“Management’s perception that it is not good for productivity”**
- **The character of weblogs is far too manipulative and therefore too risky to really rely on**

# Three types of (Naked) Conversation

# Three types of conversation

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- **Monologue** (lecture) – similar to two-way **ASYMMETRIC** model familiar from Grunig (podcasts come into this model)
- **Dialogue** – where organisations engage in a two way relationship with individuals in way that has been greatly enhanced by the liberating and democratising influence of cheap and easy weblogs etc
- **Conversations** - enhanced discourse between (interested) people surrounding the organisation, into which the organisation may or may not contribute/ intervene

# Dr Ansgar Zerfass

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- **“It’s not the technology, but the lack of ideas and concepts that holds back the spread of weblogs within public relations.**
- **Communication managers need to think about application scenarios that support the bottom line. Our research offers frameworks and identifies best practices that help to find one’s way.”**