

# it's on the blog

how blogging changes the way we do business.



washington office of secretary of state

# first things

A blog is not another Web page.

A blog means you stop talking about yourself  
and you start having conversation.

This is not easy.



# how we got here

## } Pitchers as reporters

- News diagram
- 24/7 news cycle

## } PR and the Web

- Old methods
- Reality check

## } Financial

- No money, but still want outreach!



# the concept

## } Our objectives

- Provide something useful
- Focus on storytelling
- Outpost to social networking
- Improve depth of understanding
- Put a face to agency
- Encourage civic engagement



# warnings

## } From Our Corner

- Not self-serving, it's service
- News product vs. bulletin board
- Not “I think”, it's “you think?”
- No bores or snores
- Aesthetics matter



# key considerations

## } Labor

- Work flow and roles
- Expectations
- Commitment from managers

## } Legal

- Blogging policies
- Comments
- Internal
- Records retention



# specifics

## } Technical

- Wordpress, open-source software
- User-friendly
- It's free!

## } Visibility

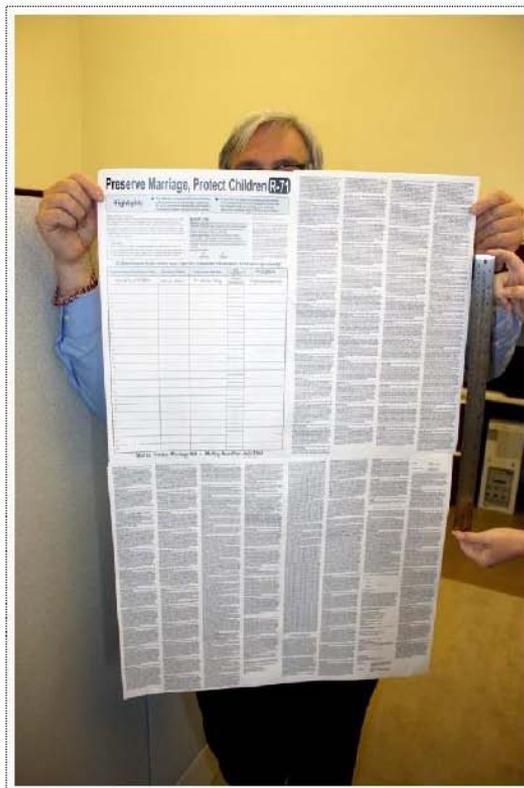
- Integrate into traditional outreach
- Dominant presence on homepage



## Re: R-71: How large are we talking?

by Christina Siderius | June 10th, 2009

We've had lots of questions about the R-71 petitions, which by law are required to include 114-pages of Senate Bill 5688 text with the petition on **just one sheet of paper**. Just how did sponsors manage that one? Dave channels Vanna White to show you the dimensions of the much talked-about petition sheets:



(The front of the petition sheet, unfolded)

### About this Blog

The Washington Office of the Secretary of State's blog provides from-the-source information about important state news and public services. This space acts as a bridge between the public and Secretary Sam Reed and his staff, and we invite you to contribute often to the conversation here.

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### Photos

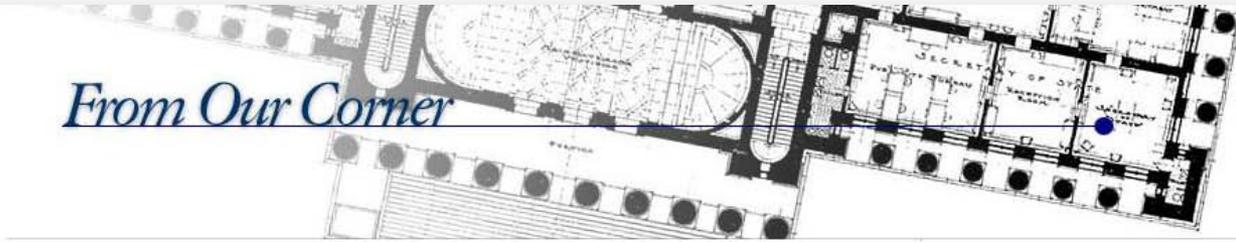


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## From Our Corner

### From Your Corner of Washington

by Christina Siderius | June 17th, 2009



Three Fingers Lookout  
-Submitted by Tristan.

[Submit us your photo](#) from your corner of Washington, and add our [Facebook application](#).

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## Insta-poll: Smoochy or not?

by David Ammons | March 13th, 2009

Will you help break the tie? College students and our voter outreach gurus split right down the middle when they were voting on a new lapel pin for their 2009 campus activities to encourage more student engagement, volunteerism and voting in their communities. (SecState Reed is touring more than 20 campuses this spring as part of the thing.)

The Top 2 choices for you to consider are smoochy flag-lips ("Love your vote!") or a sleek op-art VOTE. Which version do you like, remembering the target audience?

Which do you like better for College Civics buttons?



(52.0%)



(48.0%)

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# the moderator's dilemma

## } Comments

- Trash talking
- Regulars
- Pen pals

## } Conversation

- Responding to questions
- Being proactive



# benefits

## } Interaction

- Comments and conversation

## } Education

- Q & A is powerful
- You're the expert on the issue

## } Rumor mill

- Response and rebuttal



# moving forward

## } What are your ...

- Goals?
- Team strengths? (and weaknesses?)
- Expectations?
- Resources?
- Support?



# contact

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