

Enterprise 2.0 and Blogging

by Jai Sangha

About me

- PWC major finished last year, with Social Media as one of my last classes
- Associate news editor last year at The Medium
- Web manager for small to medium sized businesses
- Currently a summer associate in Programs and Internal Communications at TD Mutual Funds implementing their internal enterprise social strategy.

Enterprise Social Networks (Enterprise 2.0)

- What is it?
- Why is it useful?
- Examples – Google+, Chatter, Socialcast, Yammer, Facebook, Drupal, Jive, Moxie, IBM Connections, Microsoft Sharepoint
- Problems

My role at TD

- TD Mutual Funds Internal Communications Strategy
- Goals
- Process
- Components of Connections

Blogging Best Practices

- 2 premises about your audience
- Landing pages and bounce rate
- Ecosystem
- Bad story is okay, bad spelling not so much
- Proof-read – print if you have to
- Mobile optimization – responsive themes (e.g. <http://jaisangha.com>)
- Background and text colour

Blogging Best Practices (contd.)

- 16px web = 12px print, and Line width
- Hyperlinks – but don't make it spam
- Drop-caps
- Author photos
- When launching
- Social media content
- Email is your friend – Mailchimp
- Reason they call it a browser (by Seth Godin)

Resources

- Problogger - <http://problogger.net>
- Kissmetrics Blog and Marketing Guides - <http://blog.kissmetrics.com/marketing-guides/>
- SEOMoz Blog - <http://moz.com/blog>
- [Google Search Engine Optimization Starter Guide](#)

What are your questions?

Thank you

Please complete survey