



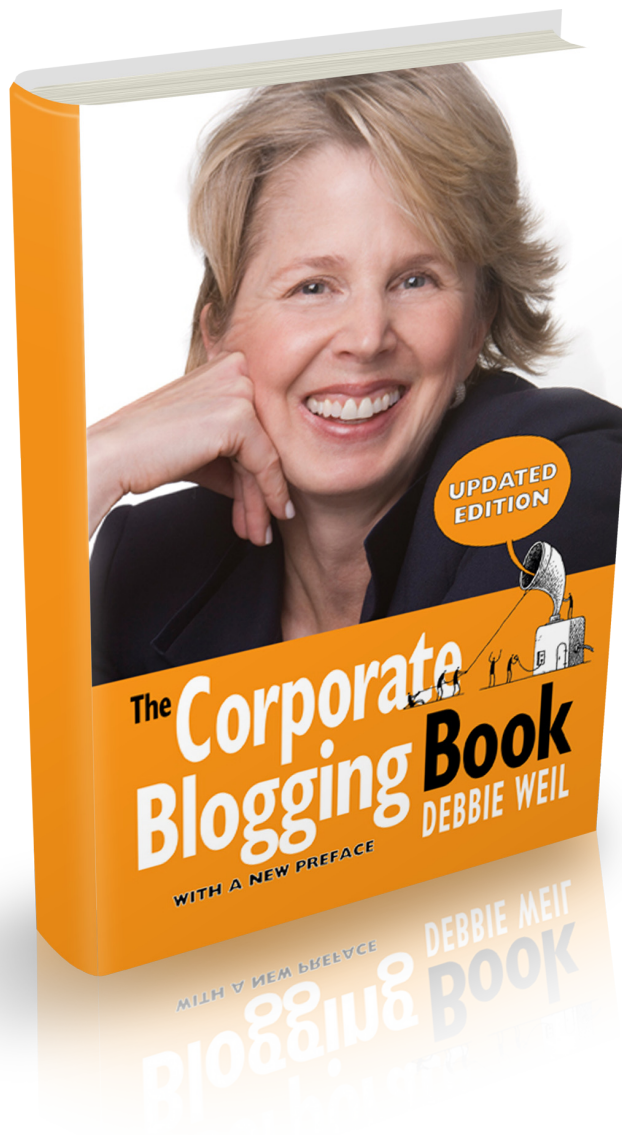
# Why Your Blog Is Your Social Media Hub



32 experts respond, including Seth Godin, Guy Kawasaki and David Meerman Scott, along with corporate bloggers for Ford, Google, IBM, Kodak and Pitney Bowes.

**Debbie Weil**

Author, *The Corporate Blogging Book*



## Download the updated edition

Download the updated edition of *The Corporate Blogging Book* from <http://amzn.to/aPWmdo>. Read it on your Android phone, Blackberry or iPhone; iPad or Kindle; or computer (Mac or Windows).

Called *smart, witty and accessible* by Kirkus Reports and recommended by best-selling author David Meerman Scott of *The New Rules of PR and Marketing, 2nd edition*, this is the the how-to bible on corporate blogging.

A new preface explains why your blog is the hub of your social media strategy. A new section explains how Twitter complements, but doesn't replace, a blog.

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## About Debbie Weil

Named one of the Most Influential Women in Technology in 2010, Debbie Weil is a rare species - a baby boomer who is a digital native. She launched her first website in 1995, she has been blogging since 2003 and is the author of one of the first and most definitive books about business blogging, THE CORPORATE BLOGGING BOOK.

Based in Washington DC, she is a highly-rated speaker and workshop leader. She has consulted with organizations as diverse as GlaxoSmithKline and the American Camp Association and has spoken at conferences all over the world, including China and Dubai. Contact her for One-to-One Consulting at: <http://bit.ly/1-to-1consulting>

She is working on a new book, FRIENDING OVER 50, the surprising story about baby boomers and their growing love affair with social media.

To book her for a speaking engagement, call 202.255.1467 Eastern.

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Guy Kawasaki

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Paula Berg

Mike Sweeney

Bryan Eisenberg

Tom Hood

David Hargreaves

Jennifer Cisney

Donna Maria Coles Johnson

Wendy Harman

Steve Radick

Aneta Hall

Scott Monty

Nils Konig

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Deana Goldasich

Andy Jacobson

Jeremiah Owyang

Jon Cronin

Ivan Walsh

Steven Parker

David James

# Introduction

**T**o launch the new, updated edition of *The Corporate Blogging Book* I asked several dozen high-profile blogging and social media experts to answer this question: *Is Your Blog Your Social Media Hub?* The group included corporate, nonprofit and governmental bloggers.

You can guess what I was driving at. I was asking whether Twitter supplants a corporate or organizational blog because it's so much easier and faster. I was asking whether you need a corporate blog if you have a Facebook fan page. I was asking whether it's worth the effort for organizations large and small to devote the time and resources to maintaining an effective blog.

“Websites are for facts & figures...blogs are for stories

*Chris Baggott*

In fact I'm asking whether the word blog isn't outdated. A blog can be defined as a next-generation, interactive Web site. Maybe we're just talking about a new kind of social corporate site. I asked everyone to be as contrarian as he or she wished in answering the question. I received many provocative answers. Following are some of the most useful.

You can read my original blog post and all the responses here: <http://debbieweil.com/blog/is-corporate-blogging-the-hub-of-social-media-marketing/>

**“In my view, Twitter is a great complement to, but not a replacement for a corporate blog. The messages** that corporations want to share with their constituents are usually more involved than 140 characters will permit. A blog is an excellent container for long-form messages that can then be disseminated through other channels, including Twitter.



I see the blog as the Swiss Army knife of social media. It can be used to communicate almost any message in almost any form. It is also an excellent landing page for links from other sites. Say it on a blog and repeat it elsewhere.



**PAUL GILLIN**, Social Media Author and Consultant

<http://twitter.com/pgillin>



“**F**or many companies, there’s no contest between Twitter & blogging: you need both. The blog is the foundation of your public communication, and Twitter is the layer above it. If you have news & opinions, the blog is the place to lay them out - show your values, your activities, your thinking. Twitter helps to broadcast that content and also helps uncover & engage with a different (and typically broader) audience you wouldn’t have gotten otherwise.

Depending on the business, a Facebook page may be a fine addition too, but the blog is the platform with the widest reach. Of course, wherever you have a presence, you have to be willing to think editorially, and put in the time necessary for each outlet.



**KAREN WICKRE**, voice behind <http://twitter.com/google> and a Senior Manager, Global Communications for Google and advisor to Google’s dozens of blogs  
<http://twitter.com/kvox>

“

**do not think that Twitter replaces a corporate blog. My blog is my “homebase,”** to cite Chris Brogan and others. It is the place where I can develop my thoughts more fully and invite people into a more structured conversation around a specific topic.



Twitter, Facebook, LinkedIn, etc. are all important “outposts.” They are places where I want to have a presence, but I don’t own them like I own my blog. I use them to direct people back to my blog.

I don’t think this is a case of either/or but both/and.



**MICHAEL HYATT**, CEO of Thomas Nelson Publishing

<http://twitter.com/michaelhyatt>





**“We in “the profession” are obliged to say that no social media strategy should proceed without** beforehand, monitoring the landscape. That seems to be the “proper” and sometimes easy way to get things moving. We then move to discuss the idea that no channel has the right to be used without evidence that there is a need for the brand to communicate in that way.

The reality is though (and this is through a lot of experience!) that at the heart of any good social media strategy lies a blog - whether with a corporate hat on or a marketing-led branding/engagement one.

Communication through so many channels is now reduced to small, sometimes meaningless gestures such as “like” or “rate” and even limited to 140 characters on Twitter, so where does social media activity really have the opportunity to add value if there is no blog?

The blog, for me, is the way to get to the heart of what social media is all about - people. Giving the brand a voice, a means to communicate in a way that the stuffy website or social channels will not let them and a way to show consumers that the brand really does give a sh1t.



**PAUL FABRETTI**, co-founder of UK social media agency Gabba

<http://twitter.com/paulfabretti>

“ I see the tools as different because of length. So they are not interchangeable.



I have tweets at 140 characters or less.

I have blog posts of 100 to 500 words or so.

My free ebooks are between 2,500 and 5,000 words.

And my books are 50,000 to 70,000 words.

Plus I produce YouTube videos and more.

So what's my "hub"? For me it is my website. That's what Google ranks highest. That's where people go first. That's where contacts come in to conduct business (in my case hire me to speak or buy a book). I think blogs are great (and mine is important to me). But I think a site is the hub.



**DAVID MEERMAN SCOTT**, bestselling author of *The New Rules of Marketing and PR*

<http://twitter.com/dmscott>



I asked author and entrepreneur Guy Kawasaki to answer the question *Is a Blog the Hub of Social Media Marketing* in “ten words.” Guy is known for his rule of Tens, which he often uses in blog posts (Ten Questions). Here’s how he replied.

“No, Twitter is. :-)



**GUY KAWASAKI**, co-founder of Alltop, former chief evangelist of Apple and author of numerous books including *Reality Check* and *Enchantment*.

<http://twitter.com/GuyKawasaki>



“*The hub of social media marketing is products and services worth talking about.*”



**SETH GODIN**, author of 12 books including Linchpin and Tribes. Entrepreneur and speaker. His blog is one of the 25 most read blogs in the English language: <http://sethgodin.typepad.com>  
He is not on Twitter.

“ **think the blog is the hub of your social activities because it’s the main attraction point for search engines.** If you’re counting on outposts to draw the search traffic, you’re less able to control the code, tagging, etc., and you certainly can’t measure it as well.



If you use your website as your primary search beacon, then you’ll have a hard time winning results without recurring content (which I broadly define as being a blog or blog-like). So you almost have to have a blog as your hub.

“ *Control what you have complete control over.*

*Bryan Eisenberg*

Of course, if you don’t care about winning search results, it doesn’t have to be (your hub).



**JASON FALLS**, online communications and social media consultant

<http://twitter.com/jasonfalls>



“**It depends on (your) objectives. If the objective is to interact with current customers, keeping your product or service top-of-mind and building kinship with the brand, Facebook may in fact be the best hub,** given its inherent sociability, ease-of-use, and large audience. However, I’m always troubled by companies putting too much emphasis on Facebook (New England Patriots, Vitamin Water and many others are favoring Facebook over their corporate Web sites/blogs). Do you really want to build your social media program on what amounts to rented land? One terms-of-service change and your social media program has to scramble.

Not to mention that blogs are far superior to corporate Web sites, Facebook pages, and Twitter accounts with regard to inbound marketing. The SEO value of the blog alone makes it a suitable hub.

Lastly, the longer-form nature of blogging makes it ideal for developing connections between the company and customers. There is only so much humanization you can do in 140 characters - even in somewhat longer Facebook posts.



**JAY BAER**, social media consultant, speaker and author.

<http://twitter.com/jaybaer>



“**I think all the tools that you mentioned above (blogs, Facebook, and Twitter) all need to be in the** corporate marketer’s toolset. Different people will respond differently to different mediums in different ways. Some people will only respond to things on Twitter. Some people will really dig things in a longer format. Some people don’t use Twitter and only use Facebook. I go wherever I can meaningfully build new and sustain existing relationships with my users.



**JUSTIN THORP**, community manager, AddThis.com

<http://twitter.com/thorpus>

“*Our blog tells people how we think.*

*Michael Sweeney*

“**P**aula Berg formerly of Southwest airlines says this best when she describes their blogs as the “Hub of my social media strategy.”



Time Magazine also made a great point about Twitter:

“... in recent months Twitter users have begun to find a route around that limitation by employing Twitter as a pointing device instead of a communications channel: sharing links to longer articles, discussions, posts, videos — anything that lives behind a URL. Websites that once saw their traffic dominated by Google search queries are seeing a growing number of new visitors coming from “passed links” at social networks like Twitter and Facebook.” <http://tinyurl.com/yjld2q4>

So having your blogs as the hub and using these other ‘pointing devices’ to engage and steer traffic to that content appears to be an ideal use for Corporate Blogging. Often, search is overlooked in a traditional ‘social media strategy’, but the reality is that it’s a critical component.



**CHRIS BAGGOTT**

<http://twitter.com/chrisbaggott>



“ **absolutely view the blog as the anchor of the airline’s social media efforts. It is not necessarily the** most trafficked site, when compared to Twitter or Facebook, but it is the one place where we can house all of our content and communicate and play without limitations (i.e.140 characters or the rules and policies of other sites).



**PAULA BERG**, former Blogger Girl for Southwest Airlines’ blog, Nuts About Southwest

<http://twitter.com/paulaberg>

“ *The blog is home base; the website is the mother ship.*

*Tom Hood*

“**G**reat question and one that causes internal debate here as it relates to both internal marketing efforts and client marketing efforts.



Although it required hours of discussion, IM-ing and emailing to get here, our view is simple. Our website tells people what we do. Our blog tells people how we think. Our presence on social media properties - Twitter, Facebook, LinkedIn, etc. - serves as a distribution engine for the content produced on both the site and blog.

Nothing (at the moment) can supplant a well-designed, well-written corporate blog as the hub of social media efforts.



**MIKE SWEENEY**, managing partner, Right Source Marketing

<http://twitter.com/mjsweeney>

“

**f there is one lesson I have learned in my decade+ of helping companies increase their ROI from their online marketing investments it is control what you have complete control over. You control your blog and everything about it. You can always link to or pull feeds on to it from whatever service floats the next generations boat. However, if you make your hub on someone else's turf, don't complain when the rules of the game change.**



**BRYAN EISENBERG**, speaker and co-author, *Waiting for Your Cat to Bark*

<http://twitter.com/thegrok>



**“Debbie, I like the conversation you started and I would have to say (as one of your pupils) that our** experience says the blog is the home base for us. I would add that the blog needs to point to the website which is the mother ship. Then we use Twitter, Linked-in, Facebook, Youtube, Slideshare, and even Second Life to link from and to, to amplify our message and to meet our members (customers) where they may be. I can't see anything more powerful than the blog as our most useful (I like the Swiss Army knife metaphor) tool for communications.



**TOM HOOD**, executive director, [MACPA.org](http://MACPA.org)

<http://twitter.com/tomhood>



“**M**y take on this is that every social media campaign/conversation needs a focus which is a digital property owned by the brand which houses a lot of the assets used in the campaign. It could be a Facebook presence for a consumer campaign but for a corporate campaign I absolutely think the corporate blog is the physical centre of the campaign. The place where all of the conversations connected the campaign point back to. I think GM does it well at <http://fastlane.gmblogs.com>

That being said, the blogs that do this well don't necessarily look like blogs (as we know them) but rather are more like a blog on steroids or, you guessed it, a socialised website. So is the corporate blog the hub of the conversation or should the web site be the hub? However not a web site as we know it but a site that is an aggregation of all the corporate conversations out there about the brand. If you follow this argument to its logical conclusion, maybe the comms people should have a bigger input into these new types of web sites. I wrote a post about this at [www.projectmetal.com](http://www.projectmetal.com)



**DAVID HARGREAVES**, digital agency, Beyond

<http://twitter.com/davidhargreaves>

“**F**or Kodak - the blogs are the center of our social media efforts. It's the place where we are not restricted by 140 characters or an applications limits. We can embed photos, videos and links. We use our other social media tools, Twitter, Facebook etc to drive readers to the blogs to read the whole story.



**JENNIFER CISNEY**, Kodak chief blogger

<http://twitter.com/kodakCB>

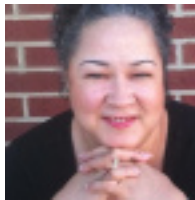


“**No third party social site can replace a branded space that is managed and made publicly available** by the company, for customers and others to enjoy, share and learn from. A corporate blog is the tasty treat that amplifies a well executed business plan.



Twitter (and the rest) are icing, not cake.

What's more, over-reliance on sites owned by third parties is an unwise business practice from an intellectual property perspective. If Twitter, Posterous, FaceBook (etc.) are all you have, what happens when they temporarily go down, are changed in ways you don't like or worse -- cease to exist altogether. Not likely, but the risk of relying heavily on third parties to "serve up" your content is too great to make much sense.



**DONNA MARIA COLES JOHNSON**, Indie Business Blog

<http://twitter.com/indiebusiness>



“**O**ur blog does serve as the hub of our overall social web program. We often use it as a toolkit for our chapters and the public to grab digital elements that might help them prevent, prepare for, and respond to emergencies. But if I were starting my job today and had to evaluate whether to create a corporate blog, would I? Maybe.

It wouldn't be the first priority but ours is a great home base platform to aggregate our content from Flickr, YouTube, and to keep our passionate stakeholders aware of our activities. I've hardly ever met a corporate blog that was compelling or fun to read but they are worth it if you understand that and use it as a hub for other more engaging and valuable projects.

We've also found that in times of crisis and disaster people have a trust in commenting on our blog that they don't seem to have on Twitter and Facebook. In general we get very few comments on most of our blog posts and lots of engagement on FB and Twitter. In times of crisis a blog post that relates to an ongoing disaster like the Fort Hood shooting or the earthquake in Haiti, we see people flock to our comment section and form a community of support there. We still see increased activity on FB and Twitter, but there's something special about how people support one another on our blog.



**WENDY HARMAN**, social media manager, American Red Cross

<http://twitter.com/wharman>





**“For me, my blog is my hub for my social media presence. If you go there, that’s where I link out to all** of my other networks, whereas my other networks just link back to my blog. For an organization, however, I’m not sure there’s a “do” or “don’t” when it comes to this subject. In some organizations, the blog is used to share thought leadership, in others, it’s a human face for recruiting, in others, it’s their primary customer service channel. Just as there’s no one way to use Twitter or one way to blog, there’s no one strategy that says your blog should or shouldn’t be the hub of your social media marketing. It’s all in how you use it. I think the blog has become the most popular “hub” because of this flexibility. It’s easy to integrate Flickr, Twitter, YouTube, etc. right into a blog. Not so with some of the other social media tools. I like Paul’s comment that a blog is like the “Swiss Army knife” of social media. Because of that, blogs seem to fit that role better, but that’s not to say that one couldn’t use Twitter or Flickr as your hub either.

That said, with the evolution of content management systems incorporating many of these social elements, I think we’re going to start seeing a movement back toward traditional websites becoming the “hub” of our social media marketing. Except these websites will have all of these social capabilities built in. The blog as a separate site apart from the corporate site will soon be a thing of the past. Instead, look for more blogs as features of the larger corporate site. That will be the new “hub” for social media marketing - the site that combines the social and the official.



**STEVE RADICK**, Social Media Lead for Booz Allen Hamilton

<http://twitter.com/sradick>



“**MHO, various social media channels (Twitter, FB, etc) are there to help you form a wide web of social connections, but your blog (corporate or personal) should remain at the center of that web.** This is the space where you take your time to explain your position and interact with your audience on your terms without the 140-character limit and without worrying about Facebook relevancy algorithms. This not to say that blogging should be done in a vacuum. It should be tightly integrated with your other channels (e.g. Pitney Bowes Connection Center blogs <http://www.pbconnect.com/blog/> are tightly integrated w/ a dedicated @PBconnect twitter handle and PB’s Facebook presence and they work in concert especially when driving content to these blogs).



**ANETA HALL**, Pitney Bowes <http://www.pbconnect.com/blog>  
<http://twitter.com/anetah>

“

**Interesting question - although it may be semantic, as the tools will constantly be in flux. At Ford, we believe** that our focus shouldn't be on tools but on behavior and corporate culture. If Twitter and Facebook disappear tomorrow, we'll still have the notion of regular engagement and interaction baked into our collective psyche.



For that reason, there's an absolute necessity to open up dialog on a corporate site - whether or not it's deemed a "blog," and it's also important to get out there and interact with customers on the sites they frequent as well. But to place a company's social network eggs in one basket (if you'll forgive me for using such a cliché) is misguided, as there's no certainty as to the evolution or prolonged support of such a platform.

One of the reasons we've been so active on Twitter at Ford is because it has served a wider strategic purpose. Twitter is probably the most personal of the social networks, as it allows you to have one-on-one interaction - *in the public square*. Not only do individuals get questions answered, but the rest of the community watches it happen. The result? Ford's reputation rises in that person's eyes as well as in the eyes of the entire audience that is watching the dialog unfold. We become a company that "gets it," and people start paying closer attention to our activities.

The companies that will be successful are those that understand how to do all of the above and how to integrate it effectively. Bring outside conversation in, take inside comments out. Aggregate content. Make the important content easy to find and easy to share, and in the process give people a chance to connect with others like them - both customers and employees alike. Whether or not this is deemed a blog is immaterial; the notion is that we're likely to see more corporate sites - or at least portions of them - becoming more blog-like in nature.



**SCOTT MONTY**, Global Digital Communications Ford Motor Company

<http://twitter.com/ScottMonty>



**“** In my opinion the corporate blog is the perfect hub. All the other tools like Twitter, Facebook & co are spontaneous, immediate communication instruments. A hub, however, needs to be designed with a long-term focus. It is a very strategic tool that can collect other parts of a larger discussion, which are distributed all over the internet. At Daimler (<http://blog.daimler.de>) we can start a discussion on the blog and can extend it via Twitter and Facebook to reach more potentially interested people. But there always needs to be one place where people can see the big picture (also after some time). While Twitter and Facebook have quite short information half-life, the blog can preserve this valuable information.

However, many managers lack the courage to start such long-term commitment, while short-term tools such as Twitter are booming in corporate communication. I am currently conducting a study that aims at addressing this fear by communication managers - trying to explain what factors influence the acceptance of a corporate blog by its audience.



**NILS KONIG**, Daimler's BlogDok

<http://twitter.com/KingNils>

“**F**or me, the blog is the hub of the social business for certain audiences.



I consider it a way to gather product requirements, test points of view (like you are doing!), and to answer pending questions. It helps me gauge the interest level in a set of business topics.

However, remember I am a B2B company -- if I was B2C, my hub would be Facebook.

And if I was targeting younger audiences, I would go for MySpace. Pew Internet released a report yesterday called Social Media and Young Adults that shows teen blogging down by 50% over the past four years, even as blogging increased among those over 30 years old. Interestingly, even as MySpace popularity wanes overall, young people are still almost double as likely to maintain a profile there as are older adults...



**SANDY CARTER**, VP, IBM and author

[http://twitter.com/sandy\\_carter](http://twitter.com/sandy_carter)

“**A**t its heart, a blog is about content. And “content” is exactly what attracts followers, so long as it is relevant, useful and fresh.



So yes, your blog can be the hub of your Social Media profile. But so could anything else you use to generate and distribute relevant content. Facebook. Micro sites. Your YouTube channel. Even that long-in-the-tooth cousin, email.

The one exception to this would seem to be the corporate web site. While organizations still love them, the “one-and-done” aspect to most of them make them serve more as a directory than as a source of fresh content. For more thoughts on this, check out <http://www.quisenblog.com/2009/10/15/social-media-you-can-own/>



**MICKEY LONCHAR**, Quisenberry Marketing and Design

<http://twitter.com/mickeylonchar>

“**A** blog is absolutely the hub of social media marketing. Imagine these scenarios:



1) An expert in your industry follows you on Twitter. After several exchanges, he decides he likes your style and decides to check out your site to learn more about you and your business. Does your site have content that jibes with your Tweets and “real time” expertise? Real time expertise = blog posts.

2) New Facebook fans see that you really know your stuff, judging by your insightful updates and posts. They visit your site to devour more content and take in more information. If you limit your content to Facebook, where’s \*your\* company’s brand? Shouldn’t you have a home base to say, “Hello! Welcome to our digital home.” I’ll refrain from sharing the 200 more scenarios dancing through my head!

Most traditional websites simply can’t do your social media efforts justice. A blog, however, serves up real-time information that’s fresh, not over-processed and relevant to the social media conversations out there. Too many businesses try social media on for size, only to send visitors and fans to a site that’s outdated, static and suffering from content anemia. A blog is an ideal way to serve up content that speaks to those visitors.



**DEANA GOLDASICH**, founder, Well Planned Web

<http://twitter.com/goldasich>



“**S**ocialization and engagement at all levels, whether it is corporate or individual always emanates from a “home base”. It’s critical that that base truly represents the people or person (or organization) from which it comes. That said, Twitter and Facebook should be thought of as extensions of the home, much like the clubs and associations we all participate in outside of our own homes.

It’s important to distinguish between the two (home and extensions of “home”) because, as author, Jaron Lanier “You Are Not A Gadget”, points out we are NOT the customer of Facebook and Twitter—the advertiser is. And therefore we don’t have any control over the environment we’re all communicating from. Sort of like inviting someone to come over for dinner at someone else’s house.

Best to use those “extensions” of our digital tools (FB, Twitter, etc.) to invite readers back into our homes where we can entertain and enlighten—and ultimately create stronger relationships.

[Disclosure: I have developed and continue to editorially manage “blogs” for Morgan Stanley Smith Barney]



**ANDY JACOBSON**, graphic design and communications

<http://twitter.com/andyjacobson>



“ say destinations, in the long run, don’t matter at all.



Read his blog post: *Roadmap: Make Your Corporate Websites Relevant by Integrating Facebook, Google, MySpace, LinkedIn, or Twitter* at <http://is.gd/9sked>



**JEREMIAH OWYANG**, Partner Altimeter Group

<http://twitter.com/jowyang>





“**N**orth American Agency of the Year. I think that brands need to incorporate a “social media hub” into their marketing strategies. It is crucial to have a location to elaborate on social content and drive people to. Ideally this hub is integrated into the entire site at various touch points, but the basic idea of a destination can not be fully realized until you bring the social channels to your site. From there, you can use Twitter to spread the message further, share valuable links and basic back and forth conversations, but the brand and the community manager must have a place to host the deeper story. Many companies are scared to use the term “Blog”, because the term blog has a lot of baggage and people are hesitant to call it that. So let’s just call it a “Social Media Hub”

People fear the term blog because they think it has to be one person in a room with strong opinions and brands have a hard time realizing that a blog is really just a way to organize content and can have many different personalities, contributors and purposes. So a “hub” for social content is a much more palatable term.



**JON CRONIN**, Director of Digital Marketing Strategy at DeVries Public Relations

<http://twitter.com/joncronin>

“**The challenge for Social Media strategists is to blend real-time information (Twitter et al) with** business data held in the back office systems, such as a policies, procedures, reports etc. The end goal for an organization is to capitalize and marry both data sets.



An infatuation with real-time data can lead us to give more value to the chatter and noise than it may deserve... whereas blogs, websites and traditional media, such as newspapers, may offer a richer, deeper view of a topic.

With the best will in the world, how much could you learn from, for example, Peter Drucker, if he only used Twitter.



**IVAN WALSH**, China-based digital content consultant

<http://twitter.com/klaritidotcom>



“**O**bviously social media efforts need to have a hub. But what actually is a hub? I think it has two very distinct functions. One is a content authoring platform and the other is a publishing/sharing platform. Blogs have served both functions very well, which is why up to now they have been seen by many as the hub.

Although many new options will no doubt come along, I think blogs and blog platforms will continue to dominate as the most popular choice to serve as the hub. Any transition to new choices will be fairly slow by social media standards. For one thing, blogging platforms themselves will not stand still. For another, while it's possible to shift your Hub to say Facebook or a Ning community or something else, for many the benefits are neither obvious nor certain. Making that change strictly to go after a specific audience is old, “walled garden” kind of thinking. Lastly, Twitter is great, but it'll never replace a blog or a content management system as the best way to author/produce the rich, deep content needed to fuel the whole social enterprise.



**STEVEN PARKER**, PR and media consultant

<http://twitter.com/sparker9>



“**The word “blogging” is old fashioned, even old school... but the concept lives on.**

Using Wordpress, we have really made our new website, [BethesdaEmediaMarketing.com](http://BethesdaEmediaMarketing.com), a blog.

Like a blog, we are adding materials and Google and other searchers are checking us out earlier and more often. The results mean we get into the index faster. Of course, we have those pages you expect in a website: Homepage and About Us and Contact Us... but these seem to be given better attention when treated in the blog format.

We set up a second blog account for our blog library of important marketing articles from many sources. This has begun to generate organic traffic as we have built it as well.

Over the years we have learned that organic search is key to success as much as PPC and this choice of platform is proving itself as we are still in the initial site re-launch and are included more often in searches.



**DAVID JAMES**, founder and president of Bethesda List Center and Emedia Marketing

<http://twitter.com/djamesbethesda>