

# You Can Lead a Horse to Water:

*How We Convinced Faculty and Staff to  
Create Content through Blogging*

# The Truth Hurts

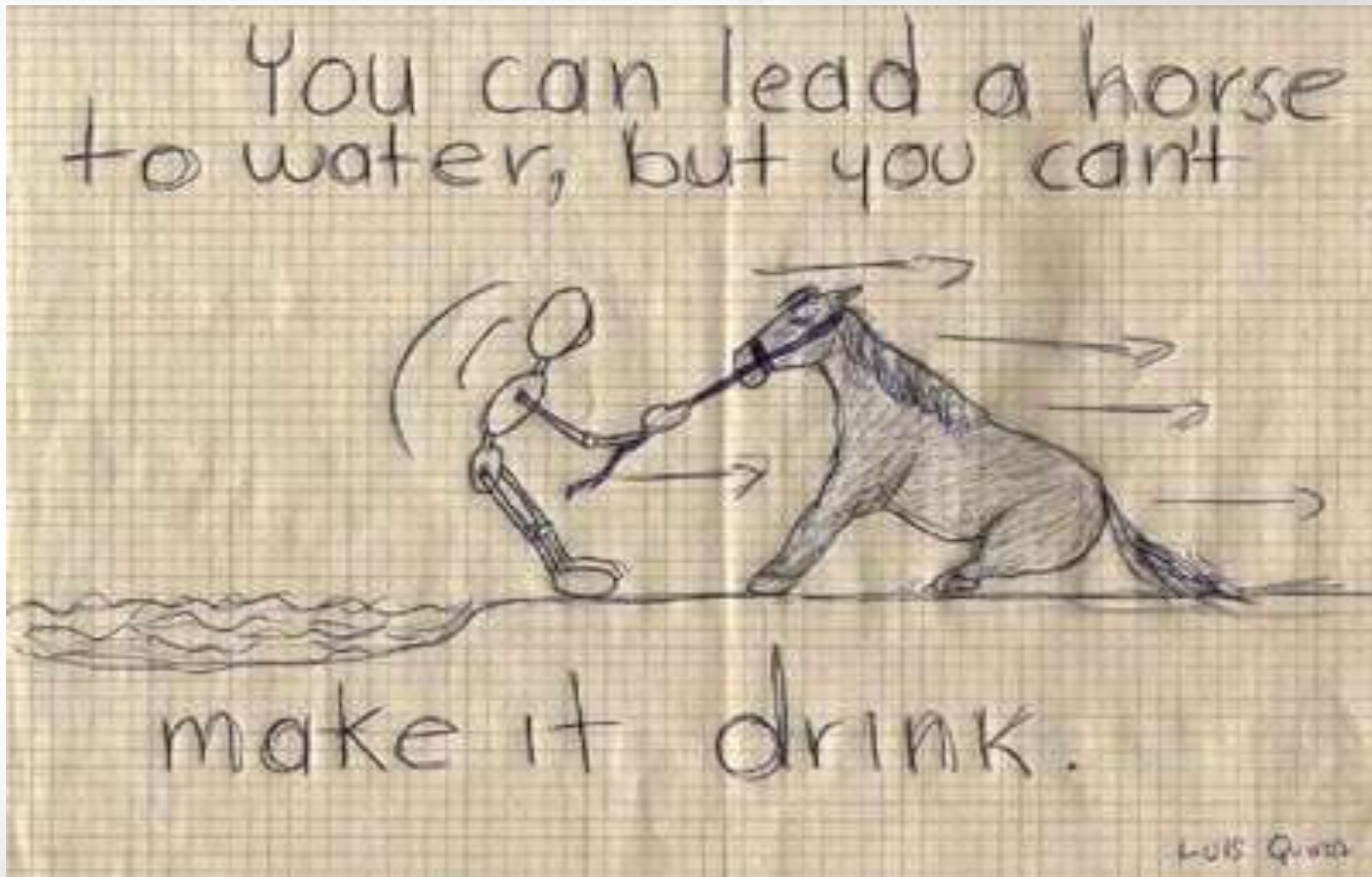


Image from <http://oels.byu.edu>

# CREATING CONTENT

## *College Humor's* **Ricky Van Veen's 10 Web Content Urban Legends**

### **Myth #10. People will create good content for you:**

This is the biggest myth of all.

*“Getting people to create content is hard; getting people to create good content is **really** hard.”* – Ricky Van Veen

# CREATING CONTENT in HIGHER ED: What do blogs have to do with it?

“...a blog is a dynamic tool for circulating your institution's messages among the people you most want to see them.”

- Russell Powell

*“How to Use Blogging as a Marketing Tool”*  
in the **Chronicle of Higher Ed**, 2010

# The History of Blogging at Lynchburg College

## Doing our Homework

- Starstruck
- Goff's Physics
- Internship Dude
- [Ambassador Bloggers](#)
- [Bloggers Abroad](#)

## Overcoming Resistance

# These have worked for us. Sometimes.

1. How can I help?
2. Choose carefully.
3. Don't take all comers. (Say "no" diplomatically; pursue good choices.)
4. Think like a farmer.
5. Support x 3.
6. Use graphics and video.
7. Include hyperlinks.
8. Push and pull among social media sites, your website, and blogs.
9. Encourage collaboration.
10. Measure and adjust.

# 1. How can we help?

Most faculty and staff members need support of some type. Discover the need and offer help.

- ✓ Tenure
- ✓ Funding
- ✓ Reputation
- ✓ Recruitment
- ✓ Retention



## 2. Choose Bloggers Carefully.

- ✓ Stars first
- ✓ Students second
- ✓ Diversity is critical
- ✓ Quality over quantity
- ✓ Consider the audiences

## 2. More - Choose carefully.

- Not everybody is a blogger.
- Not everybody is reliable.
- Some bloggers need more support (and arm-twisting) than others.
- Some bloggers have terrible ideas.
- Some bloggers have poor judgment.
- Monitoring can be an issue.
- Encouragement is good; threats work, too.

### 3. Don't Take All Comers.

- ✓ Say “no” diplomatically
- ✓ Pursue good choices
- ✓ Avoid bloggers with nothing to say
- ✓ Performance on other SM is a clue
- ✓ Probation isn't just for criminals

## 4. Think Like a Farmer.

- ✓ Plant seeds.
- ✓ Water and fertilize.
- ✓ Cross-pollinate.
- ✓ Weed, weed, weed.
- ✓ Give it time. An orchard takes years.

# 5. Support x 3.

- ✓ Educate
- ✓ Explain
- ✓ Train
- ✓ Suggest
- ✓ Share

6. Use Graphics and Video.

7. Use Hyperlinks.

<http://www.redchairblogs.com/redwolftales>

# 8. Push and Pull Among Social Media Sites, Your Website and Blogs.

<https://www.facebook.com/lynchburgcollege>

<https://twitter.com/lynchburg>

<http://www.redchairblogs.com/physics/>

# 9. Encourage Collaboration.

<http://www.lynchburg.edu/about-us/college-communications-marketing-ccm/social-media-directory>

<https://www.facebook.com/lynchburgalumni?ref=hl>

<https://www.facebook.com/LynchburgSOBE>



# 10. Measure and Adjust

- ✓ Use the built-in tools on FB, Twitter, WordPress, Blogger
- ✓ Google Analytics
- ✓ Bit.ly.com
- ✓ Free and commercial choices
- ✓ Measure according to goal.

“Metrics for a blog that’s focused on making a web site more search engine friendly by adding crawlable content and attracting links is quite different than a blog that’s meant to build thought leadership or brand credibility.”

-- Lee Odden, TopRank Online Marketing

**“It doesn’t take much  
data to convince most  
people.”**

**-- The Voice of Experience**

<https://bitly.com/p5ITfR+>

# The Red Chair Blogs

Lynchburg College  
ABOVE & BEYOND

Undergraduate Graduate Student Life Athletics Alumni Give Apply Visit


What's Happening

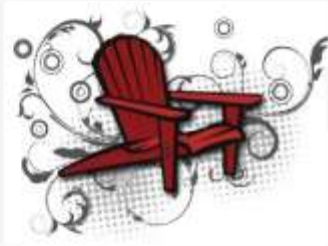
- Jordanian scholar at LC for year
- LC concert to benefit local food bank
- LC Theatre presents Bonnie & Clyde
- Nutritional food for all
- Poverty internships open eyes
- Feeding the hungry
- Chemistry major named Somerville Scholar
- Alghan vet finds home in fraternity
- Senior scores record label
- Coach Erica Stevie wins 500

More News

## Blogs earn Top 10 spot

Friday, March 1, 2013





LC's Red Chair Blogs were ranked 7th among college blogs by eLearnPortal.com for 2012. Here's what they say about our blogs:

"The Red Chair Blogs at Lynchburg College include writings from Lynchburg College faculty, staff and students. Bloggers include chaplains, chemistry professors, students and more. Each post is listed with a photo of the writer, including a snippet of the copy to entice readers to explore the post further. Lynchburg College has found a way to connect to its students with the Red Chair Blogs earning a spot in ELP's list of top blogs."

Check out the [Top 10 College Blog](#) list. The blogs were judged based on content, design, relevancy, and accessibility.

The Red Chair Blogs include Rants from the Grumpy Beard by John Eccles, vice president and dean of student development, Star Struck by retired chemistry and astronomy professor Dr. Neal Sumartin, Red Goes Green by McLane Crew '13, sustainability intern, Holy MOLY by Chaplain Stephanie McLemore and Associate Chaplain Anne Gibbons, Taking Care of Business by Dr. Joe Turek, dean of the School of Business and Economics, Red Wolf Tales by Paul Stern, coordinator of the Outdoor Leadership Program, and Making Sport of Physics, by Dr. Eric Goff, professor of physics.

You can sign up for any and all of the blogs by choosing a subscription option on each blog. Check them out at <http://www.redchairblogs.com/>

# The Red Chair Blogs

<http://www.redchairblogs.com/>

# You Can't Win Them All

[www.redchairblogs.com/onthepitch](http://www.redchairblogs.com/onthepitch)

# Guidelines

## 2.4 Blogs

While not strictly social media, blogs become interactive when they accept user comments. Lynchburg College blogs, with the exception of student blogs for study abroad and admission, fall under the Red Chair blogs or the Red Swarm blogs (athletics).

A blog is an archived collection of entries. Although they are usually text, a blog could feature photos or videos as well. Since people visit blogs for the purpose of reading (as opposed to finding specific information or accomplishing a task), blog entries may have more text than a typical web page. However, web conventions like short paragraphs, use of headings to label sections, and properly constructed links still apply.

If your office would like to start a blog, contact CCM at [ccm@lynchburg.edu](mailto:ccm@lynchburg.edu).

Are you ready to blog? Consider the following blogger expectations:

- **Regular posts.** To build readership, make sure you make regular posts. Once every 1-2 weeks is sufficient. It's better to be interesting every time than to be posting all the time.
- **Interesting posts.** Blogging is a big commitment. Make sure you have a list of topics that you know you want to blog about.
- **Comment management.** LC blogs accept user comments. You will need to regularly review and approve comments before they are posted. This allows you to filter out spam comments. You may find comments you may want to respond to. This is encouraged, as it fosters conversation.
- **Unique voice.** Although everyone should use correct spelling and grammar, blogs are individual. You should sound like yourself, writing in a style that suits you and the topic of your blog.

# Responsive Design is Like H2O

“Being able to display content across many different devices will quickly become a standard for web design. Mobile use will very soon outweigh desktop use, and it’s vital you keep pace.”

**Richard Eaves, [Steamfeed.com](http://Steamfeed.com)**



# Resources

[http://www.mediabistro.com/prnewser/the-ten-myths-of-creating-web-content\\_b3835](http://www.mediabistro.com/prnewser/the-ten-myths-of-creating-web-content_b3835)

<http://chronicle.com/article/How-to-Use-Blogging-as-a/124530/> (very basic)

<http://www.onlinecollege.org/2009/10/12/100-best-professors-who-blog/>

<http://edublogawards.com/> (the best according to edublogs.com)

<http://www.tufts.edu/home/feature/?p=bloggers>

<http://www.toprankblog.com/2008/01/20-blog-analytics-tools/>

<http://www.inkthemes.com/blogger-or-wordpress-which-is-better/02/>

<http://www.steamfeed.com/responsive-design-adds-value-social-media-marketing/>