

## Position Your Organization through Blogs

The internet is no longer just an information platform. It is a space in which users can create experiences through which to share ideas, news, and opinions. Blogs exemplify Web 2.0.

Blog consumption has grown at a rapid pace. Today, according to eMarketer, more than 70% of Americans regularly turn to blogs for information. What makes them so popular?

Blogs are often seen as more “genuine” than traditional information sources—as honest, transparent interpretations of a bloggers perception. Blogs encourage dialogue between the writer and the reader. Plus, the use of a conversational tone and the perceived “accessibility” of the author give his or her content more authenticity.

Blog authorship is recognized as a great way to position an organization as a thought leader or employer of choice. However, getting a blog off the ground can be a daunting challenge.



Web 2.0 applications like blogs allow the reader to change roles, turning message consumers into Word-of-Mouth influencers.

**NAS Interactive can help.** Our dedicated team of Web consultants will help your organization:

- Choose a topic that is interesting, relevant, and easy to manage
- Create a look and feel that is in keeping with your employment brand
- Create a unique and memorable URL for your blog
- Train your company’s designated blogger on how to update content
- Provide a list of Top 10 Tips for Blogging

**Reaching Web 2.0 users require Recruitment 2.0 strategies.** Let NAS Interactive show you how to attract and engage today’s growing media-savvy audience.

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