

(Web)Blogs:

Although not a social network like Facebook or Twitter, blogs can be used to reach a wide variety of people who have shared interests, and the author of the blog can receive direct feedback from his/her readers; so in many ways, the direct marketing avenue is still there.

Wikipedia defines a **blog** as:

A **blog** (a contraction of the term "**web log**") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic.

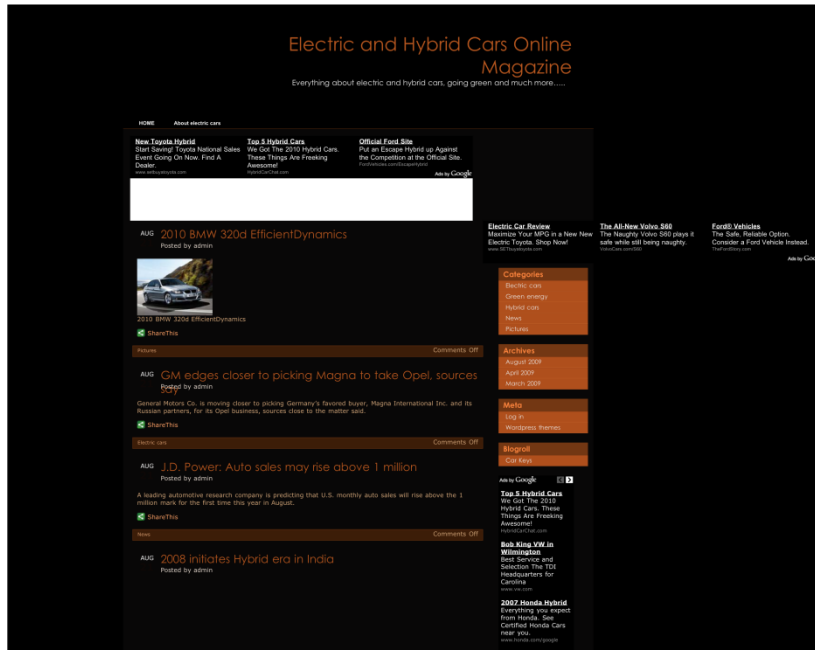
Blogs are useful for filling in your audience about what to expect during your AFV Day Odyssey Event. Whereas Facebook and Twitter are up to the minute, real time, instant feedback media for news headlines (a ticker tape, if you will); a blog gives its reader the full story. There are many, many different blogs out there today; everything from cooking to crafts to the war in Afghanistan to advanced electric drive vehicles. The key is, again, to keep a consistent look and message and direct your users to your blog via Facebook and Twitter (and to reference them to Facebook and Twitter via your blog).

Here's an example:



Always tie each of your media together! Obviously, you cannot put these icons in everything you do, but if your print ads or published articles direct users to your web site, then your web site should direct them to your blog, to Facebook, to Twitter, and so on.

Let's take a look at an Advanced Electric Vehicle Blog...

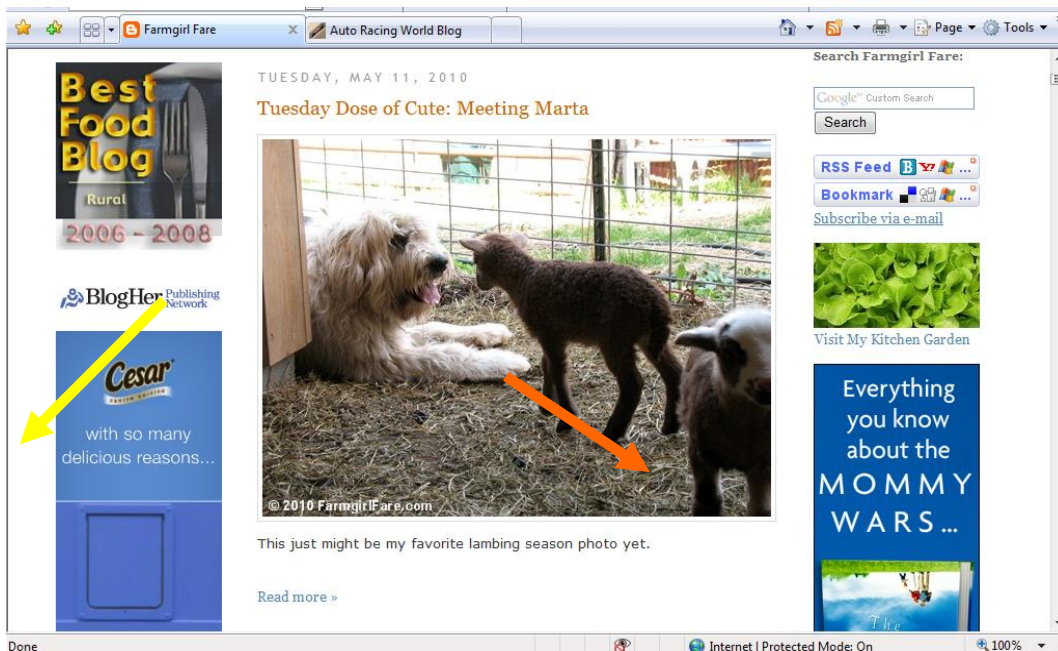


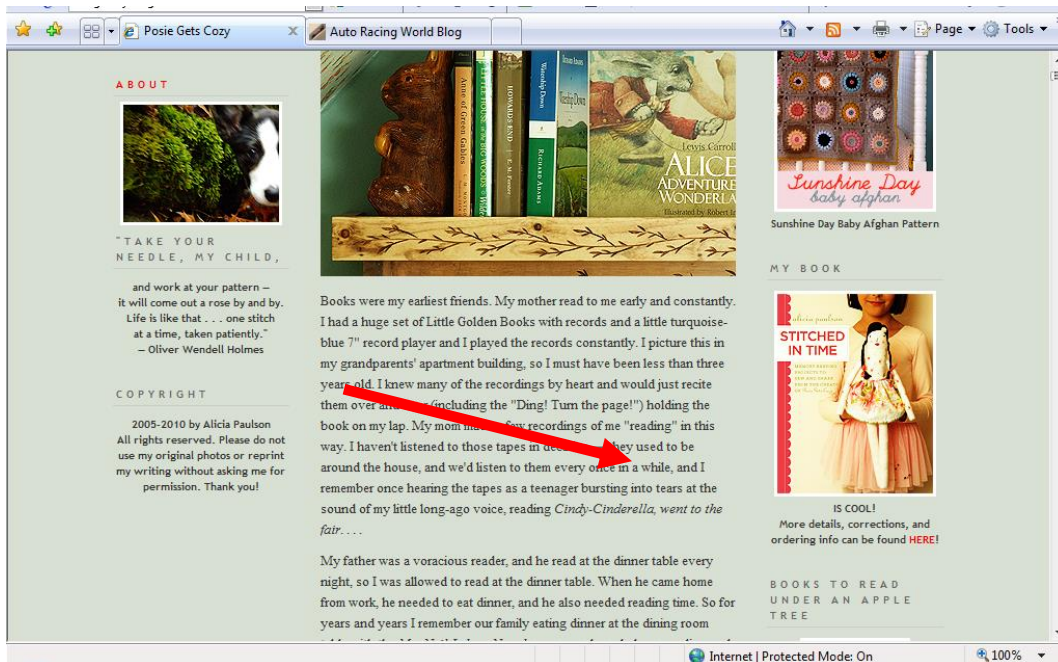
file:///D:/Users/ranta/Desktop/Electric&HybridCars2010Blog.html(1) 10 8:28 04 PM

You can see from this posting, there are multiple entries from multiple authors. If your project is being overseen by a team and each member has a different aspect of the project that he/she is capable of expounding better than another, there's a benefit to blogging in that you can create a variety of authors for the same blog/webzine (on-line magazine). Do not forget to post photos and videos too...not just text! Readers are much more likely to keep reading if they have something interesting to look at in addition to simple written information and data.

Similarly, you can use your event blog as a place to sell sponsorships or t-shirts or event related memorabilia.

Note the blogs below.





In conclusion, social media is an excellent avenue to reach *your* peers, colleagues, and most importantly the public to get them excited about your AFV Day Odyssey project. Follow a few simple guidelines, and you will not fail:

1. Keep your message and look consistent (this includes any other advertising you may be doing: print, radio, broadcast TV, etc.)
2. With social media especially, keep the news fresh...they call it **news** for a reason. If it is more than a few days old on the Internet, you are missing out. Whether you have a big story or not, let your followers know you are still out there, getting ready and excited about your event. Update the postings and information regularly.
3. Respond to feedback received and remember social media is, above all else, interactive.
4. Have fun with it!