it’s on the blog
how blogging changes the way we do business.
A blog is not another Web page.

A blog means you stop talking about yourself and you start having conversation.

This is not easy.
how we got here

} Pitchers as reporters
   • News diagram
   • 24/7 news cycle

} PR and the Web
   • Old methods
   • Reality check

} Financial
   • No money, but still want outreach!
the concept

Our objectives

- Provide something useful
- Focus on storytelling
- Outpost to social networking
- Improve depth of understanding
- Put a face to agency
- Encourage civic engagement
warnings

} From Our Corner

• Not self-serving, it’s service
• News product vs. bulletin board
• Not “I think”, it’s “you think?”
• No bores or snores
• Aesthetics matter
key considerations

} Labor
  • Work flow and roles
  • Expectations
  • Commitment from managers

} Legal
  • Blogging policies
  • Comments
  • Internal
  • Records retention
specifics

} Technical
• Wordpress, open-source software
• User-friendly
• It’s free!

} Visibility
• Integrate into traditional outreach
• Dominant presence on homepage
Re: R-71: How large are we talking?

by Christina Siderius | June 10th, 2009

We've had lots of questions about the R-71 petitions, which by law are required to include 114-pages of Senate Bill 5689 text with the petition on just one sheet of paper. Just how did sponsors manage that one? Dave channels Vanna White to show you the dimensions of the much talked-about petition sheets.

(The front of the petition sheet, unfolded)
From Our Corner

From Your Corner of Washington

by Christina Siderius | June 17th, 2009

Three Fingers Lookout
-Submitted by Tristan

Submit us your photo from your corner of Washington, and add our Facebook application.
Insta-poll: Smoochy or not?

by David Ammons | March 19th, 2009

Will you help break the tie? College students and our voter outreach gurus split right down the middle when they were voting on a new lapel pin for their 2009 campus activities to encourage more student engagement, volunteerism and voting in their communities. (SecState Reed is touring more than 20 campuses this spring as part of the thing.)

The Top 2 choices for you to consider are smoochy flag-lips ("Love your vote!") or a sleek opponent VOTE. Which version do you like, remembering the target audience?

Which do you like better for College Civics buttons?

[Vote button 1: 32.9%]
[Vote button 2: 49.0%]
the moderator’s dilemma

Comments
• Trash talking
• Regulars
• Pen pals

Conversation
• Responding to questions
• Being proactive
benefits

} Interaction
   • Comments and conversation

} Education
   • Q & A is powerful
   • You’re the expert on the issue

} Rumor mill
   • Response and rebuttal
moving forward

} What are your ...
  • Goals?
  • Team strengths? (and weaknesses?)
  • Expectations?
  • Resources?
  • Support?
contact

Christina Siderius
new media
e: csiderius@secstate.wa.gov
p: 360.902.4176