

Why Blog?

Promote events

92nd Street Y: <http://blog.92y.org>

Pull back the curtain

Steppenwolf: <http://blog.steppenwolf.org>

Actor forgot lines: <http://blog.steppenwolf.org/2008/09/30/80-cents-on-the-dollar/>

Educate and advocate

Womenstake (National Women's Law Center): <http://www.womenstake.org>

Provide resources and engage constituents

Austin public library: <http://austinpubliclibraryblog.blogspot.com> *twitter

Birmingham public library: <http://bplolinenews.blogspot.com> *flickr

Sacramento public library: <http://splcen.blogspot.com> *delicious

More library blogs:

http://www.blogwithoutalibrary.net/links/index.php?title=Welcome_to_the_Blogging_Libraries_Wiki

Report on conferences and events

Computers in Libraries uses <http://www.infotodayblog.com> to promote and report on its annual conference.

You'll find past conference coverage, too: <http://www.infotodayblog.com/2008/04>

Track and analyze issues in the news

Center for Global Development maintains multiple blogs on global poverty:

<http://www.cgdev.org/section/opinions/blogs>

Promote the knowledge of experts (in-house or guest bloggers)

Our Bodies, Our Blog features guest posts from Breast Cancer Action:

<http://www.ourbodiesourblog.org/blog/2008/09/breast-cancer-rbgh-and-yoplait-put-a-lid-on-it>

Engage constituents in discussion/action

Via comments or by providing members with the tools to start their own blogs, like Best Friends Animal Society:

<http://network.bestfriends.org>

Document and publicize your work

Make public or keep internal. MediSys, for example, is a public site, but the tone indicates it's more for an internal audience: <http://medisys.typepad.com>

Sharing Mayo Clinic -- <http://sharing.mayoclinic.org> -- on the other hand, solicits reader participation.

Manage your message

Healthy Schools Campaign responded to a Chicago Tribune blog post on HSC's own blog -- and added a comment on the Tribune story:

http://healthyschoolscampaign.typepad.com/healthy_schools_campaign/2007/04/why_i_run_the_c.html

Cross-promote content created for website and newsletters

Share and share alike! Just remember to alter the tone and length for each medium.

It's easy!

Over 100 million blogs indexed by Technorati:

<http://technorati.com/blogging/state-of-the-blogosphere>