

Integrating Blogging & Vlogging With Social Media

Presented by: Sam Posselt, Marketing & Training Director

sam@phambano.org.za

Connect with me on Twitter: #PhambanoTech

BLOGGING

*VERB: write about (an event, situation, topic etc) in a
blog*

VLOGGING

NOUN: a blog in which the postings are primarily in video form

Blogging / Vlogging

- Know the plan
- Know the words
- Know the graphics
- Know the time
- Know the revival
- Know the compliment
- Raw vs Planned
- Complimentary Blog
- Ideal Tool
- Duplicate Tool
- R, R, P
- Feedback Filters

Tips

- **Be authentic**
- **Proof, 7 times**
- **R, R, P**
- **Preview before publish**
- **Format: **B** / **U****
- **Content Plan / Themes**
- **Guests**
- **Evergreen Postings**
- **5 different statuses**
- **Evernote**
- **RSS Feed**

Tools

- Register Domain SA
- WordPress
- Google Apps
- Canva
- Buffer
- Content Calendar
- Plugin Management
- Mailchimp
- Revive Old Post
- Pinterest
- Hashtags / Evernote
- Days of Interest