

Using a blog as part of a media strategy

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A decorative graphic consisting of a solid teal horizontal bar at the top, followed by a white horizontal bar, and then three thin, parallel teal horizontal lines of varying lengths extending to the right.

Where we're coming from ...

prim
perfect

metamakeover

THE PRIMGRAPH
A MAGAZINE DEVOTED TO THE HISTORICAL SIMS OF SECOND LIFE

Magazine format

- Inworld presence: Thinc Book Distribution
 - Kiosks
 - Website sales: OnRez; SLExchange
 - Subscribe-o-matic
 - Groups
- Real world presence: pdf Distribution
 - Web-site
 - Blog
 - Calaméo

Why have a blog?

- Distribution of the magazine
- Supporting magazine content
 - Treasure Hunt
 - Competition deadlines
- Announcing news:
 - Opening of new stores
 - Imposition of VAT

Why have a blog?

- Addressing issues of interest
 - Content creation theft
 - Hidden prim counts inworld and on the web stores!
- Adding rich content
 - Store reviews
 - Item reviews – e.g. series on signature pieces

Building a Community

- Rich tool for keeping your publication in the public eye
- Opportunity to share information between issues
- Empowering the audience
 - Allowing their comments
 - Developing magazine stories from their ideas
 - Acknowledging their feedback

The audience is a part of the medium

- Ideal:
 - The audience becomes an active communicator
- Reality:
 - The audience is
 - frequently passive
 - occasionally disruptive
 - And, just sometimes, an active communicator
- And that's when you have a successful blog!