

Weblogs as new opportunities for Corporate Communication - without journalists?

Summer School „*Political Consulting and Strategic
Campaign Communication*“ - Corporate Day

Mannheim Centre for European Social Research
(MZES) Centre for European Economic Research
(ZEW)

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Bloggers as Journalists

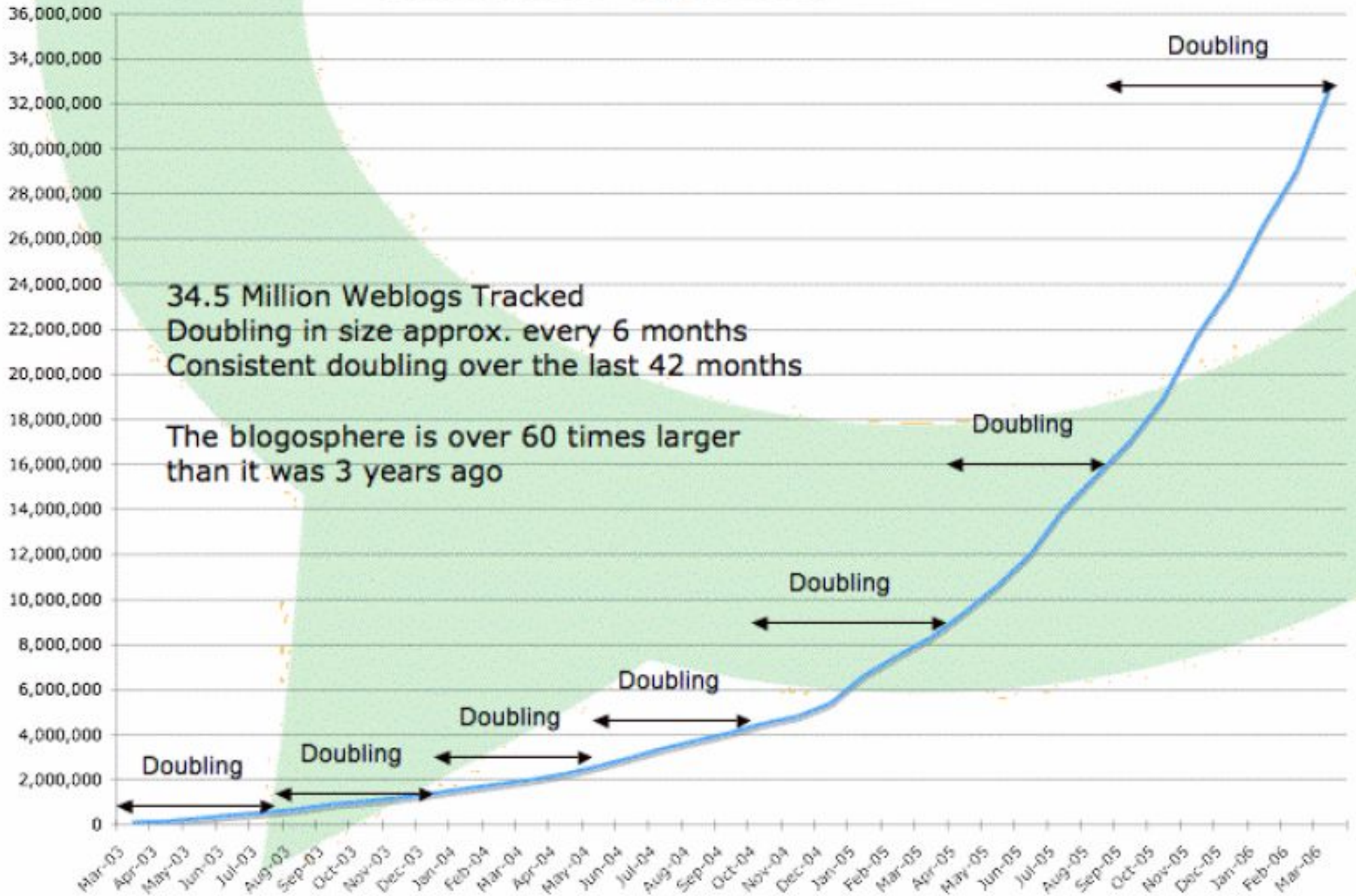
- **Weblogs as new opportunity for Corporate Communication – without journalists?**

Since 2000, a new type of “journalists” appears on the scene: Bloggers. This grass route movement uses the new opportunities of the internet to communicate what they think are important issues. Weblogs are now an important means of communication even for enterprise news. Our speakers will highlight this development and discuss the implication for

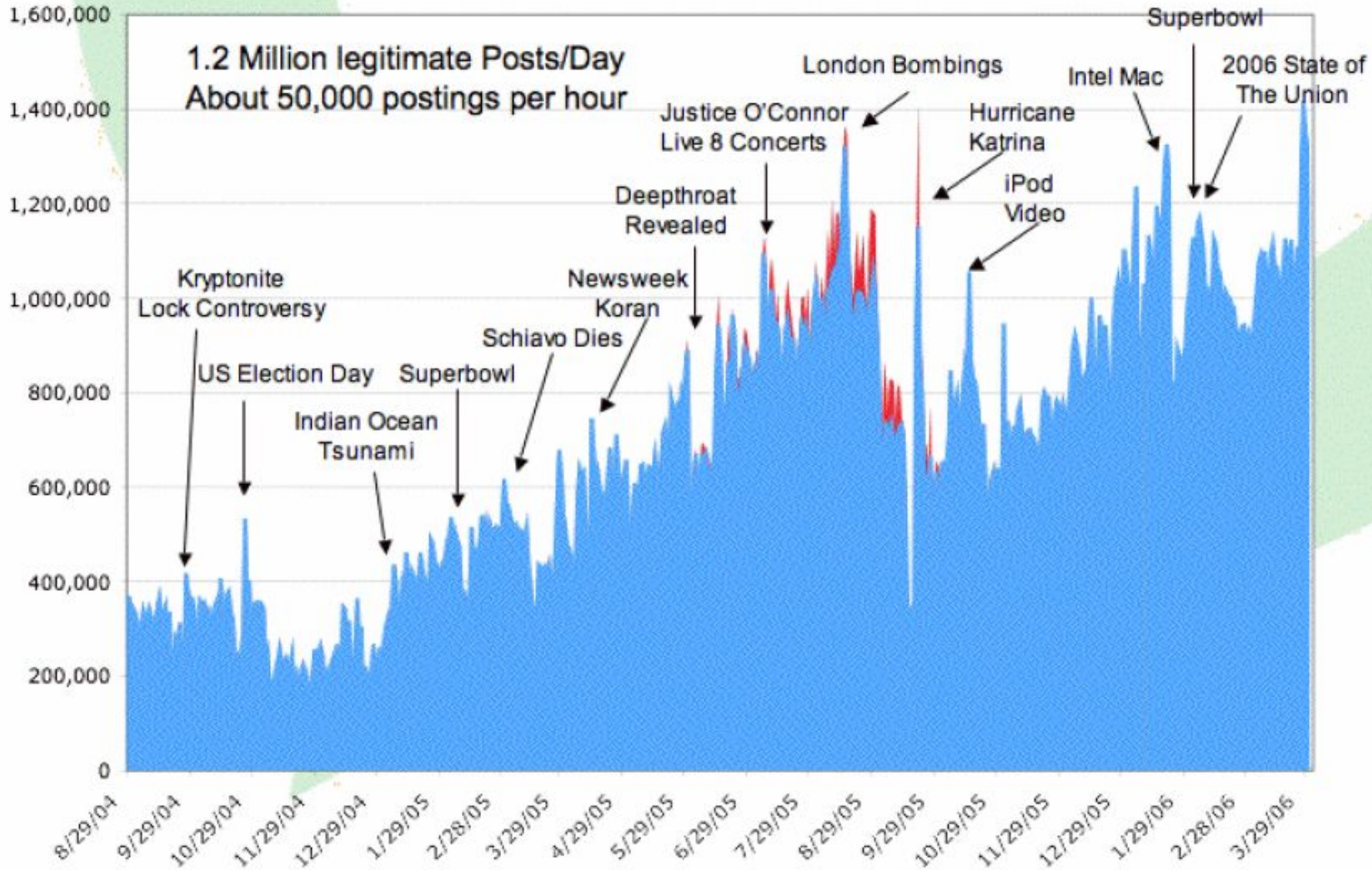
Bloggers as Journalists?

- Information
- Identity
- Relationships
- Persistence

Weblogs Cumulative March 2003 - April 2006



Daily Posting Volume



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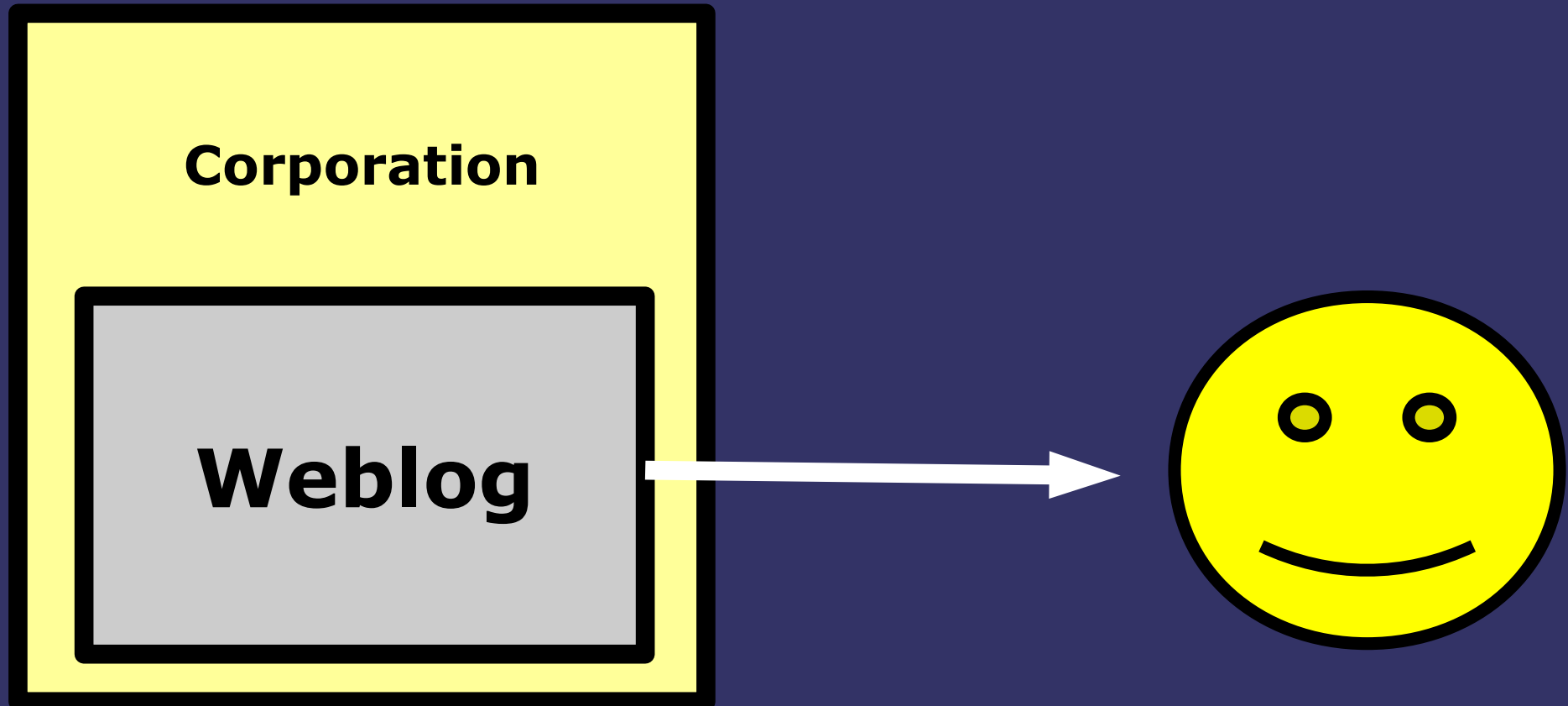
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Overview: Weblogs and...

- new opportunities *without* journalists
- new opportunities ~~*despite*~~ *with* journalists
- new opportunities
(never mind the journalists)

Weblogs & Corporate Communications *without* journalists

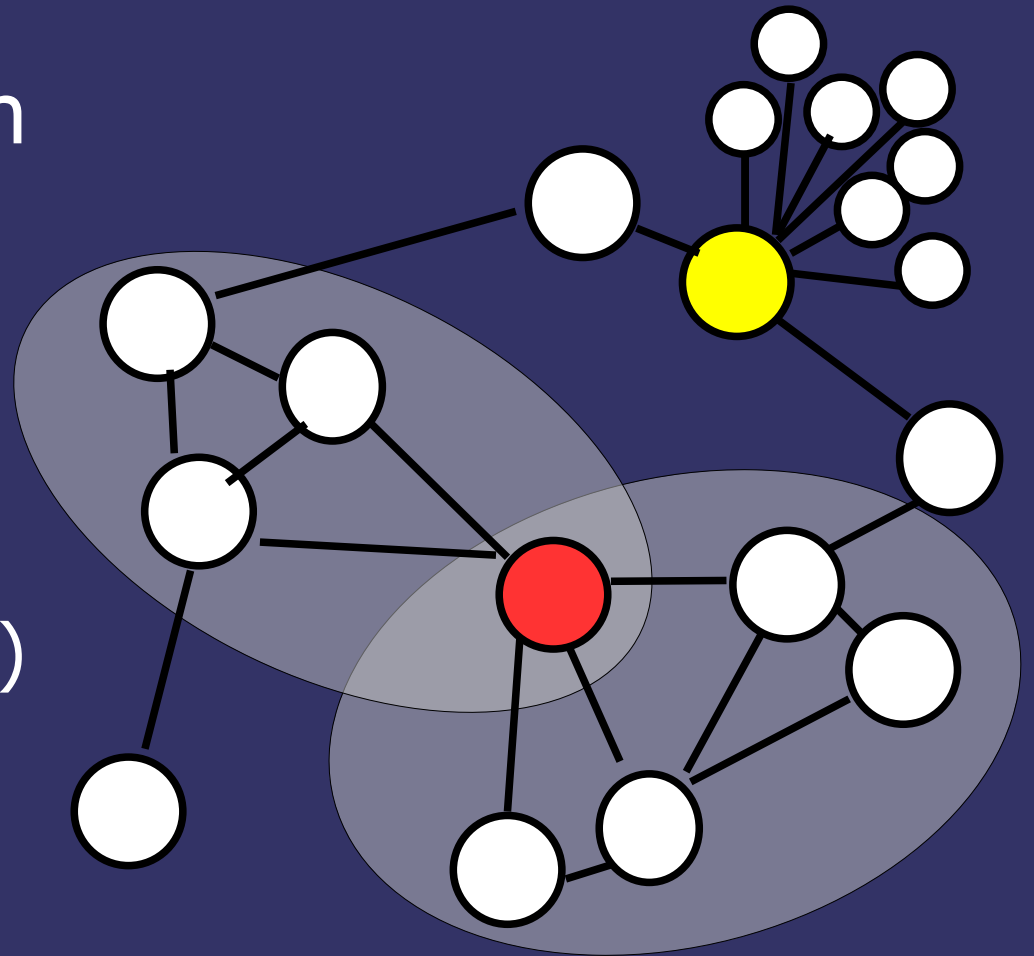


Weblogs & Corporate Communications *with* journalists

- Journalists read Blogs
- Journalists search Blogs looking for
 - Themes and
 - Experts / Opinion Leaders
- Journalists are Bloggers, too

New Opportunities

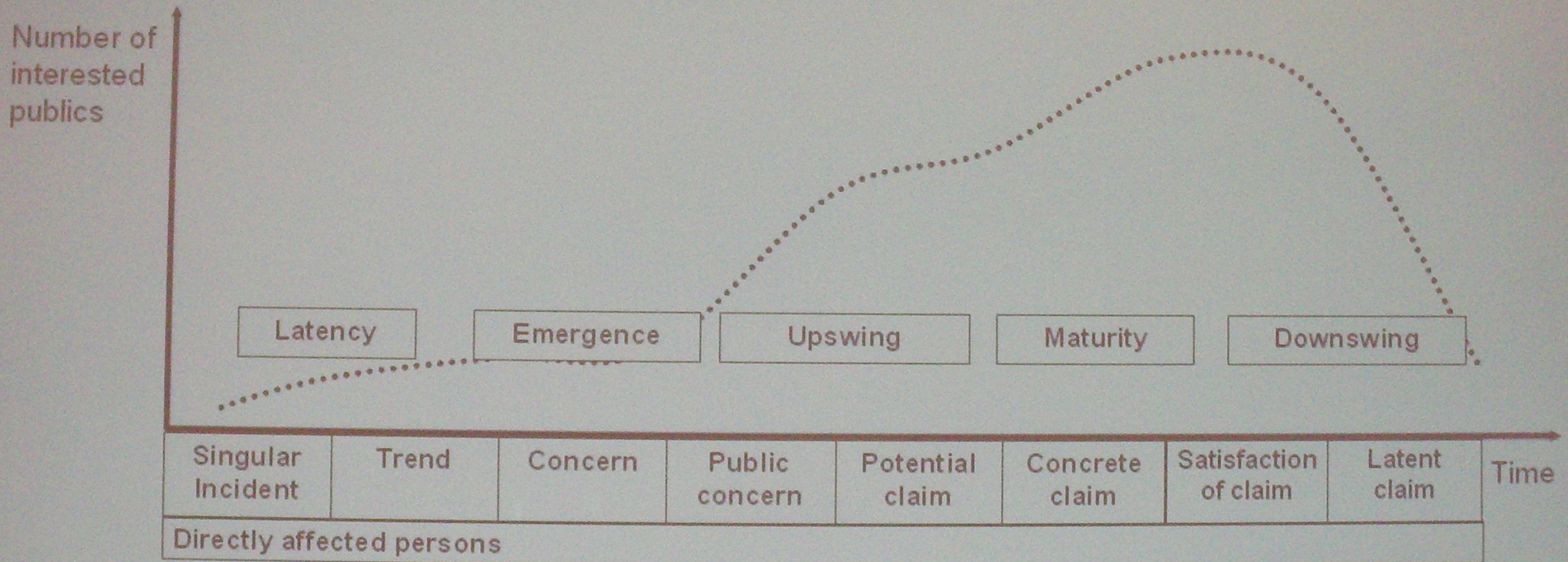
- Communication in Networks
 - Multipliers
 - „Translators“ (Explanation, Contextualisation)
 - Boundary Spanners



What Companies do

- Start blogging („Corporate Blogs“)
- Communicate with bloggers
 - The Marketing way
 - The PR way
- Listen
 - „Sense-Analyse-Respond“

Issue lifecycle



(adapted from Achleitner 1985)

What Companies do

- Employees' Blogs
 - „Ambassadors“
 - „Antennas“

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**Weblogs as new opportunities
for Corporate Communication
- without Weblogs?**

Thank You

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<http://www.roell.net/weblog/>
<http://www.roell.net/weblog/english.rdf>