

PROS AND CONS OF BLOGGING

PRO

Developing a blog can be a pathway to amazing opportunities.

You give potential hiring authorities or recruiters the opportunity to see you in action by showing that you can:

- Develop an audience
- Communicate effectively
- Understand your area of expertise
- Know how to network

Personal blogs that focus on specific industries or professions are becoming essential tools for some job seekers.

CON

If you are currently employed, creating a blog can make you better known than your boss. Some employers are rightfully concerned about hiring people who bring external celebrity to their jobs. When you begin to market yourself using a blog, you have to understand you may scare some people away; this includes hiring authorities and recruiters.

PRO

If you enjoy blogging and interacting with others, you will be selective when considering a new employer. The type of employer, who would be turned off by your notoriety in an industry or profession, isn't the type of company you would target. Your blog can help you screen those employers out.

CON

Starting a blog after you are unemployed will not get you a job quickly. The best time to start a blog is when you are employed so you can build an audience and create content.

PRO

Blogging can add to a company brand and your position as an authority or subject matter expert within your company and profession. Once you have an audience, you must continue to keep information positive.

CON

Negative posts can be fatal and can open you up to many legal, liability and employment questions or problems.

PRO

When you provide resources and make intelligent observations, your blog augments your position with your company and promotes your company. This can drive up customer confidence and position you as extremely valuable. When you are conducting a job search, your value to a future employer is apparent to hiring authorities and recruiters.

CON

Be cautious when posting pictures that could reveal traits that are not desirable. Individuals with confidential blogs have been terminated because they posted a picture which was inappropriate and traced back to them.

PRO

Blogging helps you document and publish your ideas while associating with like-minded people. This type of expertise often leads to raises, promotions and new opportunities.

CON

Blogging can help you take ownership of your career and vision. It is important to know your audience and understand the potential impact of your blog posts. They will make a lasting impression and will either have a positive or negative impact on your career.

BLOGGING GUIDELINES

WRITE REGULARLY

Your audience will want to find you on a regular basis. Writing daily is best because weekly won't give you traction. Try writing a post for three weeks which will allow you to figure out if you want to blog.

BE PERSONABLE, NOT PERSONAL

If you are blogging to enhance your career, provide relevant information not mundane details about your personal life.

DEMONSTRATE YOUR EXPERTISE

Potential employers will be interested in the value you will bring to their company. Stories about successful projects, improvement ideas or solutions to problems greatly enhance your marketability.

GENERATE NEW IDEAS

Blogs are most effective when they offer new ways of doing things that are more effective and innovative.

PROMOTE OTHERS

Get to know other people in your profession. Write about them and praise them. The best resources are people who know other resources. This will help your network grow as you continue to blog.

There are pros and cons to blogging and it can be time consuming. After you weigh the pros and cons, you can make an informed decision if this is something that will enhance your career.