Role of Free Management Library Blogger

The Library quickly brings wide exposure to the credibility and work of each Blogger – many of the Library's topics consistently rank in the top 10 results of Google searches. The Blogger's picture and information is very visibly included on each page of his/her blog., along with a link to more information about the Blogger. Bloggers can cultivate business among blog readers, in a tactful manner. In return for the visibility, Bloggers should adhere to the following responsibilities.

- Publish a post (article, opinion piece) of 200-500 words at least once a week. This can include publishing submissions from guest writers. We provide a clear procedure about how to publish a post.

- Review the Policies as included on each blog for guidelines to determine appropriate posts and commentary, writing posts and terms of copyright. (Writers of posts and commentary retain copyright of their materials, but give non-exclusive rights for the blog owners to retain posts and commentary on the blog and in the Free Management Library.)

- Review readers' commentary to posts and any guest writer's submitted posts for conformance to the Policies, and select submitted post for publishing.

- Occasionally edit a writer's post or reader's comment if it does not conform to the Policies. We provide a clear procedure about how to do the editing.

- Respond to readers' commentary if not answered by other readers, within 1-2 days of the comment.

- Delete the rare occurrence of SPAMS in the commentary. (The blog software includes an automatic SPAM detection system, as well.)

- Help market the blog through mention to colleagues, social media, etc.

- Help readers to understand and utilize the blog. (Each blog includes a straightforward "About" page that describes how to use the blog.)

- Promptly inform Authenticity Consulting of any recommendations, issues or concerns regarding your role or operation of the blog.

- We expect the role of Blogger to be about 1-2 hours per week, depending on the number of posts written by the Blogger versus submissions from guests.

- The Blogger should commit to the role for at least a six-month period.

If you are interested in managing a blog, please contact Carter McNamara at carter@authenticityconsulting.com