

IOVC Strategy and Technology

Helping People Succeed through the Use of Internet Technology

Business Development Coaching and Consulting

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What are Blogs Used For?

Blogs are used for a number of things, but often a person uses them to air his or her feelings about a perceived injustice. Doing this is liable to get the blogger into a great deal of trouble. Some people have lost their jobs through slamming their employers for something they consider to be wrong at the workplace. Others have been sued for libel, so it pays to be careful what you write on your blog.

Frequently young people get carried away while blogging and post indiscrete images of themselves. Then a prospective employer finds it and decides that is not the image he wants in an employee. So he decides not to hire a person who may otherwise have admirable qualifications. This is an unwise use of a blog.

However, if you wish to learn more about a specific topic and find a blog that deals with it, then you could join up and ask questions of others who post replies to you. You can also enroll to receive a newsletter, if that option is on the blog, or you may be informed whenever an update has been posted. This reminds you about the question that you asked and where to go for the reply, otherwise you could forget which blog it was on.

Blogs can also be used to make money, if you know how to do it. Some people have done so well at this they find that it is the only source of income they need. Blogs can also be used to advertise and market the products on another website. Many people use them to drive traffic to their websites for this reason.

Some blogs allow for interaction between bloggers, so that anyone interested enough can post a comment, a question or an answer or they may even have a complaint about something to make. All these things can be done via a blog and those that allow others to post comments have become more popular than the ones that don't.

If you want to communicate with others for any purpose, then you can do it via a blog. In fact politicians have used blogs to create a feeling of closeness with their constituents and even discredit the opposition. One thing that should always be remembered is that the things you write on your blog can easily come back to haunt you, as the contents of a blog can be used in court.



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