

A hand is holding a square sign with a silver frame and a brown background. The sign contains text about using a blog as a communication channel. The background of the image is a blurred green hedge.

# Blog as a communication channel

Pinja Kallis  
Communication Manager

@PinjaSana  
@ProComRy



A large audience is seated in a grand, ornate hall, facing a stage. A speaker is standing on the stage, and a large projection screen displays a presentation slide with the text "Further Ahead?". The hall features high ceilings with decorative beams and hanging lights. The audience is diverse in age and attire, and many are looking towards the stage.

# ProCom

– The Finnish Association of  
Communication Professionals

Further Ahead?

# Bringing communication professionals together

- 3 000 members in PR, organisational communication, marketing and journalism
- Inspiring and educating communication professionals: Trainings, events, visits and excursions, discussion forums, networking
- Supporting careers: mentoring, headhunting, job and traineeship ads
- Bringing the field of communication and the practices forward: surveys, [VEN](#) (The Council of Ethics for Communication)



Kuva: Karri Harju / Villivisio

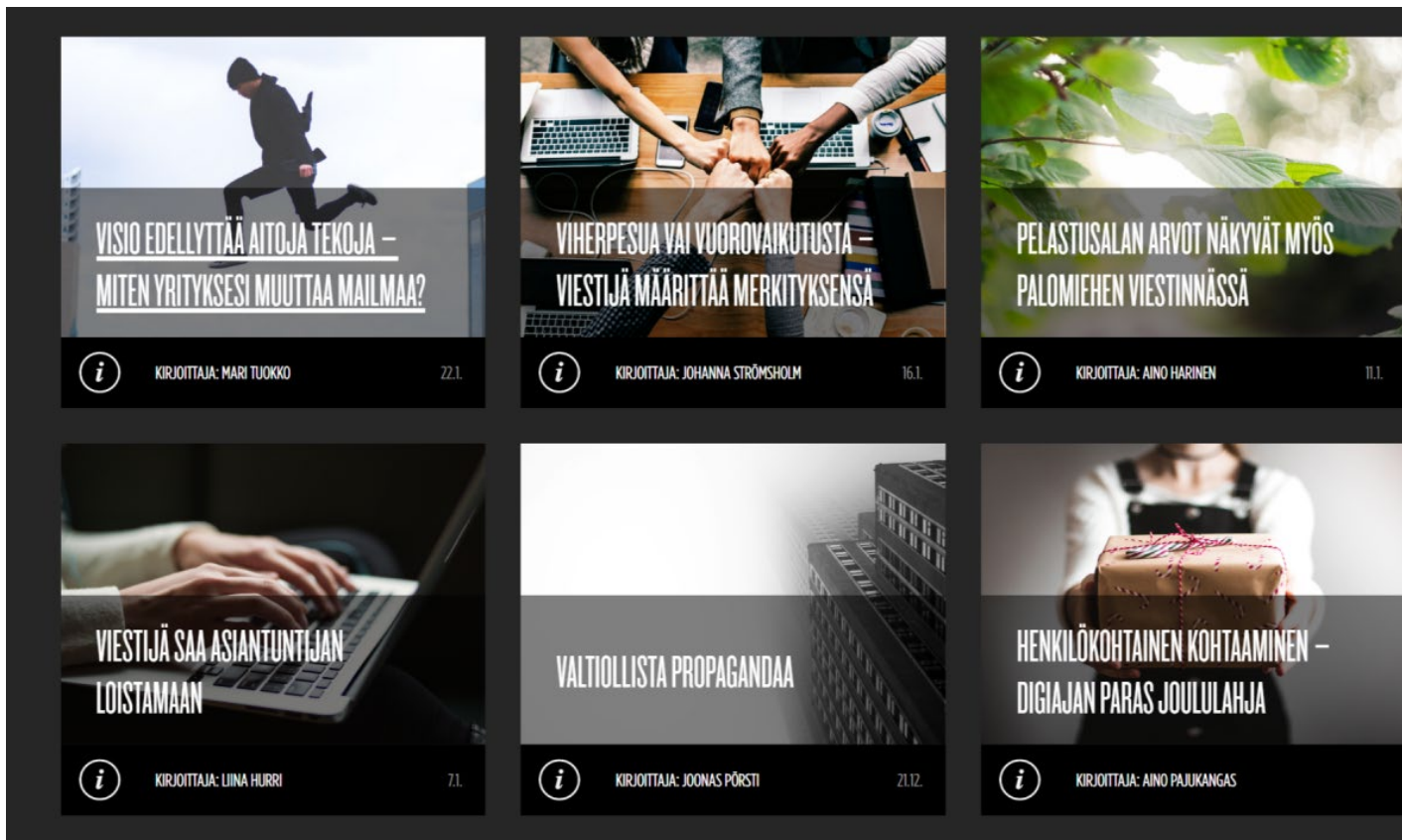


[\(https://procom.fi/viestintaala/procommaacademic/\)](https://procom.fi/viestintaala/procommaacademic/)



(<https://procom.fi/jasenelle/podcast/>)

# VIESTIJÄT



(<https://viestijat.fi/>)

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# Blog as a communication channel

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# Agenda:

1. Blog as a communication channel
2. Writing a blog post



# Blog as a communication channel

- Informative, inspiring, entertaining...
- timely
- personal view
- links
- commenting



Earned media > own media

(Course reading: Garden, M. 2011. Defining blog: A fool's errand or a necessary undertaking )

A spider web is the central focus, set against a blurred green background with a bright light source on the left. The web's spiral pattern is highlighted by the light, creating a sense of depth and texture. The text is overlaid on the web, with each word in a separate semi-transparent box.

Corporate communication

Leadership

Marketing

Political impact



What is your target group interested in?

# Corporate communication

- Strategic communication
- Branding and PR
- Target groups: investors, shareholders, clients, partners, media, wider audience

# Leadership

- Internal & external
- Internal communication, culture, employee engagement
- Target group: employees

# Marketing

- Content marketing strategy
- Engaging with the brand
- Visitors to a website, webstore etc., SEO
- Connection to social media
- Channel for customer service
- Target groups: clients, potential clients

# Political Impact

- Own view on decision making
- Opinion forming
- Direct contact to electors



# Personal Branding

- Expertise and views
- Platforms: [Viestijat.fi](#), [Bonfire](#), former Digitalist Network

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Corporate communication

Leadership

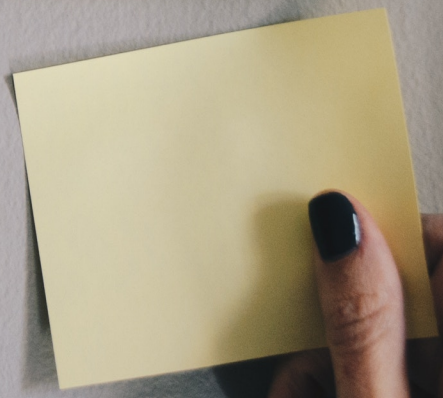
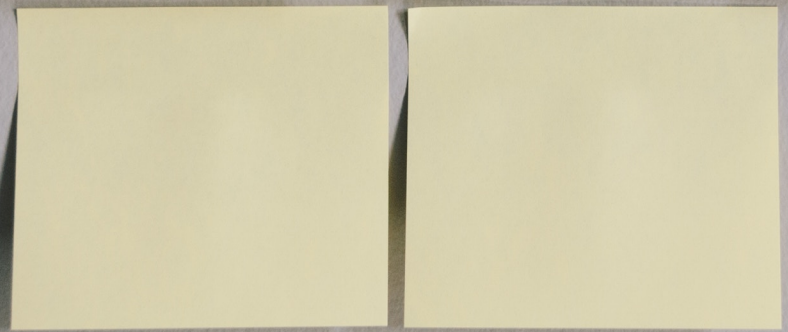
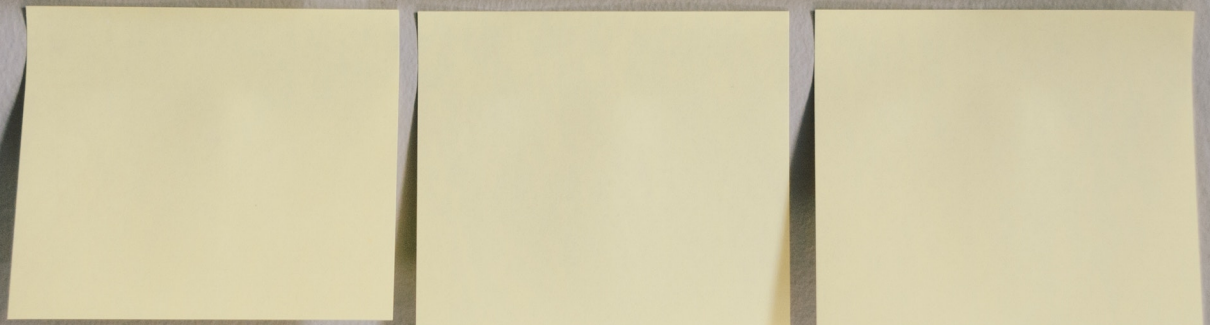
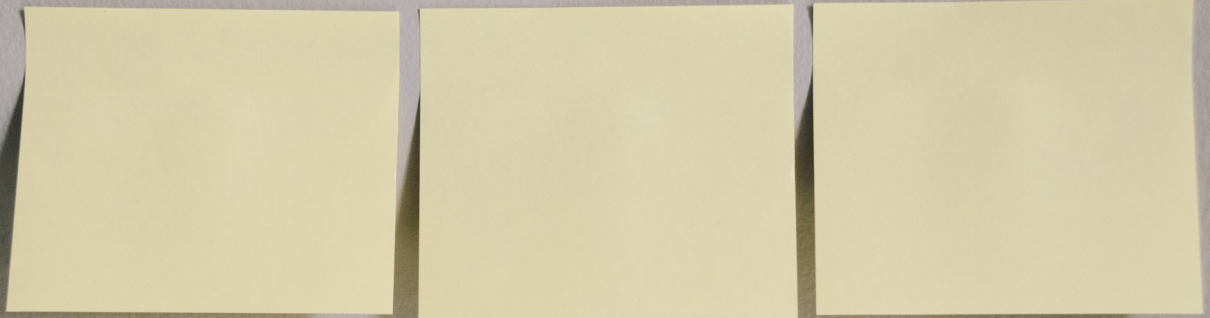
Marketing

Political impact

# Individual assignment

## **Blog post (25 %)**

- For this assignment, each student writes a blog post about a topical and timely issue in international business and strategy. We do not expect you to create a website where you publish your blog post, but we rather focus on the contents of the blog post and how it resonates with the wider audience. A coaching session for writing blogs will be offered during the course (see detailed schedule below).
- Format: 1200 – 1500 words (Font: 12pt Times New Roman; Line spacing: 1,5 lines), include full references to the sources.
- Deadline: The assignment has to be uploaded to the assignment submission box in MyCourses by **February, 24<sup>th</sup> at 18:00**.
- Evaluation: Graded (0-5)



# Process of writing a blog post

- topical and timely issue
- target audience
- your own view on the issue
- first version of the text

# Process of writing a blog post

- editing rounds:
  - story
  - first sentences in every paragraph
  - heading
  - subheadings
  - introductory paragraph
  - ending
  - proof reading

A hand is holding a crystal ball in the center of the frame. Inside the crystal ball, a small ship is visible on a body of water. The background is a soft, out-of-focus sunset or sunrise over a body of water, with a warm orange and yellow glow. Three white rectangular boxes with black text are overlaid on the image: 'How?' at the top, 'What?' on the left, and 'Results?' on the right.

How?

What?

Results?

A great blog post:

- Topic interests both the writer and the reader
- Personal voice
- Gives information, entertains, attracts emotions

# Contents

- Heading
- Introductory paragraph
- Text in paragraphs with subheadings/highlights
- Visuals
- Ending





**VIBESTUDIÖ**

**PROCAST**

Thank you!

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