

# So you think you can blog?

A Regional Perspective



# EPA Region III's Healthy Waters Blog

- Region III launched the HWP blog in September 2008
- The blog is gaining popularity, however, still a work in progress
- Currently an intranet blog

# Advantages of Blogging

- It's a cool, new tool in the communications mix
- Allows for sharing of ideas through commenting/online dialogue
- Engages a diverse audience
- Goal – transition to an extranet environment and eventually the internet

# Demo – the HWP Blog

➤ Intranet blog found at

<https://kestrel.rtpnc.epa.gov/hwpblog/>

# Lessons Learned

- Not everyone 'gets it' yet
- The Blogger/Blogging Team needs to 'get it,' blogging shouldn't be just another job responsibility
- Posts should be thought provoking and interesting/Information should be fresh and not already well known or easily obtained elsewhere
- Commenters prefer the option to be anonymous



# Questions/Discussion

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