



Social Media Business Strategy & Education  
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## Ways to Build Community Around Your Blog

You've written amazing posts. You have audio and video. You're delivering value upon value to your potential audience. And that last part is where the problem lies: there's not as much traffic and engagement with your blog as you'd like. Here are a few quick tips for building community, encouraging engagement, and improving overall activity around your blog.

### VISIT OTHER BLOGS

Participate on other related and relevant blogs by commenting on their posts, and by writing posts on your own blog pointing out the good work of others. Make sure you leave relevant URL links back to your own blog where appropriate. Try not to be spammy on this front, but instead, if you've got something that adds to the story, or if the form to submit a comment allows for your URL, supply one.

### PROMOTE YOUR URL

Make sure you add your blog's URL (website address) to your email signature file, as well as to your LinkedIn.com profile, and to any website that allows you to create a profile (such as Facebook, MySpace, etc). The more tasteful opportunities people have to find you, the better.

### USE SOCIAL BOOKMARKING AND NEWS VOTING SITES

Sites like Digg.com, StumbleUpon.com, and Delicious.com and others like it are used by people to find great stories, promote great stories, and share this information with like-minded people. They work well as a place to promote the best of your posts, especially if you are judicious about promoting only your best works, and not just every blog post and video.

## SUBMIT GUEST POSTS

One great way to build relationships quickly is to submit guest posts, where you contribute a relevant article to another website who might have *some* overlap with your audience, but where you'll pick up some potential new community members as well. Always write from the mindset of what this host site wants, but also give people a sense of who you are mixed in, if you can. Guest posts go a long way towards reaching new folks.

## INTERVIEWS ARE GREAT, TOO

Being interviewed is always a great way to reach more people, but if you're not yet already getting a lot of opportunities in that direction, don't hesitate to conduct a few interviews. Remember, you're a publisher and media maker now, too. If you go about looking for people to interview, choose people that are interesting enough and known enough to give people searching for that person's name a chance to find your website. Interviews are a similar tactic to the guest post, but come with the added benefit of cross-promotion.

## ONCE YOU GET MORE AUDIENCE

Building community means that you're interested in developing relationships, talking with the people who visit your site and consume your media. Be sure to comment back on people's blog comments. Take the time to occasionally visit *their* sites and comment on a recent blog post of theirs. Believe and breathe community, if you're going to commit to it. Pay attention to what they say. Let at least a small portion of their interests guide your thoughts. It will pay off.

One last point: in creating your media (blog posts, podcasts, video), consider ways that you can leave part of the information in the hands of the audience. Here's a little secret: pretty much *everyone* loves to feel like they know something. Give someone a chance to be authoritative, and you'll be surprised at how committed they get to the experience. It's a great way to build a strong community of people who care about what you're doing.

## FOR MORE INFORMATION

Please come by <http://chrisbrogan.com> for more information on how to use social media tools to help build relationships and drive business, and don't hesitate to contact me directly: Chris Brogan | 978-885-1551 | [chris@chrisbrogan.com](mailto:chris@chrisbrogan.com) .