



Professional Blogging Summit



By-invitation only

<http://bit.ly/probloggersummit>
A. Venue Makati Avenue, Makati City
October 18, Saturday - 1:00 to 5:00

D.M.



Build, Connect, Engage, and Contribute

Maintaining a Professional Bloggers and
Social Media Specialists Network

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How I Started in Blogging

1999 – I write and send pop culture news in my own Yahoo!
Group community

2003 – I discovered blogging and created Azrael's Merryland

2005 – I use my blog as my personal diary, and events coverage
and pop culture news site

2006 – I receive event invites

2007 – I finished college, quit my job and started full time blog

2009 – Received an award from Philippine Blog Awards

2010 – From pop culture to lifestyle

2014 – from lifestyle to life blog and reporting for diff topics



Expanding my network

- Discover an online community
- Test the online community or social network
- Be a part of that community
- Be credible and respectful member of the community
- Bring the community to your blog
- Bring the community to your own network



Connect everyone to your blog and social network

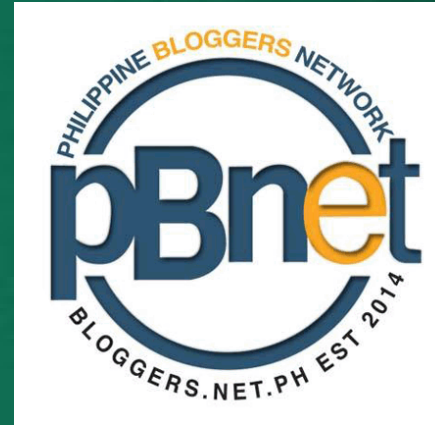
- Use your blog, Facebook, Instagram, Twitter, Youtube, and etc in connecting to other people
- Each platform have different community, invite them to be part of your different networks
- Connect people to other people within your network
- Be the center of the entire community





Collaborate

- Share your idea and involve the right person for your project
- Start with 3-5 members to collaborate in one project
- Make it simple and fun
- Expand your project and involve more people
- After the success of your 1st collab project, make more and start rebuild your new community



Build a small team

- Start a small team
- Because its easy to manage and handle
- Communication is not a main problem
- Easy to bond to each other
- Everyone is a leader



Organize an activity

- Its like team building that requires everyone to work
- It can be a food tour, travel, investigative story, or just an online discussion
- This can help you understand the personality of each of your community member
- Coffee meet up after work or project is a must to evaluate and do post mortem of a recent finished project



Always Consult

- Everyone is an expert to many things
- Don't be shy to ask someone and consult about your idea
- The answer of other people will help you get more ideas to make a better plan for your project
- Consulting will make you understand what people want and what are their preference.



Learn from yourself and from other people

- Fail and success can be learned from you and from other people
- Other people's mistake is a freebie for you to learn from it
- Share what you learned and also share the knowledge
- Learning will make you a better person and also a community leader, because you understand what is right or wrong





Open Communication

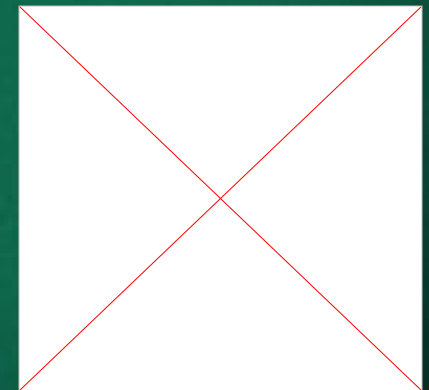
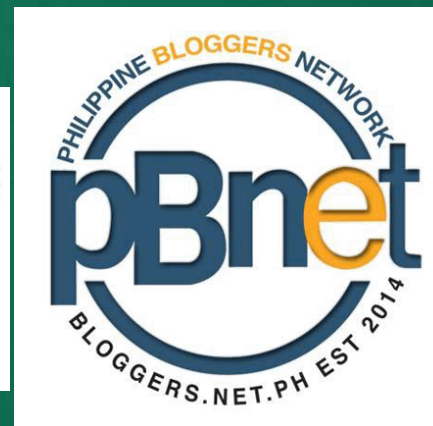
- Being the center of the community, you have to open your communication to everyone
- Answer any incoming messages and answer immediately when you read it
- People likes to hear words directly from you, our advise to them is very important
- Engage nonstop, be talkative whenever needed, be responsible in writing stuff online and how to talk to people





Be Professional

- In the offline jungle, you are alone. Apply all the things you have learned online.



Thank you!

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