



Bloggers of the world unite: The power and passion of online influencers

**By Catherine Archer
@1cathyj**



Social media: Now an essential aspect of marketing

- Blogs and social media are now seen as essential components of marketing communications campaigns (Ferguson 2008; Jensen 2011; Sullivan & Krall 2008)
- Social media and blogs are important forms of word of mouth or 'word of mouse' (Scott 2008)
- BUT research in word of mouth marketing within online communities is still embryonic (Brown, Broderick and Lee 2007)



Bloggers – new influencers

The impact of blogging seen as a 'revolution'.
Within social media, bloggers are increasingly important 'new influencers' (Gillin 2008; Trammell & Keshelashvili 2005; Woods 2005).

By the end of 2011, NMIncite, a Nielsen/McKinsey company, tracked over 181 million blogs around the world, up from 36 million only five years earlier in 2006 (nmincite.com).



WELLBEING

By Ruth Felice / 24 November 2014



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2014 Bupa Health Influencer Blog Awards – Winners

2014 Blog of the year: [About a Bugg](#)



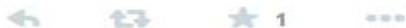
While you were away...



Colin Barnett @ColinBarnett · May 28

On [#WADay](#), I pledge to relax by working on my stone BBQ, then watch the sun go down with a cold beer

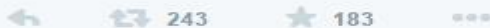


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Carol Duncan retweeted

**WA Police** @WA_Police · 7h

WA Police are currently investigating a suspicious package left at Headquarters in East Perth. #PossiblyVolatile

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Melissa Sweet retweeted



Naomi O'Leary

@NaomiOhReally



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This is the scene on the 9:10 London to
Holyhead train as Irish abroad return
[#hometovote](#) [#marref](#)



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Kidsbusiness

5 hrs · 🌐

Thank you to all the bloggers and media who joined us at the Medela Australia Mums Group Morning Tea this morning. Medela's educator and qualified midwife/ lactation consultant, Katie James, took guests through the latest research on what is normal when it comes to breastfeeding and announced the contribution Medela is making in Bangladesh- to empower and support mums to breastfeed for longer. Eszter of the Royal Hospital for Women Randwick also shared with us the miracles of breastmilk and its importance in the hospital and the NICU. #MedelaAU #normalizebreastfeeding



FRIEND RE



GAMES YO



PEOPLE YO





**Indigenous
Australians**
IndigenousX

On #IHMAYDay15, Indigenous people take charge of the health discussion

On Indigenous Health May Day, Matthew Cooke shares his views and knowledge on the issues affecting the health of Indigenous people. You can show your support by retweeting and listening at @IndigenousX

Matthew Cooke for
IndigenousX

Friday 29 May 2015 12.02 AEST



Shares

82

Comments

2





Cash for comment and 'blogola'

- In the US the term 'blogola' has been coined. (Jensen 2011).
- Australians favour the term 'cash for comment' (eg see Lee 2009)
- In the US – since 2009 - illegal not to disclose payment on blogs.
- BUT in Australia?
Convergence Review Final Report (2012) said: social media including blogs should be *free from any regulation*.





PM cosies up to mummy bloggers

December 10, 2012

Michelle Grattan

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JULIA Gillard will host about 25 "mummy" and other bloggers who write on the internet for women at Kirribilli House, as she gears up to use gender issues to maximum advantage in the coming election year.

These sites reach about 2.5 million people. Similar sites were important in US President Barack Obama's successful appeal to female voters in his re-election campaign this year.

The Monday function follows Ms Gillard's previous morning tea with mummy bloggers in June, and comes after Labor strategists increasingly have seen gender working for Ms Gillard and against Opposition Leader Tony Abbott, especially since the PM's "misogyny" speech in October, which received international coverage.

The November Nielsen poll again highlighted



Julia Gillard. Photo: Peter Rae



Prosumers

Prosumers – producers who are also consumers (Tofler 1980; Kotler 1986)

Prosumers = bloggers = empowered (Varey & McKie 2010; Pihl & Wahlqvist 2010; Macnamara 2010; Kerr, Mortimera, Dickinson-Delaporte & Waller 2012)

Sociologists argue prosumers/bloggers
not empowered – an illusion/infectious rhetoric
(Beer & Burrows 2007; Beer 2008;
Cammaerts 2008; Comor 2010; Chia 2011)



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Work in Progress

CAREER TALK FOR WOMEN

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7/03/2010 @ 11:34AM | 803 views

The Shift from CONsumers to PROsumers



Susan Gunelius, Contributor

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As the social web has grown and tools like Twitter, blogs, Facebook and YouTube have allowed communications to flow faster and farther than ever before, it's difficult to imagine the world without these digital tools. But

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Most Read

NEWS People



Research methodology

- Qualitative, interpretive approach which recognises the existence of multiple realities (Daymon & Holloway).
- In-depth interviews with 46 'Mum' Bloggers (i.e. bloggers who are mothers)
- Nvivo, coding...
- Secondly – large survey of blogging community



Findings

- Six key motivations
- Some v. similar to previous findings...BUT also key differences

Community and connection

Helping people

Therapy and venting

Being heard

Improving/developing/keeping up skills

Making money



The survey

- Only women responded to this survey (100%). The majority of Digital Parents (DP) who responded were aged between 26 and 45 (89%) and are married (80%) with children, many with two (younger) children.
- ***The majority of respondents strongly agreed or agreed that bloggers should receive compensation for mention of brands (81%) while 16% are neutral and only 3% disagree.***



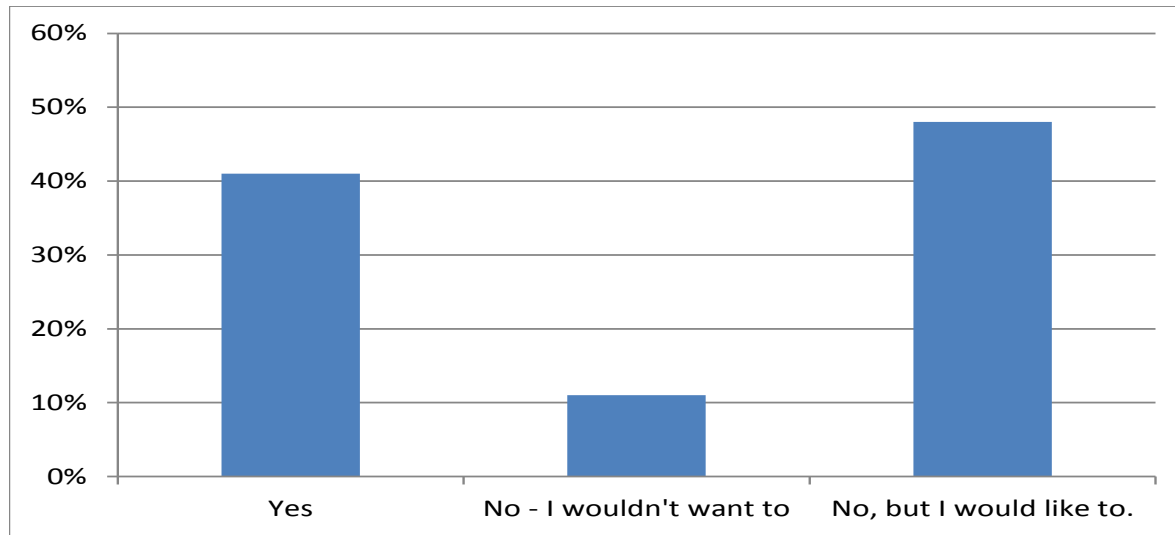
Why work with brands?

- Relevance to their blog (96%) and interest for their readers (93%) were the cited by the DP bloggers as the most important for working with brands.
- While advertising and sponsored posts were reported to be the most common ways of generating money, 58 per cent of bloggers said they did not generate any money from their blog.



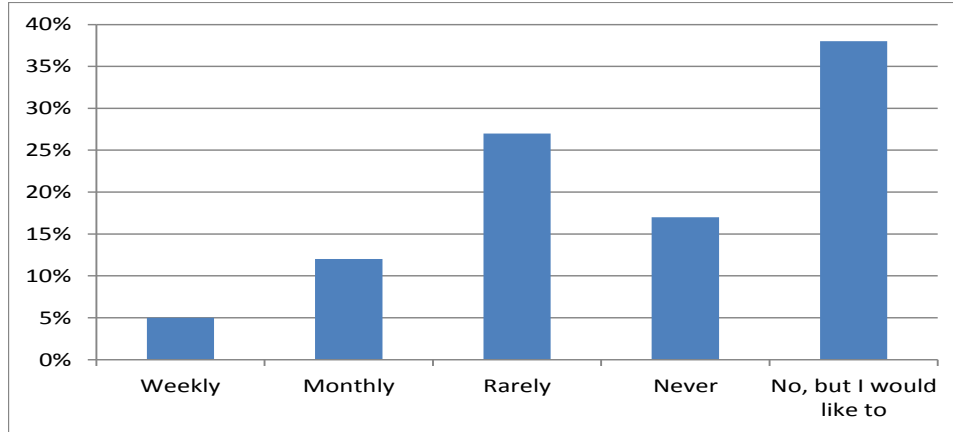
Sponsored content – the disconnect

DP Survey 2012 – Have you accepted payment for sponsored content?



Money talks...

DP Survey 2012 - Do you include sponsored posts on your blog/s?





Influence? They got it!

- The majority of bloggers completely or somewhat agree they can influence their readers to purchase an item recommended on their blog (84%) while only 3% somewhat disagree and for 13% it does not apply to them.
- Most bloggers completely or somewhat agree that blogs are a better source of information than mainstream media (92%).



You say you wanna evolution?

- Bloggers' attitudes to marketers/PR practitioners/brand representatives (and their own motivations) evolve over time (confirms previous research)...
- Many start as vulnerable consumers BUT grow..
- From eager newbies to...confident collaborators
- Or...just not that into you!



Why work with bloggers?

- Niche markets. Loyal readers.
- Eyeballs moving away from traditional media.
- Influencers.

Some agencies better suited to blog relations than others...



How to work with bloggers

- How to find bloggers?
- Eg. Best Australian Blog competition. Google is your friend!
- Use Twitter to follow/connect.
- Note: State Government social media guidelines don't discuss working with bloggers.



How to work with bloggers

- DO – research. Don't presume. Check out their profile on...
Twitter/blog/Pinterest/Instagram/Facebook
- DO – check their disclosure policy
- DO – make contact via Twitter and then via email
- DON'T send a press release
- DO think about sponsorship or a relationship



Is it worth the risks?

- Make sure the blogger “fits” – ie. Similar values to your organisation.
- Discuss campaign objectives prior to any discussion of what you would like.
- Research! At least listen and list.
- Bloggers ARE NOT journalists!

Where's My GL?

Slightly crunchy mama, writer, procrastinator, lover of shiny

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Friday, December 13, 2013

First Aid Saves Lives



- <http://www.wheresmyglow.com/2013/12/perth-child-resus-first-aid-course-review.html#.VXO0-c-qqko>



Measurement?

- What does success look like?
- What agencies would this work for?

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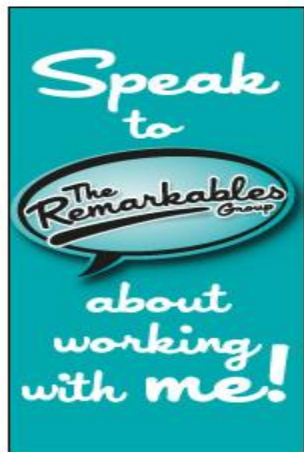
Do me a favour?

APRIL 21, 2015 BY MRS WOOG

56 COMMENTS

[Sponsored by Breast Screen NSW](#)





STYLING YOU SHOP
THE AUTUMN-
WINTER 2015

MAY 22 2015 | BY NIKKI PARKINSON | 5 COMMENTS

HOW'S YOUR PELVIC FLOOR HOLDING UP?

Sponsored by PeriCoach

Squats.

Star jumps.

Laughing.

Sneezing.

Coughing.

Dancing.

Splashing around in a pool.

Bending over.

Jumping on a trampoline.

Doing the dishes.

Lifting up a heavy suitcase.

Downward facing dogs.

What do all these things have in common?



Case study

- Most importantly – don't presume; do collaborate and listen.
- Carly Findlay and Stella Young
- <http://carlyfindlay.blogspot.com.au/p/about-me.html>

impact@tedxsydney.com

===== ORIGINAL POST =====

21 May 2015

TEDxSydney today announced a major initiative designed to contribute to the social inclusion of people living with disabilities. #StellasChallenge has been created to continue the legacy of writer, comedian and advocate Stella Young.

Stella Young's 2014 TEDxSydney talk – *I'm not your inspiration, thank you very much*—has reached close to 2 million views online. Subscribing to the social model of disability, Stella said she was more disabled by the society she lived in than her physical limitations. Eight months later she passed away. In her fearless and funny talk, she challenged us to question our perceptions of disability.

To rise to Stella's challenge, TEDxSydney is galvanising their creative and resourceful network to commission a national multi-media campaign, designed to lead the shift towards social inclusion for people living with a disability.

The TEDxSydney community of thinkers and communicators have been charged with becoming advocates and producers of the campaign, with the aim of reaching as many Australians as possible.

The extent of the donations received (skills, dollars, stories) will inform the scale of the project. From online to radio, outdoor, television or even a documentary, the goal is to launch on United Nations International Day of People with Disability, 3 December 2015.

There are three ways to meet Stella's Challenge:

1. DONATE expertise and become a Founding Producer to create the campaign. In particular, we are looking for a post-production editing suites and media channels to distribute the campaign far and wide.

2. CONNECT Conversations change attitudes; stories are powerful. Record a conversation in your



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Carly Findlay

25 mins ·

The [#CripArmy](#) has mobilised in response to [#StellasChallenge](#). Read our views on the issues with the initiative, and share widely. We ask that [TEDxSydney](#) either changes this campaign so it is led by people with disabilities, or stop.

<http://criparmy.tumblr.com>

*crip is a term that many in the disability community take ownership of and feel empowered by. I understand if it creates discomfort, but I'd prefer it if you could debate the merits of TEDxSydney's project than the term 'crip'.



Crip Army

To TedXSydney and all involved in [#Stellaschallenge](#) We ask that you either change this campaign so it is led by people with disabilities, or stop. There is nothing about the campaign you have proposed that will do anything for people with

CRIPARMY.TUMBLR.COM

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7 people like this.



Libby Ellis A response of sorts from them posted 20 mins ago

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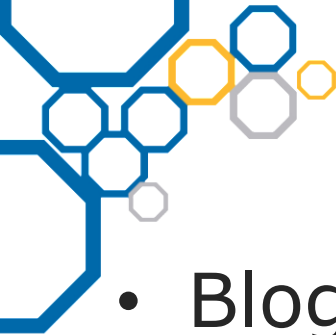
To TedXSydney and all involved in #Stellaschallenge

We ask that you either change this campaign so it is led by people with disabilities, or stop.

There is nothing about the campaign you have proposed that will do anything for people with disabilities. An awareness campaign will not allow us entry into the job market, or make the built environment accessible, or stop abuse, or discrimination. An awareness campaign will not find us accessible housing, or a way out of poverty, or opportunity to make our own decisions about how we live our own lives.

This is what happens when you design a campaign, without listening to disabled people, or even bothering to ask any of the loud and proud disability activists in our community. This is what happens when disabled people are not front and centre of any campaign about them. Disability is not an abstract concept, or a way to do good. It is about our lives.

There is no role for disabled people in this campaign, except as objects to be aware about. Any campaign about us must be built on a bedrock of real actions and social change involving business, community and governments. When we are locked out of education, employment and the vast majority of public venues, it logically follows that community members do not know people with



Final bloggy thoughts

- Bloggers are just one (important) group of influencers.
- Bloggers are human too.
- Like all marketing and PR the fundamentals exist. Think RRREAL
- Research. Respect. Relationships.
- Ethics. Authenticity. and some...L



Thank you.
Questions?