

Blogging panel at Book to the Future 2018 at University of Birmingham

19 October 2018

- You have a responsibility for what you're posting and your own boundaries
 - Don't be afraid to keep things in your back-pocket that you don't want to share with the world
- Authenticity is key
- Different platforms have different tones
- Can separate person and professional – ie have a personal Twitter with “founder of...”
- There are jobs where you can do this [social media] without being the ‘face’ of it ie social media managers
- Don't discount LinkedIn as a tool for bloggers, especially for connecting with brands
- Being more authentic and real is the key
- Collaborate
 - Do more together
 - Share followers – reach out to people
 - Grow a sense of community – do shout outs
 - Host informal gatherings
 - Build relationships with other bloggers
 - Don't be afraid to cold-email if you're passionate about something and you feel there could be a genuine connection “This is what I do”
- Passion leads to growth – so run with it.
 - Have whatever that passion is as your why
- Social media can be hard
 - The more you give, the more people expect
 - There can be a sense of anxiety of keeping up and fear of missing out
 - Helps to have people or something outside of blogging / social media to keep you grounded
- Give yourself time to switch off, it can be all-consuming
 - Evenings and weekends as non-work time, like a ‘normal’ job
 - Take a week break – like a holiday
- Your audience is not necessarily what you expect
- People enjoy having real role models
 - The idea that you can be a normal person but also successful
- Blogging / vlogging gives women a voice and a freedom to speak about what they want to talk about – not just what glossy magazines think we want
 - Allows people to be ‘unapologetically you’
 - Women supporting other women
 - Shift into realness, real life and truly relatable
 - Sense of less aspirational – ie less Instagrammable and more Instagram stories
- YouTube is still very male dominated
 - Still lots of hoops to jump through, both as a women and as a woman YouTuber
 - Harder to be seen because of ‘explore’ pages and algorithms
 - Analytics don't account for things like those who are LGBT
- Be real about your luck – some people got where they were because they were at the right place at the right time
- Influencing / influencer marketing can people really powerful – if done right
 - Most people are ‘influencers’ in some respect, even if it's just friends asking where you got the new shoes you're wearing and they go out and get them