

Interbiznet Presents: Some Risks and Benefits of Recruiting Blogs

There are no risks associated with blogs. Bloggers create serious risks

1. Bloggers create a kind of transparency that's difficult to manage.
2. Bloggers can place company secrets directly on to the Internet.
3. Bloggers can make public mistakes that affect the company's image.
4. Bloggers are uniquely able to give away proprietary information.
5. Customers will assume that a blogger speaks for the company.
6. Bloggers will probably deviate from the "company line".
7. Bloggers are likely to believe that no supervision is required.
8. Bloggers are likely to believe that no value needs to be produced.
9. Bloggers can inadvertently lead competitors to key personnel.
10. Bloggers may show a more accurate view of the inner workings of the company.
11. Bloggers may criticize company policies and management in public.
12. The material that bloggers produce is sometimes called evidence.
13. Employees may be jealous of the attention granted to individual bloggers.
14. Employees may believe that a blogger speaks for the company.
15. Employees may be swayed by a blogger's criticisms of the company management.
16. It is really hard to replace a successful blogger.
17. There are no obvious career paths for bloggers so rewards are problematic.
18. Bloggers spend time doing things that don't look like work.

There are no benefits gained from blogs. Bloggers create value for the organization

1. Bloggers produce a level of transparency that appeals to customers, investors, employees, and potential employees.
2. Bloggers create a dialog with specific pockets of talent, building a robust employment brand in a talent microniche.
3. Bloggers teach leaders the difference between management and control.
4. Bloggers create a new, vital feedback loop that helps flatten the organization.
5. Bloggers drive out costs by making inefficiency visible.
6. Bloggers put a human face on the organization. This is particularly valuable to large companies.
7. Bloggers make ideas real.
8. Bloggers fuel innovation by providing additional channels for recognition.
9. Bloggers attract so called passive candidates by talking shop.
10. Bloggers become very media savvy very quickly.
11. Bloggers create a "trip wire" for important external information.
12. Bloggers create communities that improve the quality of potential employees.
13. Bloggers develop the relationships that make just in time hiring possible.
14. Bloggers deliver "sunlight" to the dark corners of the organization.
15. Bloggers enable the company to define the arena for a range of PR issues.
16. Bloggers provide additional venues for employee and investor communication.
17. Bloggers learn the critical skills in direct marketing, audience development and communications.
18. Bloggers develop their leadership abilities by having time in the spotlight.

About interbiznet and John Sumser

Each day, interbiznet delivers two free newsletters covering the global recruiting market. Edited by John Sumser, the *interbiznet Bugler* and the Electronic *Recruiting News* are essential reading in the Recruiting business. John Sumser regularly consults with Recruiting organizations and their vendors on issues of strategy and implementation. Visit the company website at www.interbiznet.com

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