

The Secret to Meaningful Blogging

I never intended to become active on social media. My boss intended it for me and I am glad he did. It has helped me formulate thoughts more clearly, has pushed me to keep learning, and has broadened the types of people I can connect with.

At first, I did not have a social media or a blog strategy. As I started hearing feedback from people about things I wrote, I thought, "I really need to take this more seriously." So [Chris Martin](#) helped me form a blog strategy. We sit down once a month and he brings me a list of potential topics, shows me data on what seems to be helping and resonating, and makes suggestions on tweaks I should make.

Culture might eat strategy for breakfast, but that doesn't mean we abandon strategy. If you are a leader who uses social media, here are three reasons you should have a strategy:

1. Strategy saves time.

I don't feel like I have any extra time, so when Chris nudged me to get on the Five Leadership Questions Podcast and to start Facebook Live videos, I was like "Dude, are you crazy." He showed me we could simply plan to tweak and adjust existing content to move into different mediums. So Facebook Live videos are simply me explaining and articulating something I have already written. The podcast takes zero prep time, but then becomes prep time for future blogs.

2. Strategy simplifies processes.

Without a strategy incredible amounts of time are wasted having the same conversations over and over. Because we know the plan for what content will go where and when, we are not daily rehashing the same conversations. I write, send for editing, it gets posted, which later becomes a video, etc.

3. Strategy serves your audience.

Having a strategy allows you to think more intentionally. Having a strategy and being strategic are not the same things. But having a strategy can help you be strategic. Having a blog or content strategy provides a framework for you to think about how to best serve those in your audience.

Read more from Eric.