



How law firms think about blog-site projects

This table* sets out the common concerns that law firms have about blog-site projects, and the solutions to those concerns (see the right-hand column).

*We put this table together as part of a tutorial on Word text-tables. You'll find the video tutorial here: <http://www.onethreefour.co.uk/2009/02/08/text-table-tip/>

Blog project for employment team

Five practical concerns with law firm blog-sites: all are easy to address

Project issue	Details	Solution
Concerns with the very idea of a blog site		
1. Blog-site won't be secure	<ul style="list-style-type: none"> • Concern that an external website won't be secure... • ...and that IT may veto the project. • Concern that anyone can leave a comment for all the world to see. 	<p>Blog-sites are no more or less secure than the firm's public site, so:</p> <ul style="list-style-type: none"> • Only have content on site that you would, or have, put on the public site. • Keep 'comments' function on blog-posts turned off, show a 'send a comment' email-link instead. • Nuclear option: if IT make a really big fuss we can host blog site at secure-hosting firm (adds circa £7K p.a.).
Concerns with practicalities of developing and launching blog site		
2. Time required to learn new software	<ul style="list-style-type: none"> • Lawyers always reluctant to learn new software. 	<ul style="list-style-type: none"> • Give two or three lawyers a go on the site software... • ...film and screen-record the meeting and show recording to doubters.
	<ul style="list-style-type: none"> • Firm does not have right skills in-house to do training. 	<ul style="list-style-type: none"> • Consider a train-a-trainer approach. • Get blog-firm to make a set of video tutorials and put on intranet.
3. Volume of content required to launch a convincing site	<ul style="list-style-type: none"> • Received wisdom that sites need a critical-mass of content in order to launch... • ...Concern that it will take a lot of effort to create a lot of new content for launch of the blog site. 	<ul style="list-style-type: none"> • Create mock-up to show how much of current content can be used on new site. • Cost option of getting third-party to do cut-and-paste work to move content to new site.
4. Design/layout mock-ups on previous projects were confusing	<ul style="list-style-type: none"> • Mock-ups need real copy or people can't understand them. • On previous projects designers have shown Latin text mock-ups... • ...it always prompts jokes and causes confusion. 	<ul style="list-style-type: none"> • Only use real-text in all mock-ups. • Use recent content wherever possible.
Concerns that maintaining the blog site will be a lot of work		
5. Risk that there won't be enough blog updates (a 'tumbleweed' site)	<ul style="list-style-type: none"> • Concern that blog site will need a lot of maintenance. • One team member very vocal that site will need to be updated every day. 	<ul style="list-style-type: none"> • Show that some legal and accounting sites are only updated every week or so... • ...remind team that clients are busy (they won't check the blog every day).