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simple steps for building relationships with bloggers

According to a recent study by BlogPulse, almost 1.5 million blogs are on the web and about 57,000 new blogs are created every day. Established bloggers are increasingly viewed as trusted information sources in part due to newsroom layoffs and diminished faith in traditional media outlets. Are you incorporating blogger outreach within your communications plans? Do you know how to approach bloggers and talk about your work in a way that helps them and you? If not, you'll want to listen to this recorded webinar.

What we’ll cover:

Who bloggers are, what motivates them and why it's crucial that you engage with them

How social media complements a blogger's efforts

Key questions to answer before you conduct blogger outreach

How to pitch bloggers about your cause and increase your chances of positive coverage

Nonprofit blogger engagement case studies

Presented by Brendan McLaughlin, Program Director and Sian Wu, former staffer, with special guest, Dave Roberts, [Grist.org](http://www.grist.org/) blogger.

BONUS: Guest speaker, popular environmental blogger, Dave Roberts of Grist.org answers our audiences' most burning blogger relations questions.

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