

IIA SOCIAL MEDIA PRESS RELEASE

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Join the Conversation – IIA Launch a Guide to Business Blogging in Ireland

Core details:

- IIA Social Media Working Group produce a guide for Irish businesses;
- Guide includes information about existing Irish business bloggers, the fundamentals of blogging and how to get started with your own blog;
- Paddy Power Trader and Puddleducks share their business blogging experience at launch breakfast;
- Guide produced using collaborative principals of social media;

[Full press release available here.](#)

DOWNLOAD "JOIN THE CONVERSATION: THE GUIDE TO BLOGGING FOR BUSINESS"

<http://www.iia.ie/smwg/>

DELICIOUS.US PAGE WITH LINKS TO RELATED CONTENT

Including links to all members of the IIA Social Media Working Group, videos, podcasts, blogposts and other online material. This will be updated as others pick up the story.

Link: <http://delicious.com/IrishInternetAssociation>

RSS Feed: <http://feeds.delicious.com/v2/rss/IrishInternetAssociation?count=15>

QUOTES

Brendan Hughes, eCommerce manager with FBD.ie and chair of the working group spoke about the need for businesses to start getting involved in social media, "We called this guide "Join the Conversation" because many companies may not even be aware that their customers are already talking about them online. Once upon a time your customers' criticisms may not have spread beyond family and friends, but with the arrival of social media, the audience and reach has multiplied. These online conversations, good and bad, are happening. We're encouraging businesses to join in so they can get involved in the conversations about themselves."

Aedan Ryan, Director of Puddleducks.ie, an Irish company selling outdoor wear for kids of all ages, has been blogging for about a year now and explains their motivations for blogging, "Our business blog helps us to build and engage with our PuddleDucks customers. Not only do we tell our story of running the business but we also include our customers in the blog by giving them the opportunity to tell their own stories of their children out and about in their PuddleDucks gear."

Michelle Daly of Paddy Power Trader shared the experience of their team of bloggers, "PaddyPowerTrader.com was created in order to bring Financial Spread Betting to the masses in an

accessible way. Trader education is also a top priority for us so that everyone can now trade on a level playing field on the global stock markets.

"Paddypowertrader.com blogs and tutorials also stand out as a way in which we go that extra mile for our clients. With interest from more and more retail investors, we offer unparalleled information and educational tools for prospective clients: for example, our daily market watch blog by real full time traders. This is one blog where you can follow the ups and downs of trading on a daily basis. "

Further content on request – please contact Roseanne – thanks!

WEB RESOLUTION IMAGES

Cover image of Guide: <http://www.iaa.ie/filestore/images/news/IABloggingGuide.jpg>

Brendan Hughes: <http://www.iaa.ie/filestore/images/speaker/bh-plainbg.jpg>

Michelle Daly: http://www.iaa.ie/filestore/images/speaker/IMG_4475.jpg

Aedan Ryan: <http://www.puddleducks.ie/skin1/images/puddle-ducks-family.jpg>

RELEVANT COVERAGE TO-DATE

[Blogging: does it pay?](#) by Brian Skelly, Computers in Business Supplement, The Sunday Business Post, 05.04.2009

[Podcast to keep an ear to the ground](#) by Karlin Lillington, Business This Week, The Irish Times, 17.04.2009

Further Information

Craoltóirí Gaeilge: Tá Gaeilge líofa ag Roseanne Smith má's mian leat agallaimh a dhéanamh léi.

About the IIA

The Irish Internet Association is the professional body for those conducting business via the internet from Ireland. It has been and remains one of the driving forces behind the adoption of the medium. Established in 1997, the IIA provides leadership to enterprises and society conducting business in Ireland. The IIA is a strong voice for its 550 plus company memberships. The aim of the Association is to Connect, Inform and Promote.