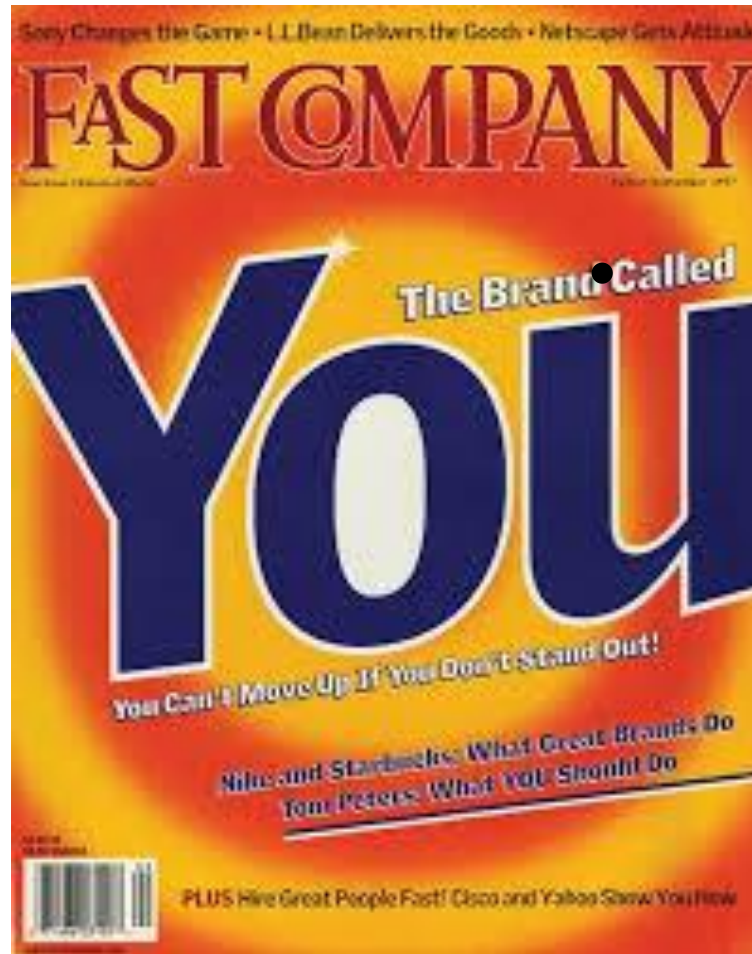


Defining Your Personal Brand

Dorie Clark
@dorieclark

The Brand Called You



Reinvention Is Mandatory



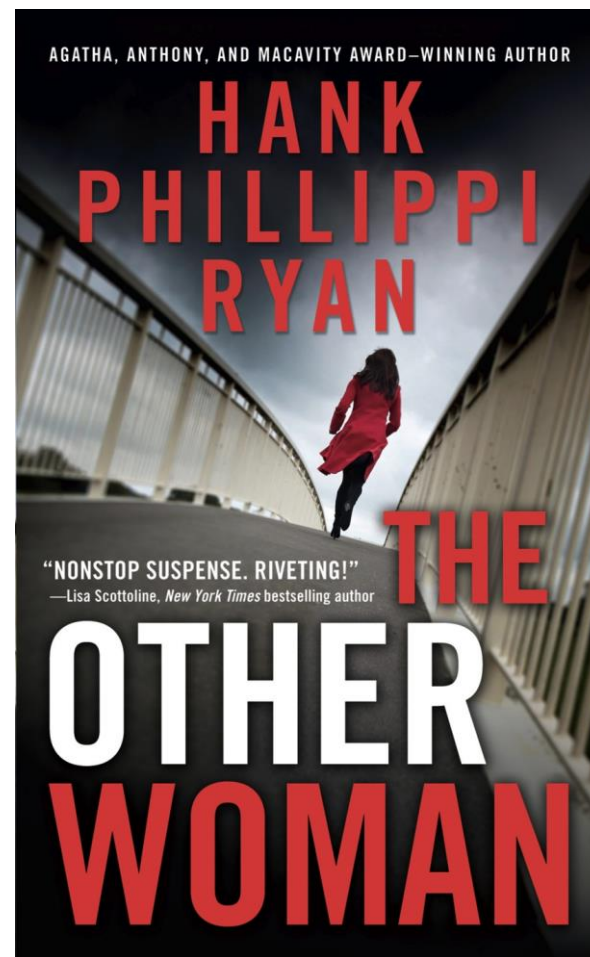
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HBR Blog Network

If You're Serious About Ideas, Get Serious About Blogging

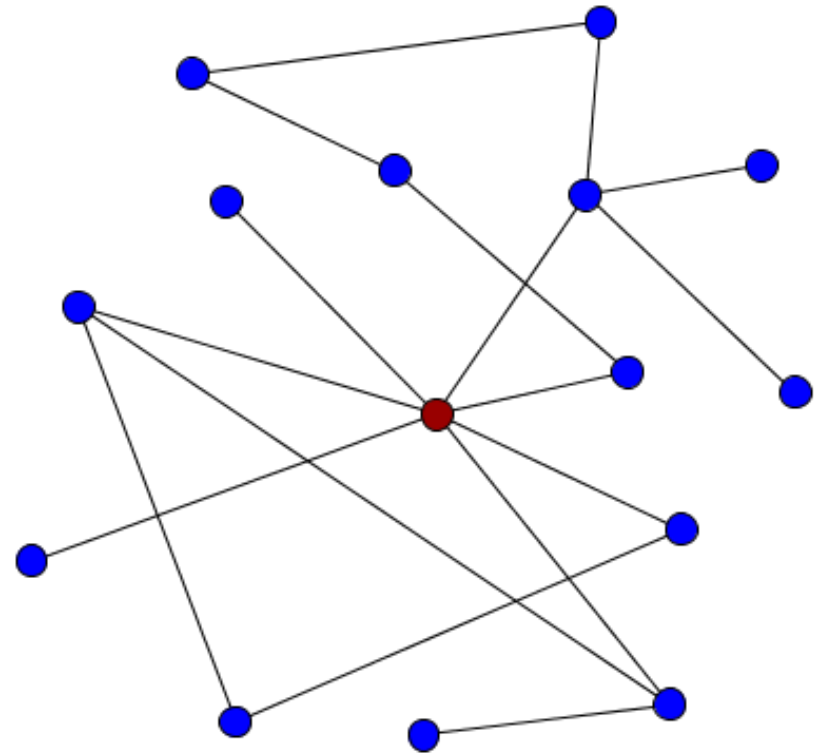
by Dorie Clark | 11:00 AM December 21, 2012

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These days, Pinterest and Instagram get all the headlines as companies desperately racing to establish a beachhead on what could be the next mega-platform. But that doesn't mean they're the most useful social media tools for all companies. Sure, some businesses excel on those photo-based networks (Benjamin Moore's Director of Digital Marketing [told me](#) Pinterest worked so well for them, "it's almost like it was made for Benjamin Moore.") But for organizations and individuals that want to be known for their ideas, the clearest — yet most underrated — path is through blogging. It hasn't been buzzed about in years, but it's more essential than ever, as organizations like the [World Bank](#) (which recently invited me to speak to their global staff about blogging) recognize.

Indeed, if you want to shape public opinion, you need to be the one creating the narrative. A [fascinating study](#) last year by Yahoo Research showed that only 20,000 Twitter users (a mere .05%

Become a hub



Who's Your Wingman?



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Reinventing You

