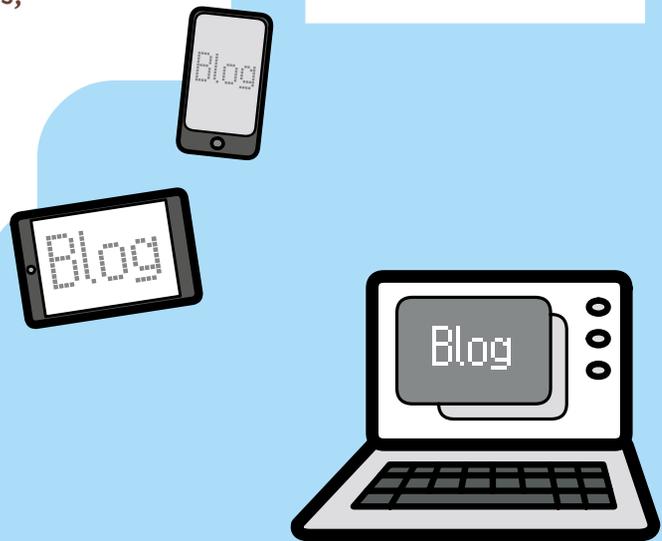


EUROPE'S BEST BLOGS

From the range and diversity of European public relations and communications blogs, we present a few of our favourites.



1

Conversationblog
Public Relations, Social Media and Crisis Communications

 **Conversationblog**
Editor Philippe Borremans
First post August 2003
Topics Social media, crisis communications and social enterprise

Motivation for blogging "Our jobs and responsibilities are changing drastically and, together with others, I do feel the need to document this change and add to the thinking process."

conversationblog.com

2

FINN

 **Finn**
Editors Raf Weverbergh & Kristien Vermoesen
First post February 2009
Topics PR, social media and corporate communication

Most popular posts "We definitely see the biggest traffic to our yearly rankings and lists."
finn.be/blogs

3



Marketing 360
 Editor Radostina Savova
 First blog post February 2012
 Topics News, interviews, inside opinions, campaigns

Editor's favourite post? "My favourite article personally was about the public relations of the best known pop singers in Bulgaria."
mkt360.eu

4



Manage Social
 First post October 2013
 Topics Social media news, events, trends

Goal of the blog "Community education and building trust in social media."
mngsocial.com/en/blog

5

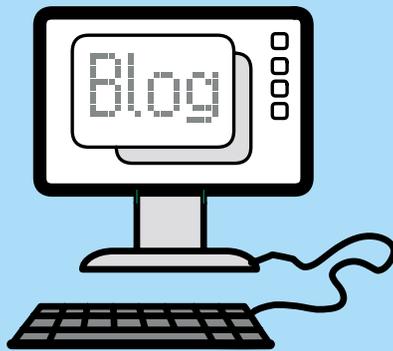


Mediablogi
 Editor Matti Lintulahti
 First post February 2005
 Topics Content marketing and communications

Most popular posts "How big companies do content marketing and create media of their own."
mattilintulahti.net

"Because I am one of the early adopters in PR blogging, most of us feel connected around the world and some of the early PR bloggers (and newer ones) really became friends. Not that we meet that often but when we do it feels like meeting an old friend."

Philippe Borremans, conversationblog.com



6



Kforum
 Chief Editor Timme Bisgaard Munk
 First post 1999
 Topics Politics, society, culture, design and marketing from a communications perspective

Need to know "In general, Danes have a little trust in authorities. Therefore, working as a communicator is mainly about creating engagement and involving the audience."
kforum.dk

7



Ei oo totta!*
 Editor Katleena Kortesus
 First post December 2008
 Topics Communications, content marketing, personal branding, writing, blogging, publishing

Motivation for blogging "To improve Finnish communications as a business. I also analyse PR cases and give communication tips in order to help my readers get their message through."
eioototta.fi

*Ei oo totta means 'can't be true' or 'get outta here!'

8



Lehmätkin Lentäis
 Chief Editor Harto Pönkä
 First post November 2006
 Topics Education, social media, ITC and media criticism

Motivation for blogging "I think that we (Finnish teachers and educators) need to find new ways to motivate learners and use technology to support learning. But technology is not the most important thing, but pedagogy. You could say that this is my blog's mission."
harto.wordpress.com



9



FR Superception
 Editor: Christophe Lachnitt
 First post: March 2011
 Topics: Communications, management, and marketing

Motivation for blogging "The reality of facts is only the truth in black and white – which is coloured by our subjectivity. Only the meaning and importance that we give to reality can incite us to act. Therefore perception has super powers. Perception is superception."
superception.fr

“During the last two years I have noticed that communication professionals in Bulgaria hide a lot of information regarding budgets, company and the agencies they work with. Almost all of the info is secret and confidential. We are trying to break this wall.”

Radostina Savova, mkt360.eu



10



DE PR-Blogger
 Editor: Klaus Eck
 First post: July 2004
 Topics: Social media, Facebook, content strategy/marketing, career, enterprise 2.0

Need to know In addition to editor Klaus Eck, PR-Blogger features 18 other authors
pr-blogger.de

11



FR Le Blog du Communicant
 Editor: Olivier Cimelière
 First post: May 2010
 Topics: Corporate & public communications, reputation, crisis communications and public opinion, emerging trends

Most popular posts "Generally, articles on well-known brands, current news and interviews of people known for their use of the social media."
leblogducommunicant2-0.com

12



GR Τα Πάντα για την Επιστήμη των Δημοσίων Σχέσεων*
 Editor: George Papatriantafillou
 First post: December 2009
 Topics: Branding, business, education

Need to know Apart from being an established blogger, George Papatriantafillou regularly hosts seminars on public relations and related topics
georgepapatriantafillou.com
 *"Everything about the science of PR"

13



IT Mrstypo
 Editor: Roberta Pessina
 First post: September 2012
 Most popular subjects: "Social media and employee engagement usually generate a meaningful conversation with my readers."

Motivation for blogging "This blog takes you on a wild ride through the world of public relations, and provides insight into the field. It collects ideas to help businesses use PR and social media to improve branding, find leads, and increase sales."
mrstypo.com

14



IT Michele Sorice
 Editor: Michele Sorice
 First post: February 2011
 Most popular topics: Political communication, e-democracy, political parties and social movements

Motivation for blogging "To open debate about media and democracy, to generate attention over Europe, to promote debate over social questions."
michelesorice.org



15

Changing The Terms
A perspective on Strategic Internal Communication

Changing the Terms
Editor Mike Klein
First post December 2009
Topics Mainly focused on internal communication, with an emphasis on alternative views on employee engagement, social communication, peer-to-peer communication and professional associations.

Motivation for blogging "It's about staying relevant, visible and active in the profession, along with challenging assumptions and propositions."
changingtheterms.com

16

coopr

Coopr
Editor Jody Koehler
First post August 2009
Most popular posts January 4 2011: The 10 forbidden words in a press release/ October 17 2013: KLM does it again

Motivation for blogging "We believe that sharing is learning, so blogging is how we contribute to the professional development of PR."
coopr.nl

17

Kommunikasjonsforeningen

PRprat
First post June 2010
Most popular topics HR management, transparency, lobbying, language, reputation, education, online, ethics, media handling

Motivation for blogging "PRprat is the blog of the Norwegian Communication Association. There are 10 contributors who share their opinions on public relations and communication."
prprat.no



18

Sascha Lobo
Autor, Vortragsredner, Internet

Sascha Lobo
Editor Sascha Lobo
First post January 2009
Topics Politics, media, digital innovations

Need to know Sascha Lobo has authored or published six books, including his 2010 novel *Strohfeuer* ("Flash in the pan")
saschalobo.com

19

GINISTRY

Ginisty
Editor Christophe Ginisty
First post November 2004
Topics Communications, marketing, public relations, influence and social media, reputation management, politics, lifestyle

Motivation for blogging "To help people understand and decrypt news throughout the prism of communications."
ginisty.com

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Das Textdepot

Das Textdepot
Editor Thomas Pleil
First post August 2006
Topics Academia, CSR, ethics, podcasting, social web

Motivation for blogging "Somehow, blogging is a way of being connected with a community - for me, this is very important since there are not too many colleagues teaching online public relations."
thomaspleil.wordpress.com



“Versatile would be the best word to describe communication blogs in Finland. There are many different kind of blogs with different kind of tone of voice, some very personal, some very professional, some between.”

Matti Lintulahti, Media Blogi

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doktorspinn

 **Doktor Spinn**
 Editor: Jerry Silfwer
 First post: October 2009
 Most popular posts: "Anything that has to do with how to generate publicity."

Motivation for blogging: "To serve as a source of knowledge and inspiration for marketing managers in love with digital marketing."
doktorspinn.com



22

annamiotk.pl
komunikacja dobrze wymierzona

 **Anna Miotk**
 First post: February 2008
 Most popular topics: Changes in Facebook's Edge Rank, interviews with experts, advertising value equivalency, blogosphere research

Editor's favourite post: "An interview with Katie D. Paine. I was dreaming to speak with her personally, because she is my favorite author and PR measurement expert – and it became real last year!"
annamiotk.pl

23

PR Romania

 **PR Romania**
 Chief Editor: Dana Oancea
 First post: April 2009
 Most popular topics: Strategic communication, PR innovation, agency of the future

Motivation for blogging: "Developing the public relations profession in Romania."
pr-romania.ro

24

БЛОГ

 **PR Partner**
 First post: March 2007
 Most popular topics: PR advice, professional humour

Motivation for blogging: "To share the knowledge we accumulate in our work, to generate quality content for our social media accounts, and to keep our agency website in the top three search results list."
prpartner.ru

25

BLOG-O-CORP
Communication & PR / By Cristina Aced

 **Blog-O-Corp**
 Editor: Cristina Aced
 First post: June 2006
 Most popular topics: Practical tips for PR practitioners, social media trends and best practices on social media

Motivation for blogging: "To help professionals be updated on digital communication and social media and to show companies how they can seize the opportunities the internet brings to communicate with their audiences."
cristinaaced.com/blog

26

Relaciones Públicas - Blog de Octavio Isaac Rojas Orduna

 **Relaciones Públicas**
 Editor: Octavio Rojas
 First post: April 2004
 Topics: Public relations, media, social media, crisis communications, strategic communications, differences between countries and events

Motivation for blogging: "When I started blogging there was no other PR blog in Spanish... Blogging helped me to prepare my first book related to public relations."
octavio Rojas.blogspot.com

"This blog was just the desire to write about and share my experiences, my passions and my impressions, gleaned over the course of my career. It was a more personal way of continuing the discussion about communication and information and of cultivating new friendships."

Olivier Cimelière, Le Blog du Communicant

“The real challenge is the vast array of audiences you need to address. You are a niche inside a niche. Journalists and stakeholders share the stage with influential bloggers so, to create and nurture these relationships, old and new, is a great deal of extra work but it also pushes communications experts to develop new areas of expertise.”

Roberta Pessina, mrstypo.com

27



Media Culpa

Editor Hans Kullin

First post February 2004

Most popular topics “Often I have analysed popular social networks or phenomena, for example when I tracked the growth of Flickr. That post was quoted by TechCrunch, BBC, CNN and WSJ.”

Blogging in Sweden “Many Swedish PR blogs really push the envelope, are well researched and educate readers in new trends and what they mean to practitioners in a way that the traditional media haven’t.”
kullin.net

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All Things IC

Editor Rachel Miller

First post March 2009

Most popular posts June 13 2013: ‘Who is using what for internal social media’, September 11 2012: ‘How to create an internal comms strategy from scratch’

Motivation for blogging “Through my blog I share my advice on internal communication, and showcase some of the fantastic work happening around the globe benefiting employees and companies.”
allthingsic.com

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CommNation

Editor Catherine Daar

First post January 2010

Topics Digital PR, communication 2.0, internet marketing, social media, SEO, content marketing, inbound marketing

Blogging in Switzerland “Swiss communication blogs, apart from still being rare, are usually animated by a communication or marketing agency.”
commnation.com/blog

30



PR Media Blog

Editors Rob Brown, Jon Clements

First post March 2008

Most popular post January 27 2009: ‘That Virgin complaint letter: What should the PR team do?’ about the challenges facing Virgin after an infamous complaint letter in 2008

Motivation for blogging “Its aim has changed over the years but the core principle has remained that it is now a place for stimulating debate around the ever changing relationship between media and PR.”
pr-media-blog.co.uk

“I think many Swedish PR blogs have been trying to be resources for those that want to learn about the development of digital and media. Many really push the envelope, they are well researched and educate readers in new trends and what they mean to PR practitioners in a way that the traditional media haven’t.”

Hans Kullin, Media Culpa

