

What's it all about?

This post is about “about” pages. You know, the pages that describe your organization. On blogs, the about page gives a sense to visitors who the author is. I would say this is crucial information. It helps us judge the trustworthiness of the content. Say that I am a student of public relations, at the PhD level, and I say so on my about page. You may surmise that my content has a scholarly bent based on my research. However, say that I am a student, in high school. And I write about public relations. You may conclude that I am still learning and that my blog is an attempt to explore social media.

I have come across many blogs lacking an about page. That is a mistake. A big mistake. Your about page does not have to be long and fancy. Just tell me who you are and what you are doing. That's it. Use it to build your credibility.

Just today I came across this blog: <http://prnext.wordpress.com/> It purports to be a monthly ezine about PR. It gives some rather dubious advice and info (like PR took a backseat to advertising in the 90s, really? says who?). In any case, I want to know who is behind the blog, and guess what, the about page is blank. Immediately, I think these people do not know ANYTHING about PR if they don't even have any basics about themselves. So, their credibility is challenged.

Take a look at your blog, your website, your LinkedIn. What have you done in the about sections? Have you communicated who you are and what you do, at the very least?

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