

Bloggging: when is it too personal?

Note: The following applies to business or organizational blogs not personal blogs.

What makes so many blogs fun to read is that they are more personal than other forms of communication. Since there are few (or no) editorial layers, most blogs are more frank and more conversational than other types of writing.

But there is a difference between showing your personality and being personal. I am certainly in favor of showing personality. If you like to compare everything to sports or music or movies, then do it. If you talk about your passions for cooking or travel, it makes you look like a well-rounded person.

There is also room for personal stories, as long as you are using them to illustrate a point or explain a position. What there is no room for, in my opinion, is really personal stuff that you would share with family and friends, but not with business acquaintances, such as a discussion of your latest mammogram or romantic break-up or philosophical musing.

Yes, I know you have a right to blog about whatever you like. This is especially true if you, like me, are a solopreneur or head of a very small company. Your business is personal...but your blog can't be. Remember why you are blogging—perhaps it is to help with thought leadership, lead generation and/or SEO. Ask yourself if the very personal post you are writing will advance or detract from that.

What do you think? Is there a line? And if someone crosses that line on his/her blog, are there consequences? I would appreciate if you shared your thoughts in the comments.