



## The difference between News and Blogs

News and Blogs are both very similar in nature - they are content curated for and interacted with by a certain audience.

However they can suit various purposes, so here are the key differences:

### 1. Author

News is typically created and published by one person or a group of people who are authorised to know and cascade information about your Company or anything relevant to its operation.

e.g. A "Company News" channel which is typically authored and published by the Internal Communication team, or "Marketing News" which is managed by the Marketing Team.

A blog on the other hand is written by an individual (or group) who has expertise in a specific subject matter or covers a certain field.

e.g. "CEO Blog", "Research Team Diary", "John's European Adventure"

### 2. Purpose

News has a clear purpose and articles written are intended to share specific information with a wider audience.

A blog is usually more informal and can be an expression of random ideas or opinions on a subject.

### 3. Content

News is fact-based, formal, and well-structured, for example: "Company's Financial Goal Achieved"

Blog is less formal / more conversational and it can contain someone's opinion and expression, for example: "Benefits of using Agile in our Organisation"

### 4. In Claromentis

News is likely to be used and articles displayed more prominently due to the content matter it deals with, whereas Blog's nature lends it to be an option that may not suit certain companies' Intranets.

Subsequently, most Intranets can find a great use for a News channel but not necessarily a Blog.

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