

Who made up that word?

BLOGGING 101

What exactly is a “blog”?

- A blog (a *portmanteau* of the term "web log") is a type of website or part of a website.
- They are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many different kinds of blogs

- They differ in the type of content
- They are different in the way that content is delivered or written.
- There are:
 - Personal blogs
 - Corporate and organizational
 - Genre blogs
 - By media
 - By device

A personal blog

TORN

I havent been writing lately. Reason #1 Laptop is dead. Long story short, HP made a faulty product and failed to inform their customers, and created an unfair extended warrantee, which mine falls two months shy of 'qualifying' EVEN though the executive case manager confirmed the computers, like mine, were being made and shipped months before, that to date don't fit in their 'warrantee span.' Two days of calling this man, argueing, and talking to others I will be calling the Maine Attorney General, specifically to the Consumer Protection department to get this remedied. I did not spend \$900 to have the motherboard DIE because they fucked up, 2 years and 2 months later...yes for real this is the 'short story.



Personal & Corporate

- PERSONAL
 - By an individual
 - Ongoing diary or commentary
 - Pride in blog even if never read
 - Reflect life, works of art, sentimental quality
 - Microblog: i.e.: Twitter
- CORPORATE or ORGANIZATIONAL
 - Business purposes
 - Enhances communication or culture of business
 - Marketing, branding, PR
 - Club, group, organization blogs
 - Inform of activities

Genre

- These blogs focus on a particular subject
 - Art
 - Music
 - Politics
 - Authors/Books
 - Projects
 - Education

Media and Device

- MEDIA
 - A blog comprising videos is called a [vlog](#)
 - Those comprising photos is called a [photoblog](#)
 - Those with shorter posts and mixed media types are called [tumblelogs](#).
- DEVICE
 - Blog is defined by which type of device is used to compose it
 - Can be written by mobile phone or PDA
 - Semi-automated blogging has been used as evidence in legal matters

INNER SPACE

The Frontal Cortex

I was a stuttering child. Whenever I got the slightest bit nervous, I had an annoying tendency to run out of air on vowel sounds, so that beginning a phrase with "A" or "eee" or "I" was all but impossible. I would choke and sputter, my eyes blinking in mad frustration. This minor affliction led me to become extremely self-aware of my speech. Before I said anything out loud, I would consider the breathy weight of the words, and mentally rehearse all those linguistic speed bumps and stop signs. If the phonetics seemed too dangerous, the sentence would be rewritten in my head, edited down to the consonant essentials.

Jonah Lehrer
Contributing Editor at *Wired*.



BLOGOSPHERE

- The collective community of all blogs
 - Links
 - <http://bug3d.blogspot.com> personal-media
 - <http://itsallgreektojill.blogspot.com> genre-travel
 - <http://plottwister.blog.com> genre-book by author
 - <http://www.carpetsbyotto.com> corporate-business
 - <http://twitter.com/PressSec> political-device

Authors

- Why create a blog?
 - Blogging is an additional activity to use along with a solid marketing foundation
 - The fundamentals of marketing must be in place prior to starting campaigns like blogging or social networking (i.e.: website, signature line, promotional materials)
 - A blog can promote your book before and after it is written.

Creating a blog

- It is strongly recommended by marketing gurus to use a professional blog, not a generic, used by anyone blog.
- Many people differ with that opinion.
- Easy to use sites include blogger.com and wordpress.com, blogrolling.com, zotero.org, blog.com

Rationale: pro vs. generic

- Generic blogs direct traffic away from your blog with links to other blogs at the top of your site.
- Every non-business person (often amateurs) who want to talk about their pet, boyfriend, or local social club uses this tool.
- So there's low quality traffic and serious people often just ignore it.

How Blogging Began

- After a slow start, blogging rapidly gained in popularity. Blog usage spread during 1999 and the years following
- Since 2002, blogs have gained increasing notice and coverage for their role in breaking, shaping, and [spinning news](#) stories
- By 2004, the role of blogs became increasingly mainstream, as [political consultants](#), news services, and candidates began using them as tools for outreach and opinion forming. Blogging was established by politicians and political candidates to express opinions on war and other issues and cemented blogs' role as a news source.

Professional blog

- You can hire someone to set it up
- Once set up, you can hire an Elance designer to create a professional header using iStock Photo images or Picasa- free photo editing software
- Or you can learn to set your blog up on your own
- But if you need help setting up your blog, you can hire someone to do the set up

An Effective Way to Go

- Use Typepad.com
- It costs just \$8.95 per month and is an excellent tool
- It is the best tool in the opinion of Seth Godin, David Meerman Scott and other dedicated bloggers
- If you need it, you can hire Typepad to do the set-up for you for a one-time \$200 to \$300 investment.
- There is a free trial period and they connect to Facebook, Twitter and other social media.
- When your blog is in place, and you have 12 posts, register your Typepad site with Feedburner and Technorati to open the door to traffic. (both feed your blog to multitudes of other social media sources, especially people who read blogs).

REMEMBER...

Blogging and social media take time.

Being patient and consistent is the key to success.

Once you are set up, you can move on to the more advanced topics like blogging on other people's highly trafficked blogs.

Using free tools could create brand damage due to the amateur approach.

Use free tools like Blogger and Wordpress to practice on first and get used to the concept of blogging regularly



Getting started

- What is your goal for the blog?
- What kinds of topics do you want to include?
- What will your domain name be?
- If you use a free tool to practice
 - Get familiar with the dashboard
 - Choose a template
 - Configure the settings

EXPERIMENT

MAKE A PLAN

KNOW HOW TO
PROMOTE YOUR BLOG

LINK YOUR BLOG TO
OTHER FORMS OF
SOCIAL MEDIA

CHECK OUT: YOUTUBE,
FEEDBURNER, PICASA

- Research the blogosphere
- Learn secrets for long term success
- Know blogosphere etiquette
- Have fun with bells and whistles
- Do you want to add advertisements to you site?
- Take a look at cafepress.com and Google Adsense

START TODAY

- Whether you have no promotion online or some, begin , add, enhance or increase your presence.
- PRACTICE: Do a personal page on Facebook and Twitter. Then add a business account
- **You must have a website. Do it yourself or pay to have it done.**
- Practice on a personal blog, then create one for your book.

Resources to Check out

- **Blogging tips for Beginners**
- <http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/>
- **How to set Up a blog for Beginners**
- <http://www.mahalo.com/how-to-set-up-a-blog-for-beginners>
- **Wordpress**
- <http://wordpress.com/>
- **Blogger**
- <https://www.blogger.com/start>
- **Typepad**
- <http://www.typepad.com/>
- **Step by step- customize Your Own FREE blog**
- <http://www.youtube.com/watch?v=ThvOLDu2XuA>

Blogs for Authors-Examples

- Teresa Burrell, J.D.
<http://www.teresaburrell.blogspot.com/>
- David Krueger, M.D.
<http://www.thesecretlanguageofmoney.com/site/archives/18-Money-Talks,-But-Does-It-Lie.html>
- Frederica Gold, Ph.D.
<http://www.adulteryisuniversal.blogspot.com>

More examples

- Seth Godin-the # 1 blog on the internet today
- <http://sethgodin.typepad.com/>
- S. Kay Murphy
- <http://www.skaymurphy.com/>
- Dwight Norris
- <http://www.ereleases.com/pr/the-gentleman-host-cruise-ship-nightmare-17833>

BLOG AWAY!

MAKE IT
WORK FOR
YOU
AND HAVE
FUN TOO!

