Come Blog with Us

An Introduction to Blogging
Game Plan

• What is a blog and how could it possibly be used for academic purposes?

• Creating the blog.
Distribution

• Content is king, but…
• Does distribution affect content?
  – Book v Magazine
  – Radio v Television
    • AM v FM v Satellite Radio
    • Network v Cable
  – New Media v Traditional Media
    • Web Site (marketing/sales based)
    • E-mail / list-serve / spam
    • Blog / Podcast
What is a blog???

**Merriam-Webster’s Words of the Year 2004**

Based on your online lookups, the #1 Word of the Year for 2004 was

**Blog** noun [short for Weblog] (1999) : a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer

Click on each of the other words in the Top Ten List for their definitions in the Merriam-Webster Online Dictionary:

2. **incumbent**
3. **electoral**
4. **insurgent**
5. **hurricane**
6. **cicada**
7. **peloton** : noun (1951) : the main body of riders in a bicycle race
What is a blog???

“An online journal which produces fame without wealth for pajama-clad scribes, known as bloggers, who write so well they don’t need editors and survive by eating ramen noodles and Tang powder from a spoon.”

-- From the Scrappleface blog
(daily news satire site)
How does a blog differ from...

✓ **A website:** A good blog is interactive and frequently updated, unlike most websites.

✓ **A chat room:** A good blog maintains a conversation history, unlike most chat rooms.

✓ **A bulletin board:** A good blog is easy to read, unlike most bulletin boards.
Why blog?

✓ Real-time input from your audience
✓ Create and maintain relationships
✓ Have a dialogue with your audience
✓ Build or enlarge authority
Who’s Blogging?

• Higher Ed.
• Corporate Blogging
• Small Businesses
• The Government
• Attorneys
• The Arts/Media
Who’s Blogging?

**Higher Ed - Students**

- **Who's Blogging**: [Image]
- **Link**: [http://www.regent.edu/acad/schlaw/diary/home.html](http://www.regent.edu/acad/schlaw/diary/home.html)

**Higher Ed – MBA Admissions**

- **Who's Blogging**: [Image]
- **Link**: [http://adcomblog.wharton.upenn.edu/](http://adcomblog.wharton.upenn.edu/)
Who’s Blogging?

Higher Ed – Law Prof’s

http://ninomania.blogspot.com
MYTHS

• TIME CONSUMING
  – Vary length of Posts – Burst / Chunk Writing / Planning
• Difficult To Maintain
  – Consistent vs. Daily Posting
• Teen Diaries
  – Credible Marketing Strategy
• Destruction of Brand
  – Personalization – Brand / Company
• Number of Readers = SUCCESS
  – Quality (Niche) More Important Than Quantity
• Negative Customer Feedback
  – Opportunity to Establish Stronger Relationships
• Bloggers - Self-absorbed Ego Maniacs.
  – Yes – Some! Others – Passion to share information.
Creating the Blog
What are blog must-haves?

✓ **A name**: A short name for your blog

✓ **A description**: What is your blog about?

✓ **An about me**: Who you are, what you do, and what you write about; transparency is key
Let's Get our Hands Dirty

Blogger

Create a blog in 3 easy steps:

1. Create an account
2. Name your blog
3. Choose a template

CREATE YOUR BLOG NOW

RECENT NEWS

Blogging for Profit Turn your blog into a source of revenue with Google's AdSense program. We're still accepting signups.
Poster 3 November 2004 (by Jason.)

LEARNING BLOGGER

Join Molly in her video-based blogging workshops. Preview the Learning Blogger CD-ROM.
Create an Account

Choose a user name
Enter a password
Retype password
Display name
Email address

You'll use this to sign in for future visits.
Must be at least 6 characters long.
Enter it again just to be sure.
The name used to sign your blog posts.
We will never share your address with third parties without your permission.
Indicate that you have read and understand Blogger's Terms of Service

Acceptance of Terms
Name your Blog

2 Name your blog

<table>
<thead>
<tr>
<th>Blog title</th>
<th>Enter a title for your blog.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog address (URL)</td>
<td>You and others will use this to read and link to your blog.</td>
</tr>
</tbody>
</table>

OR

Advanced Setup

Want to host your blog somewhere else? Try Advanced Blog Setup. This will allow you to host your blog somewhere other than Blogspot.

CONTINUE
Choose a Template

Choose a template to create your blog. You can select from various templates, such as Minima, Minima Black, Dots, and Son of Moto. Each template is created by Douglas Bowman or Jeffrey Zeldman.

Choose a custom look for your blog. Click the image to see a larger version in a separate window. You can easily change the template later, or even create your own custom template design once your blog is set up.
Behold, Your Creation!

Creating your blog…

Your blog has been created!

We’ve just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

START POSTING
Compose a Blog
Publishing your Blog

Publishing is in progress

Files published... 0%

This may take a few minutes, if you have a large blog.

Your blog published successfully. (Details…)

Files published... 100%

View Blog (in a new window)

Republish Index Only  Republish Entire Blog
Thou Hast Blogged!
How to focus my blog?

✓ On subjects you’re knowledgeable about
✓ On subjects of your experience
✓ On subjects of your passion
✓ On subjects that provoke discussions
How often should I blog?
(So, do you blog here often?)

1: Several times per day
   - Most traffic and awareness

2: Several times per week
   - Better than average traffic

3: Several times per month
   - Average traffic
How do I get my blog discovered?

✓ Make your blog your website front page

✓ Be link promiscuous

✓ Connect with bloggers directly

✓ Promote your blog in email signatures

✓ Comment on other blogs
What voice should my blog use?

✓ Your own.

✓ Write:

  With honesty
  With evidence
  With transparency
  With generosity
The Inspirational Slide

Let us speak, though we show all our faults and weaknesses — for it is a sign of strength to be weak, to know it, and out with it..." Herman Melville

• See “The Cluetrain Manifesto” http://www.cluetrain.com
  – The 95 Theses
  – Markets are Conversations
  – Markets are People
Blogging Basics

Please give us your feedback.