

# THE BASICS OF BLOGGING

## What is a blog?

“A weblog (usually shortened to blog, but occasionally spelled web log) is a web-based publication consisting primarily of periodic articles (normally in reverse chronological order). Although most early weblogs were manually updated, tools to automate the maintenance of such sites made them accessible to a much larger population, and the use of some sort of browser-based software is now a typical aspect of "blogging". Blogs range in scope from individual diaries to arms of political campaigns, media programs, and corporations. They range in scale from the writings of one occasional author, to the collaboration of a large community of writers. Many weblogs enable visitors to leave public comments, which can lead to a community of readers centered around the blog; others are non-interactive. The totality of weblogs or blog-related websites is often called the blogosphere. When a large amount of activity, information and opinion erupts around a particular subject or controversy in the blogosphere, it is sometimes called a blogstorm or blog swarm. The format of weblogs varies, from simple bullet lists of hyperlinks, to article summaries or complete articles with user-provided comments and ratings. Individual weblog entries are almost always date and time-stamped, with the newest post at the top of the page, and reader comments often appearing below it. Because incoming links to specific entries are important to many weblogs, most have a way of archiving older entries and generating a static address for them; this static link is referred to as a permalink. The latest headlines, with hyperlinks and summaries, are frequently offered in weblogs in the RSS or Atom XML format, to be read with a feed reader. The tools for editing, organizing, and publishing weblogs are variously referred to as content management systems, publishing platforms, weblog software, and simply blogware.” – *definition by Wikipedia* (<http://en.wikipedia.org/wiki/Blog>)

## Blog hosting sites

- <http://www.blogger.com>
- <http://www.typepad.com>
- <http://www.blogsome.com>

## Examples

- The Google blog <http://googleblog.blogspot.com/>
- Educational blog <http://www.theopenclassroom.blogspot.com/>
- Wired Campus blog <http://wiredcampus.chronicle.com/>
- College experience blog <http://blogs.rwu.edu/>
- Fan blog <http://www.the-leaky-cauldron.org>

## CREATE A BLOG IN 5 EASY STEPS USING BLOGGER

Blogger offers easy-to-use software and simple, clean templates, all free of charge. The URL for blogger is <http://www.blogger.com/>. Once you access Blogger's homepage, click *Take a Quick Tour* and learn more about blogging. Then, you can create your blog in five easy steps.

**Step 1: Click *Create Your Blog Now*.**



After you create a blog, you will enter your username and password at the top right hand corner of the Blogger homepage to access and edit your blog.

**Step 2: Create a Blogger account.**

Your Blogger account consists of a username and password (which you use to log in), and a display name (which shows up when you add posts to your blog or comment on someone else's blog). Your display name and user name can be the same, but they do not have to be.

Your email address is required in case Blogger needs to contact you, but it will not show up on your blog unless you add it. Read the terms of agreement and if you accept, check the box and click *Continue*.


### Step 3: Create a title & URL for your blog

1 CREATE ACCOUNT 2 NAME BLOG 3 CHOOSE TEMPLATE

## 2 Name your blog

Blog title  Enter a title for your blog.

Blog address ( URL )  You and others will use this to read and link to your blog.

Word Verification  Type the characters you see in the picture.

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

Your title appears on the front page of your blog, at the top of the screen.

The URL for your blog is its Web address.

The word verification step is required to create your blog.

### Step 4: Choose a design scheme for your blog

## 3 Choose a template

Choose a custom look for your blog.

You can easily **change the template later**, or even create your own custom template design once your blog is set up.

Minima Created by: Douglas Bowman [preview template](#)

Minima Black Created by: Douglas Bowman [preview template](#)

[Sample Blog](#) [Sample Blog](#)

CONTINUE

One of the best features Blogger offers is the template, which allows you to create a nice looking blog without any Web site creation skills or software. There are many templates to choose from, and you can change your template at any time without losing your posts and comments.

You will only see a few template choices when you initially create a Blogger account. However, after your blog is created, you can edit the

template and choose from a broader selection. You will also be able to customize your template using HTML (HyperText Markup Language, the code of simple Web pages). You can use HTML to create links, lists, and to edit text on your blog.

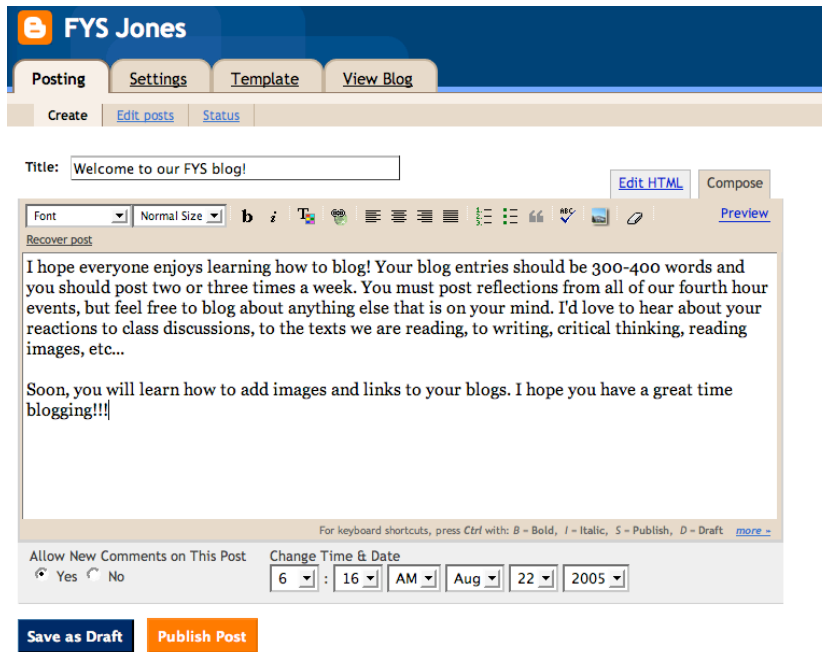
*After you select a template, you should see this success message:*

**!** **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

## Step 5: Create your first blog entry (“post”).



Entries in your blog are called “posts”. Each post has a title, which appears on it’s own line in bold type. The title should introduce your post, (similar to the subject line of an email). For each post, you can choose whether or not to allow comments. You can preview the post before you publish it, and you can also save the post as a draft. A post will not appear on your blog until you publish it. Depending on the browser you use, you will see various tools on the *Create Post* screen. You will see a photo icon, which allows you to add graphics to your post, and a

spell check button. You can add HTML tags to posts. You may see a *Compose* tag, which will edit HTML tags for you. From this screen, you can bold or italicize text, change text color, and create lists and links. When you publish a post, you will see a success message telling you “*Your blog published successfully.*”

## Click the *View Blog* tab to see your updated blog!



Your posts are time and date stamped and marked with your display name.

You can edit and remove your posts at any time. Delete unwanted comments by clicking the small trashcan next to them.

If you want to, you can create a profile for your Blogger account, which will tell your readers a little bit more about you.

Posts are displayed in reverse chronological order, with new posts appearing at the top. All posts are archived and are easy to retrieve. You can set preferences in your template for the number of entries that appear on the screen, as well as the frequency of your archives. Recent posts are usually listed by title on the right or left hand side of your blog. You can manage your posts and archives by using the Dashboard.

### Three ways to access the Dashboard:



1. After adding a post, click *Back to Dashboard* in the upper right hand corner of your screen.

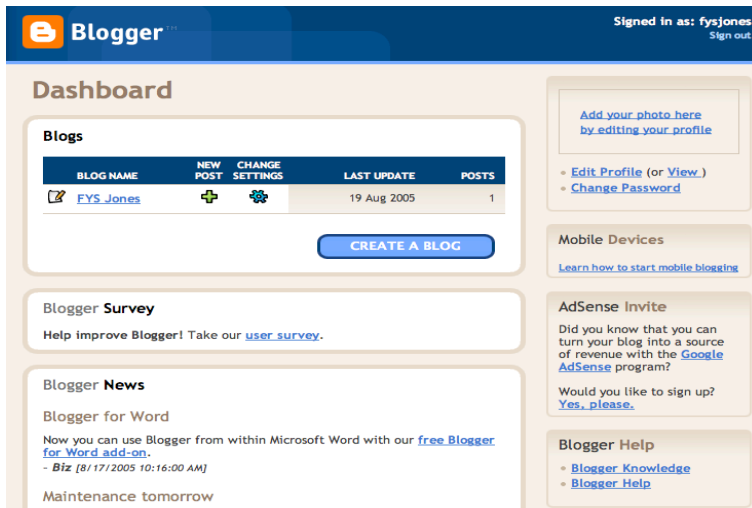


2. When viewing your blog, click the *Blogger* icon in the top left hand corner. (You may be prompted to sign in again.)



3. When you sign in to the Blogger homepage, you will be taken straight to Dashboard.

### Welcome to Dashboard!

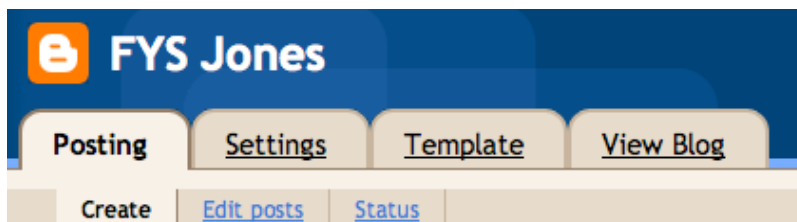


Blogger’s Dashboard serves as the control panel for your blog.

From the dashboard you can create new posts, change your settings, create a new blog, view Blogger news, edit your profile, and find help using Blogger. The help menu is excellent, so be sure to consult it if you get stuck or want to try something new with your blog.

Click on the title of your blog to access the control tabs.

### Edit your posts, settings and templates



The control tabs allow you to edit and create posts, change your settings and template, and view your blog. If you change the template or settings, remember to click *Republish Blog* in order to see the changes you have made.

**HAVE FUN BLOGGING!** When you want to access you blog, just go back to [www.blogger.com](http://www.blogger.com) and sign in with the username and password you created. From there, you will see the Deashboard. You can create multiple blogs for each Blogger account you set up, so you can create blogs for separate classes if you want to.