

**BRAVO!**  
**Summer Employee  
Institute 2012**



**Blogging Guide**

## What is a Blog

A blog can be anything you want it to be. It can be an open diary for the world, a recipe site of your favorite foods, daily entries about travel, or anything you can think of. There aren't any real rules as to what a blog can be. If it were to be defined formally, a blog is a web site, where posts are entered on an ongoing basis. The newer post will always be up at the top, this way people who follow your blog can see always see the latest entry on top. Follower can make comments on you blog as well.

Blogging services are mostly free, and are available online by services like WordPress, Blogger, Blogspot.com, and many others. All that is needed is a subscription and a post to start a blog. Blogs in many ways have reshaped the web, and given people a stronger voice. Blogs are used for politics, technology, virtually anything you can think of, and the audience they receive can be astronomical depending on the topic.

## Steps to Creating a Blog

1. **Getting Started:** Register with the selected Blog provider ([www.wordpress.com](http://www.wordpress.com)/[www.blogger.com](http://www.blogger.com)/[www.blogspot.com](http://www.blogspot.com)).
2. **Dashboard:** Get familiar with your Blog's control panel. The Dashboard is where you go to choose or change your theme, upload media, create new pages and much more.
3. **Choose your Topic:** The most successful blogs have a specific target audience. Choose a topic that will cater to your target audience. This will take time, so make sure your topic is something that is interesting to you, and will keep your audience engaged.
4. **Customize your Blog:** First and foremost, the theme or "look" of your blog is the first thing people see when they navigate to it. Make it catchy and visually appealing. There are many free themes to choose from, and there are also themes that can be purchased. Play around with colors and fonts and see what fits your blog.
5. **Publish your Blog:** After the topic and theme have been created, insert your first **Post** to create your Blog. A **Post** is a topic entry for your blog.
6. **Add Media:** Media such as images and videos can be uploaded to your Blog. Storage for videos does come with a charge for the service.
7. **Join the Blog Space:** Start following other Bloggers by visiting their Blogs, and ask them to follow your Blog. You can also invite friends via Twitter and Facebook. Pretty soon you will have many followers that are interested in the same things as you.

**If you are interested in creating a Blog, please contact us at x8047 or [ITSS@jjay.cuny.edu](mailto:ITSS@jjay.cuny.edu).**