

FREE BLOGGING

Presented by Derek Southern (Branch 8)

To

SIR Area 2 Computer & Technology Group

18 September 2008

Blogging Basics?

- 🌸 What is a blog?
- 🌸 Why blog?
- 🌸 How to blog for free!
- 🌸 Is it only for my grandkids?

Definition of a Blog

A “blog” is simply a website which uses special software to make it easier to publish your own content on the web.

The original name was a “web log”

Why Blog?

- 🌸 Personal diary
- 🌸 Family news
- 🌸 Hobby
- 🌸 Personal views, especially political
- 🌸 Business reasons
 - Internal and external customers
 - Organizational outreach

How to blog

- 🌸 Chose your software
- 🌸 Create an account
- 🌸 Chose a template
- 🌸 Write an entry
- 🌸 Publish your entry

Blogging software

Blogging software is called a “Content Management System” **[CMS]**. It helps you create a website which is loosely based on the way a personal diary or journal is organized

Do I really need CMS software to help me?

- ❁ YES! It takes care of all the coding (you don't need to know any html or css!)
- ❁ You just add content, and smile!
- ❁ It also takes care of archiving old entries

Do I need to speak 'web'?

A blog is a web-page, but a web-page is not necessarily a blog!

When you use blogging software (CMS) you do **NOT** need know anything about web-page creation!!!

Anatomy of a Blog

- 🌸 Newest content at the top
- 🌸 An archive of older content
- 🌸 Links to other sites
- 🌸 Text with or without photographs
- 🌸 Photographs with or without text

...Lets look at a few real blogs...

Seeing double

Claire at 9:41 pm on Monday, September 8, 2008

Courtney brought Maddie and Emma over to play, and the four little ladies had great fun. Emma the explorer led the other 3 into the girls' room, where they all had great satisfaction in pulling the books off the shelves. How funny to see four little crawlers all heading the same way! It seems twins enjoy playing with other young babies more than most 1 year olds.



Archives:

- [■ September 2008](#)
- [■ August 2008](#)
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- [■ June 2008](#)
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Grass under your feet

Claire at 10:14 am on Wednesday, June 4, 2008

Not everyone like the feeling of grass on their feet...



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Choosing your software

Free, or Pay \$\$\$

Hosted, or Stand Alone

- Use online program
- Set up your own server

Free software - hosted

- ❁ Hosted means 'they' take care of domain name, software, etc
 - Blogger, from google.com
 - MSN Spaces
 - WordPress
 - TypePad

Hosted Blogs - pros

- **Cheap or Free** to run - most hosted options are free
- **Relatively easy to set up** - most of these types of blogs can be set up with a basic default template within minutes.
- **Simple to Run** - Posting is as simple as filling in a few fields and hitting publish.
- **Software Updated Automatically**

Hosted Blogs - cons

- ❁ Less Configurable
- ❁ Default Design Limitations
- ❁ Less Control
- ❁ Generic URL
- ❁ Upgrading to Standalone can be Tricky

Stand alone Software

- ✿ WordPress
- ✿ MovableType
- ✿ PMachine
- ✿ Greymatter,
- ✿ B2Evolution,
- ✿ TextPattern,
- ✿ Expression Engine
(to name just a few).






Stand Alone - pros

- ✿ Full Control of Design
- ✿ Adaptability
- ✿ Free Platforms
- ✿ URL

Stand Alone - cons

- ❁ Complicated Set Up
- ❁ Cost
- ❁ Updates
- ❁ Hosting Issues

How to become a blogger

-  Chose your software
-  Create an account
-  Chose a template
-  Write an entry
-  Publish your entry

... and that's it

1 Create a Google Account



This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please [sign in first](#)

Email address
(must already exist)

You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.

Retype email address

Type in your email address again to make sure there are no typos.

Enter a password

Must be at least 8 characters long.

[Password strength:](#)

Retype password

Display name

The name used to sign your blog posts.

Word Verification



Type the characters you see in the picture to the left.

Acceptance of Terms

I accept the [Terms of Service](#)

Indicate that you have read and understand Blogger's Terms of Service.

CONTINUE 

- 1 CREATE ACCOUNT ▶
- 2 NAME BLOG ▶
- 3 CHOOSE TEMPLATE

2 Name your blog

Blog title

Your blog's title will appear on your published blog, on your dashboard and in your profile.

Blog address (URL)

http://.blogspot.com

[Check Availability](#)

The URL you select will be used by visitors to access your blog. [Learn more](#)

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.

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

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2 Name your blog

Blog title

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Your blog's title will appear on your published blog, on your dashboard and in your profile.

Blog address (URL)

http://SIRarea2-computers.blogspot.com

[Check Availability](#)

⚠ These characters are not allowed: _

Please consider one of the following:

- derek-sirarea2computers
- sirarea2computers-derek
- sirarea2computergroup
- derek-sirarea2computergroup

The URL you select will be used by visitors to access your blog. [Learn more](#)

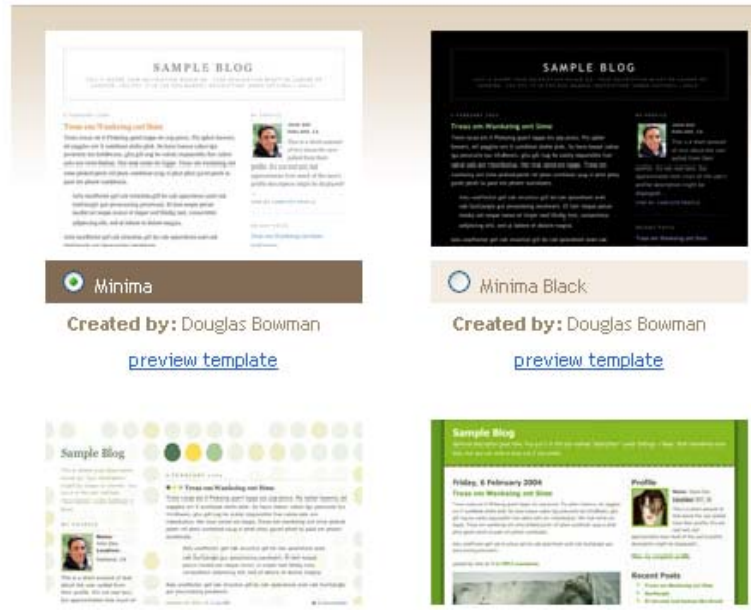
OR

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 

2 Choose a **template**



The image displays four different Blogger templates. The top-left is 'Minima', a clean white layout with a blue header. The top-right is 'Minima Black', a dark-themed version of the same layout. The bottom-left is a template with a colorful dot pattern and a light background. The bottom-right is a green-themed template with a white background. Each template includes a 'SAMPLE BLOG' header and a 'Created by: Douglas Bowman' footer with a 'preview template' link.

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.





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Posting

Settings

Layout

[View Blog](#)

Create

[Edit Posts](#)

[Moderate Comments](#)

Title:

[Edit Html](#)

Compose

Font



[Preview](#)

Large empty text area for writing the post content.

[Post Options](#)

Labels for this post:

e.g. scooters, vacation, fall

Shortcuts: press **Ctrl** with: **B** = Bold, **I** = Italic, **P** = Publish, **S** = Save, **D** = Draft [more](#)

PUBLISH POST

SAVE NOW

[Return to list of posts](#)