

# You Can Blog (Tonight)

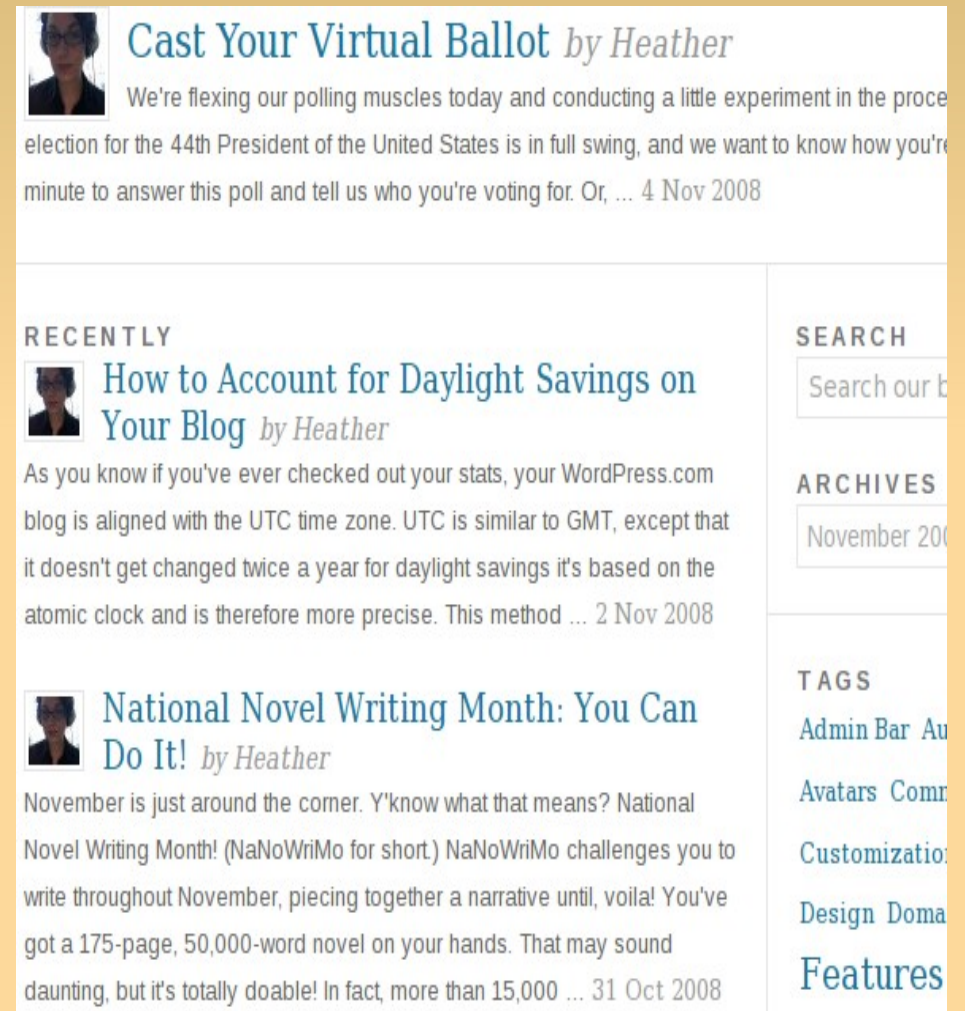
Chip Rosenthal  
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People-Powered Media [un]Workshop  
8 Nov 2008

# What's a Blog?

A weblog is a web site with articles posted in reverse chronological order.

(And it feels *bloggy*.)



The screenshot displays a WordPress blog interface. At the top, a post titled "Cast Your Virtual Ballot" by Heather is shown, with a small profile picture of the author. The post text begins with "We're flexing our polling muscles today and conducting a little experiment in the process." Below this, a "RECENTLY" section lists two more posts: "How to Account for Daylight Savings on Your Blog" and "National Novel Writing Month: You Can Do It!", both by Heather. The sidebar on the right contains a search box, an archives list for November 2008, and a tags section with various categories like "Admin Bar" and "Avatars".

**Cast Your Virtual Ballot** by Heather  
We're flexing our polling muscles today and conducting a little experiment in the process. The election for the 44th President of the United States is in full swing, and we want to know how you're spending your minute to answer this poll and tell us who you're voting for. Or, ... 4 Nov 2008

**RECENTLY**

**How to Account for Daylight Savings on Your Blog** by Heather  
As you know if you've ever checked out your stats, your WordPress.com blog is aligned with the UTC time zone. UTC is similar to GMT, except that it doesn't get changed twice a year for daylight savings it's based on the atomic clock and is therefore more precise. This method ... 2 Nov 2008

**National Novel Writing Month: You Can Do It!** by Heather  
November is just around the corner. Y'know what that means? National Novel Writing Month! (NaNoWriMo for short.) NaNoWriMo challenges you to write throughout November, piecing together a narrative until, voila! You've got a 175-page, 50,000-word novel on your hands. That may sound daunting, but it's totally doable! In fact, more than 15,000 ... 31 Oct 2008

**SEARCH**  
Search our blog

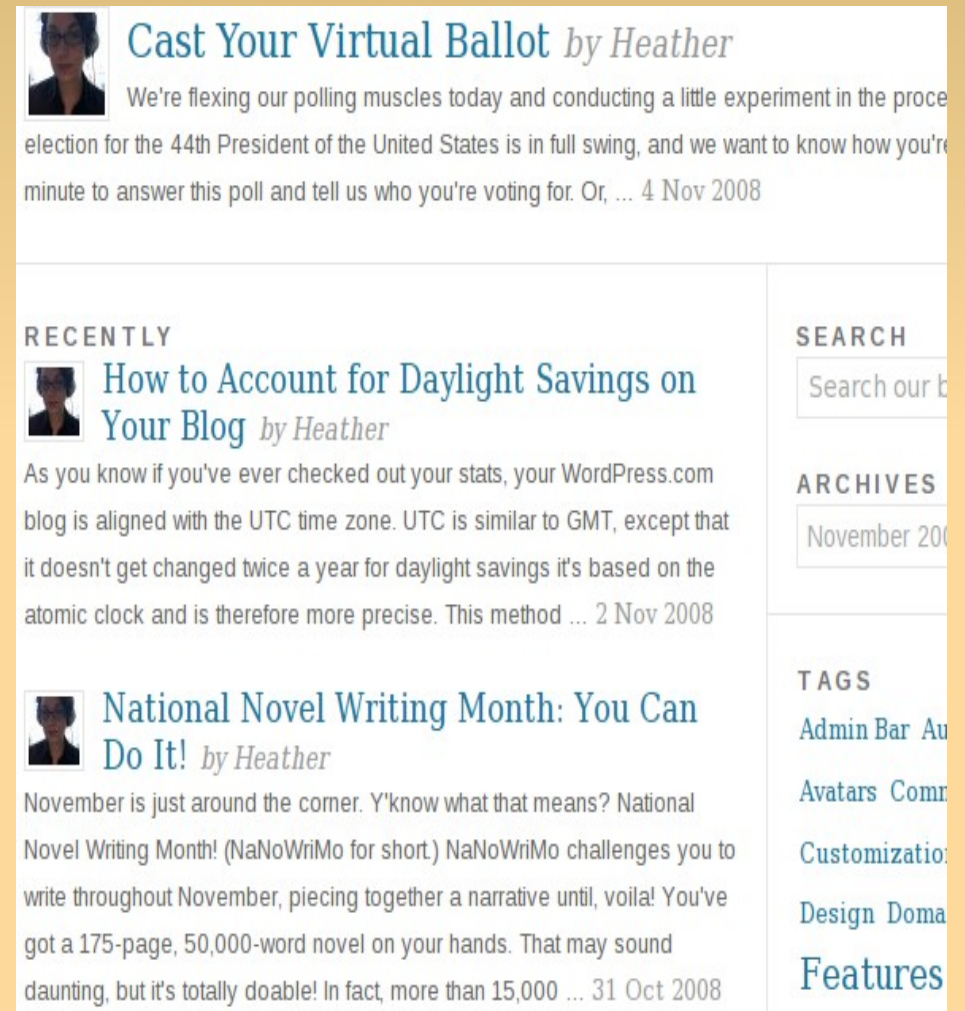
**ARCHIVES**  
November 2008


**TAGS**  
Admin Bar Avatars Comments Customization Design Domain Features

# What's a Blog?

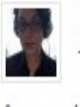
Common features:


- Teasers, permalinks
- Comments
- Categories or tags
- Archives, search
- Syndication (RSS)
- Content management system (CMS)



 [Cast Your Virtual Ballot](#) *by Heather*  
We're flexing our polling muscles today and conducting a little experiment in the process. The election for the 44th President of the United States is in full swing, and we want to know how you're doing. Take a minute to answer this poll and tell us who you're voting for. Or, ... 4 Nov 2008

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**TAGS**  
[Admin Bar](#) [Avatars](#) [Comments](#) [Customization](#) [Design](#) [Domain](#) [Features](#)

# Start Your Blog (Tonight)

- Clarify your objective → blog style?
  - Connect with family or friends → personal
  - Have an impact → topical
- Select a blog host
  - Do you want to host yourself? (probably not)
- Just dive in, don't worry, be flexible
  - (Your five year plan may not last a month.)

# Start Your Blog (Tonight)

- Personal blog hosting
  - <http://www.vox.com/>
  - <http://www.livejournal.com/>
  - Would you prefer a social network?
- Topical Blog Hosting
  - <http://wordpress.com/>
  - <http://www.blogger.com/>

# Quick Pointers for Success

Do more of this:

- Post regularly
- Be a blog reader and commenter
- Publish and promote your RSS

# Quick Pointers for Success

Do less of this:

- Write about work
  - <http://w2.eff.org/Privacy/Anonymity/blog-anonymous>
- Post libelous opinions
  - <http://w2.eff.org/bloggers/lg/faq-defamation.php>
- Steal from others
  - <http://creativecommons.org/>

# You Can Blog (Tonight)

Join the Austin Bloggers community  
<http://www.austinbloggers.org/>

Chip Rosenthal  
<[chip@unicom.com](mailto:chip@unicom.com)>