

# Let's Blog

in Westbury sub Mendip

with Claire Sully, May 16<sup>th</sup>, 2017

## Aims of today

Understanding what blogging is and how this relates to the Parish Council website.

Inspire you to blog as part of your village community.

## What you will take away

Plan your own blog - write your first blog.

Develop your own blogging style.

## Agenda

Introduction

- What is a blog, what is blogging and what is a blogger?

- Let's learn from others – who's blogging and why?

- Let's Blog:

Planning your blog

Using the Parish Council website

## Introduction

**- What is a blog, what is blogging and what is a blogger?**

A blog (or web log) is a website consisting of entries (also called posts) appearing in reverse chronological order with the most recent entry appearing first - similar in format to a daily journal.

Blogging: The act of writing a post (article) for a blog.

Blogger: A person who writes content for a blog.

Blogs can be text, video, audio, photos or all of these. Blogs create an opportunity to interact with a target audience.

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*Fact: There is a lot of blogging going on:*

*152,000,000 blogs.*

*Every half second a new blog is written somewhere in the world.*

Wordpress (the technology behind your community website) although created primarily as a blogging platform, has grown into a full content management system providing:

Pages

Sections

Media (images/videos) management

The ability to create categorised blog posts.

*5 interesting facts about WordPress:*

- *Over 25% of the internet is driven by WordPress. 76% of Content Management Systems are powered by WordPress.*
- *WordPress is older than Twitter and Facebook – has been going for 14 years.*
- *WordPress is free – while it powers a multi-billion dollar economy!*
- *1.48 Billion total WordPress Plug-ins were downloaded in 2016*
- *All WordPress releases are named after jazz artists. WordPress 1.0 was named after Miles Davis and WordPress 4.6 was named after Pepper Adams.*

## **2. A case study to learn from: My blog, Don't Mention the M Word**

Find a blog you enjoy and consider why it is a good blog, how did you find it – or how did it find you?!

## **3. Let's Blog**

Exercise:

A. Plan your blog:

Why am I writing this blog?

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Who are my audience?

How will I reach my audience?

How will I know I've reached them?

B. Consider your blog style

## **Tips:**

*The rules are – there are no rules*

*Blogs often are informal.*

*Consider readability.*

*Consider being niche.*

*Set aside time – writing regularly will build a bigger audience for your blog*

Exercise:

How to create a blog on your community website: <http://westburysubmendip-pc.gov.uk/news/>

- 1) Create a post
- 2) Categorise your post
- 3) Add an image
- 4) Publish your post

<http://westburysubmendip-pc.gov.uk/news/>