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Starting a blog

- Are you comfortable having others read and comment on your words and thoughts?
- What is its purpose?
- Whom is it for?
- How much time can you devote to it?

Naming your blog

- Readable
- Memorable
- Easy to spell
- Easy to pronounce
- Concise
- Unique
- Relevant

Hosted or DIY?

Hosted

Free. Easy to use. Quick. Less flexibility. URL supplied by the hosting company. (Blogger, Wordpress.com)

DIY

More freedom, more responsibility. Need to find server space and register a domain name. (Wordpress.org, MovableType)

First impressions

Your design should reflect your brand.

Are you using a default template?

Have a clear navigation structure.

Choosing blog topics

Read, read, read.

Regularly check your RSS feeds.

Listen to your coworkers.

Participate and anticipate.

Find your blogging groove

Define what type of blogger you are.

Establish a routine.

Make adjustments as needed.

Monitor & Interact

Add free web analytic packages (Sitemeter, Clicky, StatCounter).

Manage/tracke RSS feeds through <u>FeedBurner</u>. Use their <u>Feedflare</u> service to encourage interaction.

Promote

Learn about search engine optimization.

Use social networking sites.

Network!

Helpful Resources

Blogging colleagues.

Bloggers you may not know yet.

Blogs on blogging

<u>Problogger</u>

Daily Blog Tips

Social Networking and News Research

Social Networking



Communities of people who **share** interests and activities.













There are *hundreds* of social networking sites.

Learn a couple really well.

Explore niche networks.

Don't overlook the older sites.

Social Networking 101

Create a profile online with your personal and/or professional information.

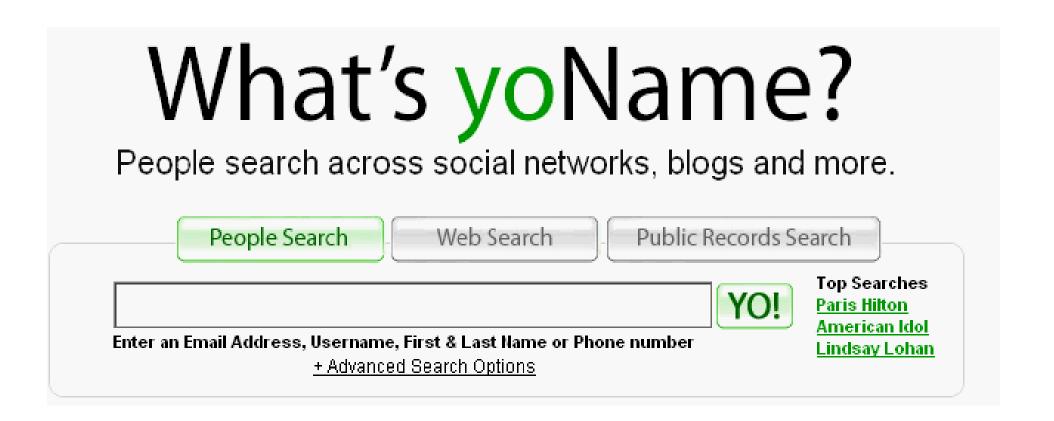
Collect friends.

Interact and secretly view others.

Social Networking: Registration

Full access is limited to registered users.

Multi-Profile Search



www.yoname.com

Social Networks: Searching

Start with a basic search.

Browse, filter and sort are your friends.

Always, always check out advance search features.

More...

People don't always use their real names when registering on social networking sites. Try to find an email address for the person you are searching. Or search by a first name and then limit from there.

More...

Search known friends. View top friends. A group search can get you what you need.

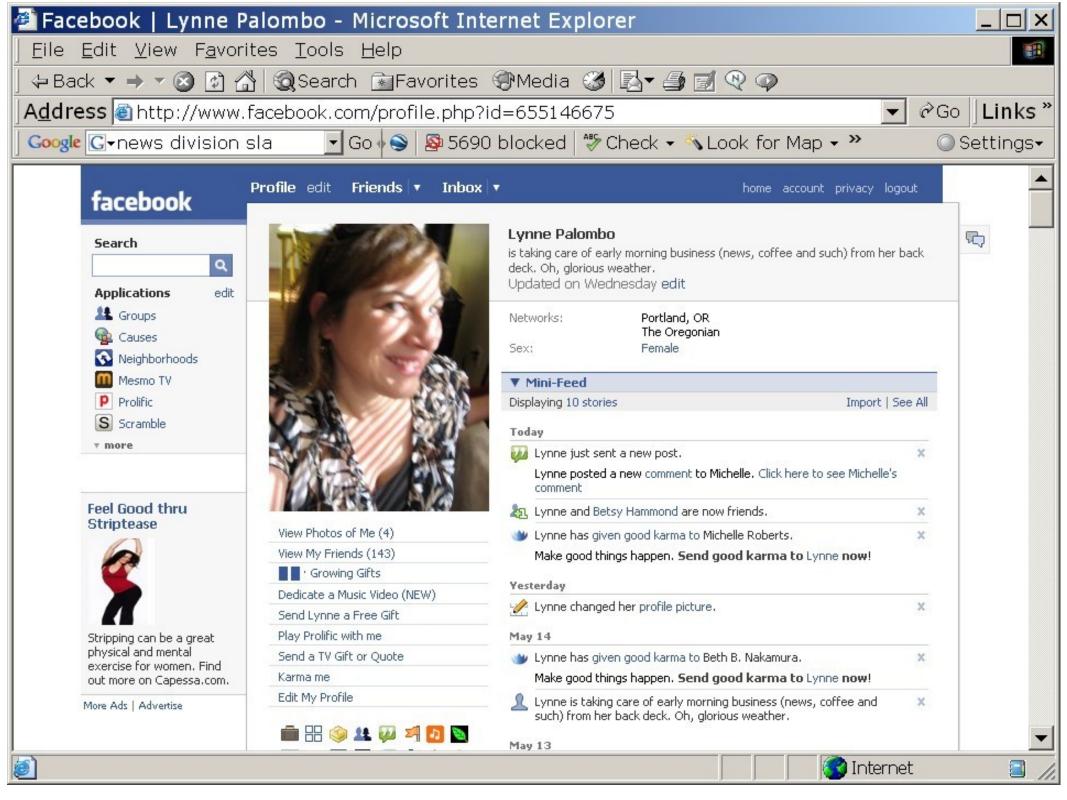
Don't forget traditional search engines and blog search engines.

Social Networks: Navigating

Understand what you are looking at (be careful, not everything you read is true).

Get a feel for the layout.

Take time to explore. Online networking takes time and patience just like face-to-face.



Facebook: Jargon

Friend

A phrase for someone acknowledging they want to make a connection online. Sometimes, it's not a friend in real life.

You can request to be someone's friend.

Friends are approved, denied, ignored or blocked.

Network

People belong to regional, educational or professional networks. You can see anyone's profile in your network (if not made private).

There are **150**, **031** people in the Portland, OR network.

More Jargon

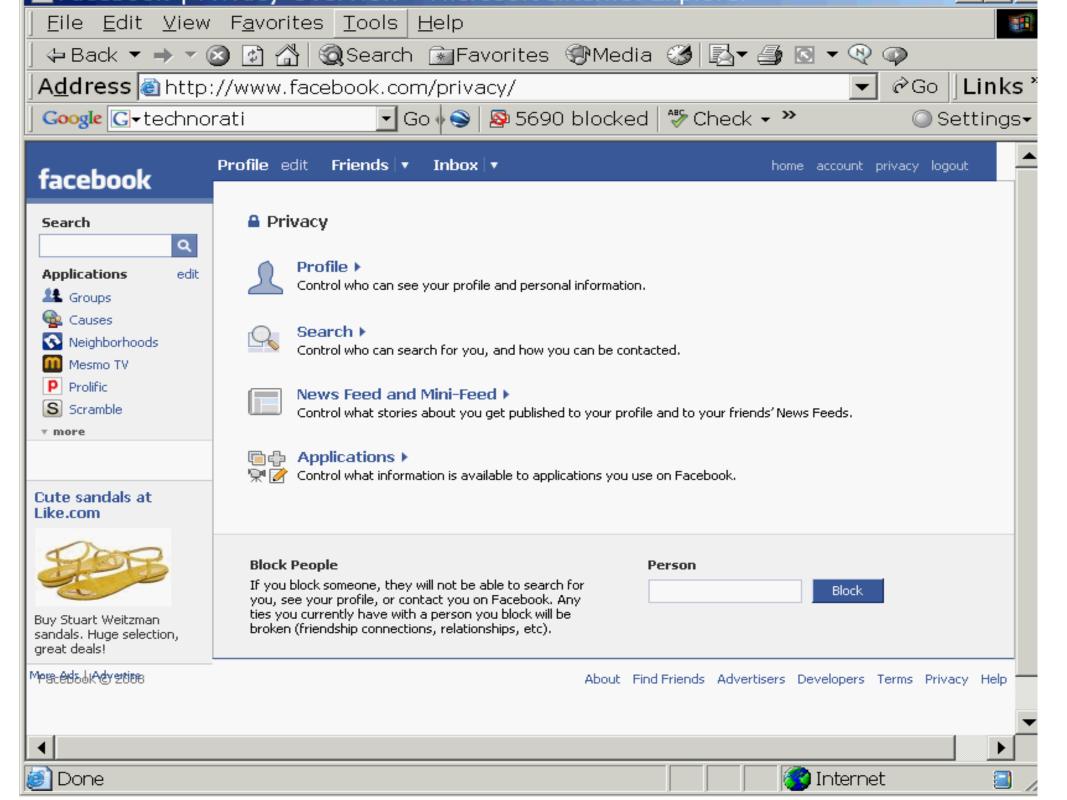
Profile - An individual.

Page - A business, musician, nonprofit, etc.

Group - A place for people to connect with common interests.

Facebook: Searching

Facebook allows you to search for anything on the site, including people on other networks, provided they haven't restricted their privacy settings.



Facebook: Privacy options

Control who can see your profile.

Control who can search you.

Control how people can contact you.

Facebook: Limited Profile Tricks

- Add as Friend
- Send a Message
- View Friends

Applications

Photos

Social Networking: Cautions

Profiles are small snippets of who a person is. They can represent only how that person feels at a certain moment in time.

Fake profiles.

Think of your profile as a virtual business card.