Planning Your Blog

Heather Terrell, Public Services Librarian
To Blog, or Not To Blog: Whys and Wherefores

The essential question: *What is a Blog?*
Anatomy of a Blog: Basics

URL, Menu, Title, and Banner
Anatomy of a Blog: Posts

Posts, Tags, Categories, and Comments
Anatomy of a Blog: Odds & Ends

Archives, Sharing, Widgets, and Blogroll
Brainstorming: Purpose

Reasons to Blog
- Passion
- Community
- Promotion

Types of Blogs
- Personal
- Topical
- Talent
- Behind-the-Scenes
- Collaborative
- Combinations of “Types”

Other Reasons to Blog (outside the scope of this class): Business, Income
Brainstorming: Audience

Your “Ideal Reader”

Cross-Promotion

I’m just tweeting to tell you I blogged.
Brainstorming: Content

Basics

What
• Subject/s

How
• Style
• Tone

Who
• Solo
• Collaboratively

Digging Deeper
• Content Plan
• Posting Schedule
About

Blog’s Mission Statement

• Topic
• Purpose
• Standards
Bio

Author/s
- Qualifications
- Interests
- Commitment
Get Started

Worksheet
Brainstorm

Next Class in the Series
Getting Started * October 25th * WordPress Demo, Site Design, Writing for the Web

Class Materials and Further Resources
https://www.milibrary.org/research/guides

Questions?
# Blog Brainstorm Worksheet

## Purpose

What is your purpose in building this blog?
- Personal
- Topical
- Talent
- Marketing
- Community/Collaborative
- Other

## Audience

Who are you writing for?
- Family & Friends
- Novices or Experts
- People With Common Interests
- Other

Describe your ideal reader:

## Platform

How much time, effort, and money (if any) do you want to spend on design and maintenance of the site? Explore sites made using different platforms: which do you prefer as a reader?
- Wordpress
- Blogger
- Squarespace
- Medium
- TypePad
- Other
## Topic

- What do you know a lot about?
- Is this something you also happen to love?
- Do you want to share with others?

Narrow the topic.
- What aspects of this topic would be most interesting to readers?
- What would you like to learn?
- Is this a learning experience you'd like to share with others?
- Do you know anyone who would be interested in following your progress?
- Can you see a way to make the process compelling to people who don't necessarily know you?
- Other

## Content

What content will you include?
- Text
- Images
- Videos
- Comments
- Ads
- Other

## Title/URL

Hopefully, you have a good idea of the tone, style, and content of your blog. Come up with a few titles before settling on one, and try to get a URL close to the title.