Getting Started: Your Blog

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You’ve Got a Plan... Now What!?
Choosing a Platform

Platform Usage, U.S. Blogs (2016)
Design isn’t just how the site looks; it’s how the blog works.

Function > Form

- Colors/contrast
- Font size/spacing
- Whitespace
Setting Up Your Blog

Wordpress Demo
https://wordpress.com/create/

1. Choose a subject category.
2. Choose a basic design form.
3. Choose a specific theme.
4. Try out a domain name; or map your existing name to your site.
5. Decide how much control you want ($0 - $300 a year).
6. Enter your email address, username, and password to administer the account.
Content

Who will contribute?
What will you include (and exclude)?
When will you post new pieces?
How will these be written?
• tone
• style, formality
• voice
Writing For the Web

Best Practices: Posts should...

• ...be short.
• ...maintain a conversational tone/style.
• ...be scanable.
• ...include clear links.

Source:
https://www.nyu.edu/employees/resources-and-services/media-and-communications/styleguide/website/writing-for-the-web.html
Examples

http://www.101cookbooks.com/
101 Cookbooks

http://99percentinvisible.org/
99% Invisible

http://sarahwerner.net/blog/
Sarah Werner Portfolio

https://mindhacks.com/
Mindhacks

https://www.brainpickings.org/
Brainpickings

http://www.kottke.org/
Kottke

https://daringfireball.net/
Daring Fireball

https://jezebel.com/
Jezebel

http://stephanieklein.com/
Stephanie Klein Portfolio

http://luziehtan.de/
Luciana’s Blog (left)

http://www.manrepeller.com/
Man Repeller

http://journal.neilgaiman.com/
Neil Gaiman’s Blog

http://sethgodin.typepad.com/setsblog/
Seth Godin’s Blog

http://wilwheaton.net/
Wil Wheaton’s Blog

http://thedesignfiles.net/
The Design Files

http://www.abeautifulmess.com/
A Beautiful Mess

http://www.designsponge.com/
Design Sponge
Maintaining Your Site

Next Class in the Series
Maintaining Your Site * November 8th * Consistency, Finding Your Voice, and Reaching Your Audience

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

Monthly Tech Office Hours: Next November 10th; contact Erik at esandall@milibrary.org

Questions?