

# Getting Started: Your Blog

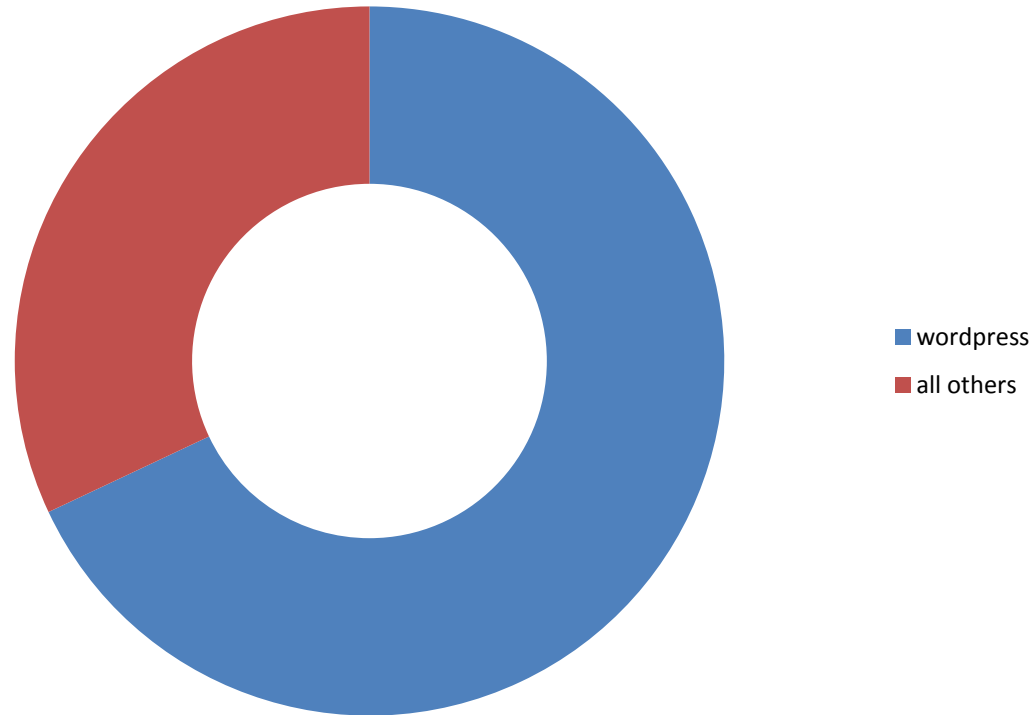


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# You've Got a Plan... Now What!?



# Choosing a Platform



Platform Usage, U.S. Blogs (2016)



# Design

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 scannable.
- ...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://luziektan.de/>

Luciana's Blog (left)

<http://www.manrepeller.com/>

Man Repeller

<http://journal.neilgaiman.com/>

Neil Gaiman's Blog

[http://sethgodin.typepad.com/seths\\_blog/](http://sethgodin.typepad.com/seths_blog/)

Seth Godin's Blog

<http://wilwheaton.net/>

Wil Wheaton's Blog

<http://thedesigntfiles.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 8<sup>th</sup> \* 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 10<sup>th</sup>; contact Erik at [esandall@milibrary.org](mailto:esandall@milibrary.org)

## Questions?