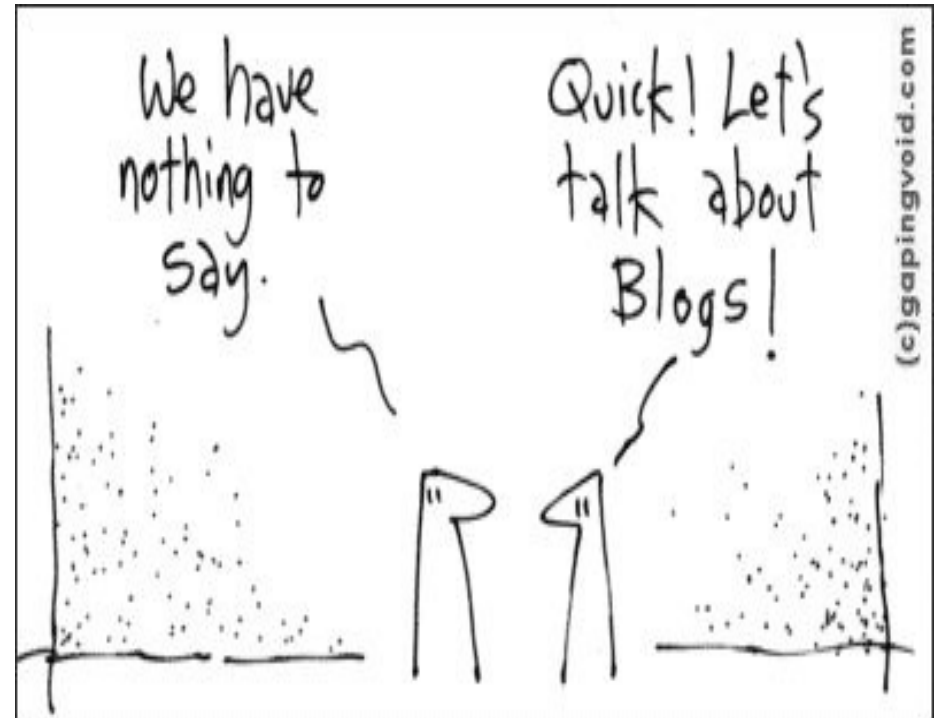


Resources

The Following slides are for referring back to as you get started.

What Blogs Are Not

- Blatant self-promotion
- Press releases
- Corporate “talk”
- Online brochures
- Smoke and mirrors
- Splog (spam blog)
- Affiliate advertising medium



Wide Variety of Blog Options

- Blogger www.blogger.com (free)
- Typepad www.typepad.com (\$5-15)
- Wordpress (self-hosted) www.wordpress.org (free but will need to pay for hosting)
- Wordpress (hosted) www.wordpress.com (free)
- Movable Type www.movabletype.com (purchase + hosting)
- Squarespace www.squarespace.com (monthly fee)

Getting Started: Terms to Know

- **Post:** An entry published to your blog. Has a title and content (narrative, audio file, video file, links etc)
- **Comment:** A response to a post by another person.
 - Comment spam: an off-topic response to a post left by a person who is just trying to increase links to their site/product. Mucho annoying!!!
- **Permalink:** A URL (web address) for a specific post
- **Tags:** A small piece of code added to a post that assigns a topical keyword that can be indexed by search directories.
- **Trackback:** A small string of code that can be used with some blogging platforms to send notice to other bloggers that you have linked to them in a post.

Getting Started: Terms to Know

- **Sidebar:** Side section of the blog that contains navigation helps and other non-post related content.
- **Blog Roll:** A list of links to other blogs you read, enjoy or that are on a related topic. Used to build your reputation as a resource.
- **Categories:** A classification system for blog posts that allows readers to easily navigate through past posts.
- **About Page:** Separate page of a blog that describes the author(s) and purpose of the blog. Typically has a picture of the author(s).
- **Widgets/Plug-ins:** Bits of code that can be added to a sidebar that add functionality to the blog. Example: search boxes, advertisements, Creative Commons and badges.