

Tip Sheet # 3

Blog and social media

A blog (composition of web and log) is an Internet presence on which one or more people regularly publish content on a thematically limited area. Exchange, discussion and feedback on individual articles are therefore of fundamental importance. The comment function, which can be activated for each article, makes this networking possible. The contents of a blog can be subscribed to via RSS feed and distributed e.g. via Twitter, Facebook and Google+. Most blogs are created with blog software.

A small selection of blog providers:

- ✓ blogger.de, Location: Germany
- ✓ WordPress.com, Location: San Francisco (USA)
- ✓ Blogger.com, Location: Mountain View (USA)

Here are 5 tips:

1. install the blog software on your server. Create a blog at a blog provider and make the blog ready for blogging
 - ✓ log in to the backend of your blog
 - ✓ go to the menu item *Settings*, then look at the subitems and define the default settings according to your wishes. For example, you can define who can comment on your blog, when comments are visible and whether your blog should be searchable by search engines or not.
 - ✓ think about the structure of the blog offline in advance. Think about which elements you want to use in the blog and which target group you have. Consider which categories you need.
 - ✓ choose a theme (template for a design). There are numerous themes that can be installed via the backend.
 - ✓ create the categories. To do this, click on *Articles/Posts* in the menu and then on *Categories*.
 - ✓ create pages like e.g. *About us*, *Contact*, *Imprint*.
 - ✓ create a menu to which you add the desired categories and pages. To do this, go to *Design* in the menu and then to *Menus*, click on the plus sign to create a new menu.
 - ✓ adjust the widget bar in the sidebar (varies depending on the theme). Remove any widgets you do not want to use and add new widgets if necessary.
2. Which target group do I write to and where do I prefer to write to? How well do I know the reading behavior of my audience?
3. What content do I produce? Do I only use text, a mixture of text and image or do I also integrate videos, podcasts and webinars? Do I also need special content platforms, e.g. for photos, PDF-files or e-books?
4. How much time am I willing to devote to blogging? Just a few hours a week? Or rather several hours a day?
5. Should the blog contribute to making money or even be the main source of income?

