



### **Blogging: An Introduction**

A blog short for web log, an online, regularly updated journal or newsletter that is readily accessible to the general public by virtue of being published on a website.

Why blog? Why are blogs useful instead of other information sources? Let's discuss why setting up a blog might be useful.

Blogging is a really good way of articulating an idea and then sharing it with the world! Blogs can often generate debate which can be really useful. However you need to be aware that anything you publish online is public and can be seen by anyone.

Anything else I need to consider? Be conscious that you may need to guard against spam etc. and don't forget that it's open access.

Where do I start with setting up a blog? WordPress (<https://wordpress.com>) is popular blogging software. There is a free and a paid for version. There are other alternatives; have a look online and see what's available.

### **Do**

- Use photos and images
- Have an 'About' page telling readers about yourself
- Post regularly; it's important to keep your blog 'active'
- Think of the graphic presentation. Consider your theme, customise the look and create your own style

### **Don't**

- Be too formal in your writing style
- Say anything you wouldn't say in public to a person
- Forget to check your setting for privacy etc.
- Make lots of spelling and grammatical errors. Although a blog is informal, it is still a representation of you

Research other blogs and define your content and style!

What about using blogs as a source of information? Blogs can be a good way of finding out information. If you are citing or referencing a blog in academic work use the CRAAP test.

**Think about:**

- Currency
- Relevance
- Authority
- Accuracy
- Purpose

Blogs can be a great way to engage in university life! See:

[www.bolton.ac.uk/experiencebolton](http://www.bolton.ac.uk/experiencebolton)

<https://creativewritingattheuniversityofbolton.wordpress.com/>

Access LEAP Online at: [www.bolton.ac.uk/leaponline](http://www.bolton.ac.uk/leaponline)