

What is a *Blog*?

'Blog' is a contraction of the term "**web log**". And like a ship's log, it is made up of a series of regular entries (called 'posts').

Blogs are published on websites usually by individuals, who are responsible for their content and frequency. Many provide commentary or news on a particular subject - others are written more like personal diaries.

Entries are commonly displayed in reverse-chronological order so people read the latest post first. The facility for readers to leave comments on the website in response to what you have written is an important part of many blogs.

"Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

What makes a good *blog*?

If you type this question into Google you will soon find out that there are many different views about what makes people read and return to the postings of a particular blogger. The following, although far from being a definitive summary, may help.

Goal: A good blog post has one (and only one) "big goal"—one key point to drive home, action to provoke, or idea to put forward. Clearly your posts will sometimes contain a number of small points, but they should all lead back to the big goal.

Title: You should always aim to **create a title that clearly communicates the point of the post** (your goal) and compels visitors to jump in and read the first paragraph. This will give readers a set of expectations *before they even start reading your post*. If you have more than one big goal you can always write a second blog or introduce it later with further posts.

Relevance: **Think about the audience you are targeting as you write.** What will they already know about your subject? Try to anticipate the sort of questions they will need answering, and try to address them from an angle that will make sense to your reader.

Style: **Make your postings personable.** This doesn't mean casual if that's not your style, but it's good—in terms of maintaining readership—to reveal a little personality in your posts. This is as simple as using relevant personal anecdotes, offering an opinion, and writing "I" instead of "we." Posts without these small personal touches tend to read like textbooks and don't seem to do very well with readers.

Content: **Make the content original.** Most blog posts on successful blogs have either completely new information or present existing information with a new twist. This doesn't mean you can't report relevant industry news, for example, but if you do, you should interpret it and add your own valuable insight rather than simply repeating it.

Readability: **As well as writing in a readable style, pay attention to structure.** Because people tend to scan information on screens rather than read every word, you need your key information to stand out. So use short sentences and break up big blocks of text into smaller paragraphs. Also consider the use of lists, and for long posts, create sections sign-posted by sub-headings.


Acceptable Use Policy

All users of the *makesachange* website must comply with its [Acceptable Use Policy](#). It is important that you read and understand the policy before participating in any interactive section of the website (blogs, discussion groups etc).

The policy can be accessed by clicking on the [Acceptable Use](#) link that appears at the bottom of each page on the website.

How to access Blogs

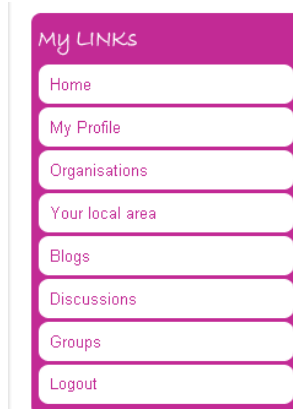
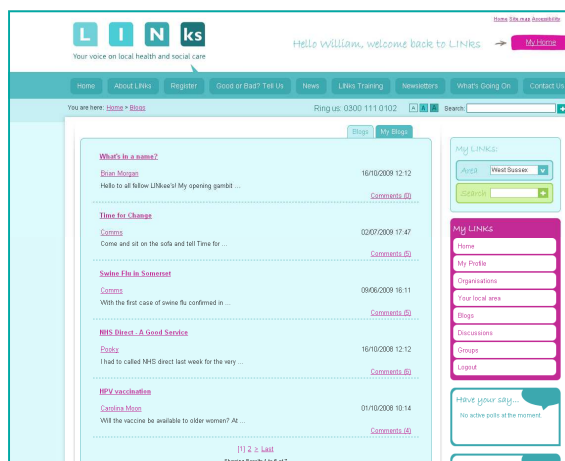
Log in using your email address and password. [You will only be able to instigate and contribute to blogs once you have logged-in. Only those who have registered on the website are able to login].

When you log in the screen changes to reveal a list like this one 

The list offers you a number of options. Click on *Blogs*.

This will reveal a page listing recent blogs from all of the areas you ticked when you registered.

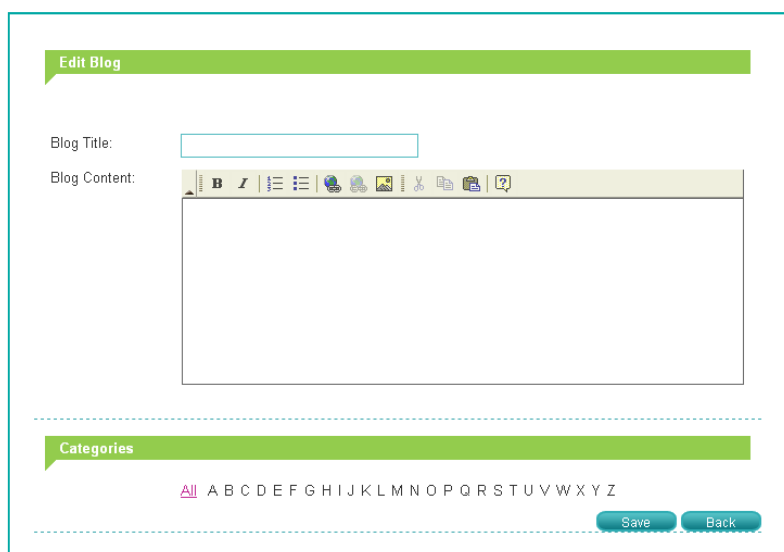
(You can select any of these to read or to add your comments. .



How to start a new Blog

Click on the **My Blogs** tab at the top of the page shown above.

On next page click on the  button to reveal the following page.



Type your title in the **Blog Title** box, write your blog in the **Blog Content** box and **Save**.

Your blog will be saved under the **My Blogs** tab where you can edit, add further postings (see under [Comments](#)) or delete it.

It will also appear at the top of the **Most recent blogs** list on the West Sussex LINK News Page.