

Blog Basics: Communication and Community Online

Not Just for Techies

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Resources and Presentation Available at: <http://fyics.ifas.ufl.edu/panen.htm>

Definitions

Blog

- A website that is updated regularly with new content at the top of the page.
- An easy way to build a website
- Used as a verb to describe the act of creating that website

In


Blogger

- Someone who blogs
- An automated web-publishing tool-“Push-button Publishing”

Wiki

- A type of website that allows users to easily edit content quickly and easy
- Popular for collaborative writing
- Wiki communities can be private
 - Used for internal documentation of projects
 - Used for collaborative projects
- Wikis can be public
 - Wikipedia: The Free Encyclopedia is an example
 - <http://en.wikipedia.org>

RSS/ Web Feeds/ News Feeds

- RSS stands for *Really Simple Syndication*
- Notify users of new content without them checking each website for updates
- RSS readers or Aggregators collect these feeds and deliver them through a personalized web page.
-  **XML** and **RSS** all are ways websites alert people they offer this feature
- U.S. Government Podcast and RSS Libraries http://www.firstgov.gov/Topics/Reference_Shelf/Libraries/Podcast_RSS.shtml

Potential Uses for Blogs in your Organization

- Involve volunteers in your program.
 - Have them blog about their experiences
 - Showcase volunteer efforts
- Internal Communication
 - Distribute announcements
 - Share resources
 - Create reference
 - Converse about your work
- Share Knowledge
 - Use it the same way you use other educational materials like newsletters, handouts, Fact Sheets
 - Supplement a class with easy to maintain pages to share links and other resources
- Share News
- Share Conference Notes and Reflections
 - Group blogs about a conference can share resources and notes. Ask for volunteers to blog their notes. Ask presenters and participants to share their links and materials via blog for reference
 - Share your personal reflections on an individual blog
- Share progress with stakeholders and potential stakeholders
- Share recipes and healthy living tips with the public
- Share your views on nutrition news and practice
- Create a buzz that encourages others to talk about your organization or an issue
- Create change with an advocacy or activist blog
- Create money
 - Reach potential donors
 - Offer a way to donate to your organization on your blog
 - Talk about your needs
 - “Monetize” your blog by selling ad space or organization publications
 - Create a showplace with frequently updated information to share on grant proposals
 - Fresh website material impresses grant providers
- Start a conversation with the public or with people and the same field and build a sense of community
- Try out and refine new ideas before publishing to paper

Popular Blogging Platforms

- Blogger <http://www.blogger.com>
- MSN Live Spaces <http://spaces.live.com>
- Moveable Type <http://www.sixapart.com/movabletype/>
- TypePad <http://www.sixapart.com/typepad>
- WordPress <http://wordpress.org/>
- Many more are popular and available. A good comparison chart is available here: <http://www.asymptomatic.net/blogbreakdown.htm>