

How-To Guide -- Blogs



- 1. Choose a blogging software:** Several free blogging services are available such as Blogger, TypePad, and LiveJournal. This option is popular and is the easiest way to set up a blog, but it does not allow you to have your own domain name. If you really want a free blogging account though, the best way to avoid this problem is [register a domain name with Zappyhost](#) and receive a free blogging account. Paid options are also available that offer more customization and security, and these include downloadable versions of Wordpress or Movable Type.
- 2. Register for an account:** Registration for your account usually only requires you to create a user name and password, answer a few simple questions, and you're ready to post an entry.
- 3. Add entries to your blog:** When starting your blog, you'll want to create an introduction entry for your organization that discusses the general topics you will be covering. All subsequent entries should follow this general theme and be relevant to your organization's interests and goals. With blogs, you can post text, photos, or videos. Click the "publish" button to make your entries visible to everyone. Make sure to proofread your work before doing so.
- 4. Customize your blog:** You can also customize your account by choosing a theme and colors that fit your organization. You'll want to keep the appearance clean and not cluttered, but don't be afraid to experiment with different styles. Depending on what blogging service you use, you can also add different plug-ins and feeds.
- 5. Maintain your blog:** As you begin to post your entries and advertise your new blog, you will start receiving feedback through comments on the site. You can turn this function off, but it is advised that you allow others to comment and regularly monitor what is being said. Viewers like having their freedom of speech, so as long as you frequently update your blog and respond promptly to comments, you should have no problem.

Congratulations! You have successfully entered the blogosphere!