

## BLOGGING GUIDE

If you spend any time online, you've probably heard of blogs. You may even have a few favorites that you follow regularly. What distinguishes blogs from other forms of writing is that they're personal and opinionated. Blogs are therefore a great way to tell people about something you're passionate about—like *The Silent Partner*. PAI has prepared a quick guide to jumpstart you in the world of blogging.

### GETTING STARTED

Ready to share? PAI has made it easy for you to blog about *The Silent Partner*.

- If you want to set up your own blog there are many free, easy-to-use options. Some of the most popular are: [Blogger](#), [Wordpress](#) and [Livejournal](#). You will be asked to set up an account and choose from a list of premade templates. If you're tech savvy, you can customize your template (usually for a small fee).
- Once your account is set up you can begin blogging.

### TIPS FOR WRITING FOR BLOGS

Some things to keep in mind when writing a blog entry:

- Keep the style casual and conversational
- Write in the first person, in real time, like you're having a conversation. Blog entries all tell a little story. Think about what details you highlight when you talk about a trip/event/project with your family and friends, these are probably the same details you want to include in your blog.
- Keep it relatively short – people expect a blog to be no more than a few paragraphs. You might need more than one blog entry to cover everything you want to say. Each entry should tell one individual story; it shouldn't be a laundry list of EVERYTHING you did in one day or week.
- Make the blog personal and informative and include pictures!
- Be specific—the best blogs are organized around a theme, interest or issue area.

### PROMOTING YOUR BLOG

The great thing about blogging is that anyone can blog. The bad thing about blogging is that anyone can blog! That means there is a lot of competition for your audience's attention. Here are some tips to make sure your blog gets noticed:

- Be creative with titling your posts, but keep it simple
- Have an RSS feed so your readers can know when you update by subscribing to it
- List your blog in directories of similar blogs
- Link to other blogs and have them link back to you
- Comment on other blogs and use trackbacks (built-in software that notifies bloggers when someone links to their post)
- If you use an email signature, include a link to your blog
- Use social bookmarking tools like [digg](#) and [del.icio.us](#) to make it easy for people to share your posts.



## EXAMPLES OF GREAT BLOGS

Here are some examples of the most interesting and effective blogs on the web:

- TreeHugger (<http://www.treehugger.com/>)
- The Huffington Post (<http://www.huffingtonpost.com/>)
- Grist (<http://www.grist.org/>)
- Pandagon (<http://www.pandagon.net/>)
- Reproductive Rights Prof Blog ([http://lawprofessors.typepad.com/reproductive\\_rights/](http://lawprofessors.typepad.com/reproductive_rights/))
- Women's Health News (<http://womenshealthnews.wordpress.com/>)
- Firedoglake (<http://firedoglake.com/>)
- Feministing (<http://www.feministing.com/>)