

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/)
- Women's Health News (<http://womenshealthnews.wordpress.com/>)
- Firedoglake (<http://firedoglake.com/>)
- Feministing (<http://www.feministing.com/>)