

# Setting up a blog

There are a number of free services that can be used to set up and host a blog

Before you create a blog, it is a good idea to take some time to look at the available templates and try them out. These include:

[www.blogger.com](http://www.blogger.com)  
[www.wordpress.com](http://www.wordpress.com)  
[www.preposterous.com](http://www.preposterous.com)  
[www.weebly.com](http://www.weebly.com)  
[www.tumblr.com](http://www.tumblr.com)  
[www.myfotojournal.com](http://www.myfotojournal.com)

## BLOGGING TIPS

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- Blogging requires a time and energy commitment so try and realistic about what you hope to achieve.
- Make sure you spend as much time thinking about your title as your post. Don't throw it together as an after thought. Think of them as headlines.
- Titles and the first sentence or two are important as the title and snippets of your post are syndicated. Readers scan pages for posts of interest.
- Try and be consistent in the frequency with which you post. This shapes your readers' expectations. Likewise, if you are going to stop posting for a while, or stop your blog all together, it is a good idea to let your readers know in advance.
- For some posts it is helpful to give readers a context to your post and a summary, if appropriate. If someone else has blogged on the same topic, or story, then link to the blog and credit them.
- Choose a format and template that suits your needs and allows you to easily maintain your blog.
- Choose a font that is readily available on most computers. If you choose an unusual font, you may find that when the text is displayed on other computers without that particular font, it will show as the default font, for example, Times New Roman.
- It is a good idea to check your blog using different browsers, such as Internet Explorer, Safari, Firefox, and Chrome as well as looking at your blog on different computers. Ideally, you want your blog to look the same.
- Resize images for the web using a photo-editing programme. Try not to use large image files as this slows down the speed at which pages load. Remember to make them web friendly by changing the image size and dots per inch (dpi).

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