



DANEnet Technical Roundtable
January 22, 2008

Bloggers:

Carissa Christner - Madison Pubic Library Children's Librarian

<http://jayandcarissa.com/carissa/blog/>

Brenda Konkel - Tenant Resource Center ED, Madison Alderperson

<http://brendakonkel.blogspot.com/>



What is a blog?

- the word “blog” comes from the fusion of “web” and “log”**
- blogs serve as online journals**
- blogs provide commentary or news on particular topics**
- blogs typically display content in chronological order**
- blogs usually provide viewers the ability to add comments**
- blogs are (usually) easier to maintain compared to a traditional website**



So how is a blog different from a web site?

- blogs “pages” are very brief 1-3 paragraph entries**
- blogs have side bars linking to other blogs or RSS feeds (more on RSS later)**
- blog content is updated more frequently**
- blogs provide viewer participation**



What can a blog do for my organization?

- Highlight and/or summarize content on your website or other relevant websites**
- Engage your audience to discuss topics**
- Post information quicker, bypassing your web designer/IT staff**

for more information, please see

http://www.nancyschwartz.com/nonprofit_blog.html



How do I start a blog?

Option 1: Host your own blog

Requires:

- a hosted web server (internal or external)
- blogging software (WordPress, Movable Type, etc.)
- System admin “know-how” or IT staff to do it for you
- a web browser



How do I start a blog?

Option 2: Setup a free blog account

Requires:

- a free account (blogger.com, xanga.com, etc.)
- a web browser



What is RSS?



RSS = Rich Site Summary or Really Simple Syndication

-a format to publish and subscribe to frequently updated content

-add news updates to your blog to keep content fresh

-encourage other agencies to publish your news feeds on their blog or website



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