



Blogs

“Blog” is short for “web log.” A blog is a website that provides information about a topic in a linear sequence of “posts.” A post could contain text, links, photos, video, or any combination of the above.

What do you create?

A blog about climate change with an RSS feed. Use your blog to showcase your service project.

How many points can you earn?

1000 points (limit 1 per school)

How do you earn points?

Submit the link (URL) to your blog through the [Upload form](#). Send us your RSS feed so we can keep up!

What You will Need:

- A person to initiate and maintain the blog
- A computer

Step 1: Choose Your Message

The purpose of your blog is to inform readers and attract people to the blog to join into the conversation about climate change. What arguments do you want to showcase? Brainstorm with your team:

- What arguments do you want to present?
- Which climate change obligations are most important to discuss?
- How can you draw readers to your site?

Step 2: Start Your Blog

- **Sign up at a blog site.** Blogspot.com and WordPress.com are good places to start. Blogspot is owned by Google and offers integration with

other Google services such as Gmail.

- **Name your blog.** Give your blog a descriptive name. Try to avoid being vague or unclear.
- **Choose your URL.** Pick something short and memorable.
- **Create an “About Our Team” section.** Write an interesting paragraph that explains the purpose of your blog. You may also choose to include a paragraph about yourself and your team.
- **Write your first post.** Introduce yourselves and explain your goals for your blog. It’s a good idea to mention some ways your readers can help participate.

Step 3: Post to Your Blog

- **Good spelling and grammar are essential.** If your blog contains typographical errors, people simply will not read it. Edit your work carefully.
- **Use descriptive titles for your posts.** Search engines on the Internet will find your blog based on the words in these descriptive titles. Using words directly related to your topic will allow people to find your blog more easily.
- **Embed your media.** Rather than pasting full URLs into your post, embed the links in the text itself. Similarly, rather than linking to photos, embed the photo in your blog.

Step 4: Maintain Your Blog

- **Provide regular content.** A blog that has not been updated for a week looks dead and is far less likely to be read. Keep your readers’ attention by posting frequently. Posting is especially important at the beginning, even though you may have very few readers at first.
- **Submit your blog to social bookmarking sites.** Sites like Digg.com, Reddit.com, Newsvine.com, etc. allow you to submit links to interesting media (such as your blog posts). The more votes



you get, the more people see your link.

- **Promote your RSS feed.** RSS subscribers are far more likely to read your blog regularly, as they will have the posts sent to them.
- **Trade links with other relevant blogs.** If you find a blog you like that has a topic similar to the one in your blog, contact the blogger. Offer to link to their blog if they link to yours. This way, readers from other related blogs may find their way to yours.
- **Communicate with your readers.** Respond to reader comments. Encourage feedback in your posts. Try to start a discussion.

Step 5: Publicize Your Blog

- **Create ad banners for your blog and make them available.**
- **Submit content to other publications.** If you have a good, in-depth blog post (i.e. an interesting editorial or interview), try submitting it to print publications, or other, more publicized blogs. If your content is republished, your blog will gain wider exposure.
- **Hold a contest.** Challenge your readers to come up with the best solution to a problem. Offer a prize for the best solution. Contact an organization that relates to your blog subject and ask for some free gear to give away as prizes.

Get Others Involved

Invite a teacher or a local official to write a guest blog entry!