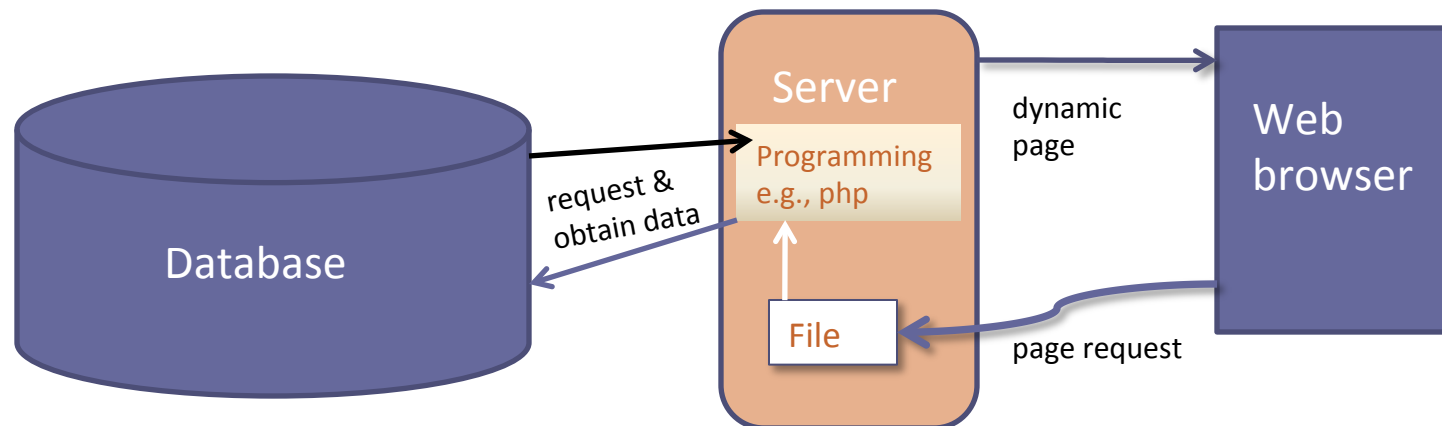# Today's agenda

- Mini-lecture on Blogging and Content Management Systems
- Wordpress Tutorial
- Time to work on your blog
- These slides available at:
  - thepixelguild.ca

Blogging: tech stuff

- standard mode of web communication
- blogs are simple CMS
- dynamic websites

Good Blogs

- Have a voice
- Focus/niche/novelty
- Are well written
- Updated regularly (frequently)
- Meet an audience's needs

Getting started

- Who is your audience?
- What kind of content are you creating?
  - Extension of reporting
  - Opinion
  - Your experiences as a journalist
  - Other?
- A way to build your portfolio, be creative, express yourself

Create a communications plan

- What do I want to say and what do I want to achieve → your goal
- Who am I saying it to → audience
- What information overlap is there?
- Topics/Categories
- Frequency

Choose your platform

- Free platforms: Blogger, Posterous, Tumblr, LiveJournal, Moveable Type
- And Wordpress
- Downloadable to your own server
- Use their servers

Wordpress

- CSM "lite"
- Open account
- Look at how it works
- Wordpress.com

Today's activities & checkmark

Set up your own Wordpress blog

1. Choose name
2. Choose theme
3. Add any widgets you want
4. Edit your "about" page (link to your publish page)
5. Do a post with some content

Components

- Dashboard
- Posts/Pages
- Media
- Links
- Users
- Tools

- Appearance
  - Themes
  - Widgets
  - Menues
  - Customization (background, fonts, extra css)

Settings

- General
- Reading
- Writing
- Discussion
- Media

- Privacy
- Sharing
- Permalinks
- Writing
- Discussion
- Media