



Association Migration
Solidarité & Echanges
pour le Développement

<http://network.amsed.fr>

Blog

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What is a blog?

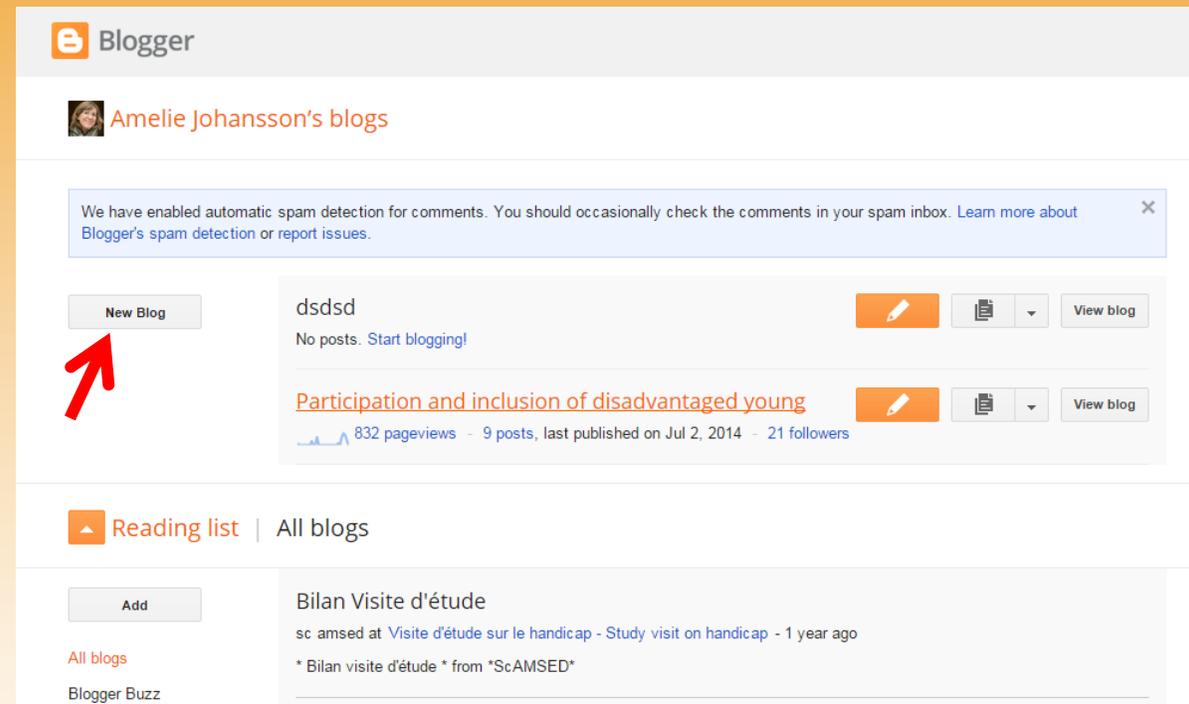
- ✓ Blog is short for weblog, a sort of online journal that lets you reflect, share your opinions and discuss various topics.
- ✓ A blog is usually interactive: readers comment on the posts that the blogger writes.
- ✓ There are many different kinds of blogs: educational blogs, fashion blogs, political blogs, travel blogs etc.

Why create a blog?

- ✓ A blog is useful for sharing ideas and experiences, expressing your opinions and raising awareness on issues of concern to you.
- ✓ Blogging is a good opportunity to promote yourself and your CV, your ideas, business venture, or other projects.
- ✓ A blog can be a great way to connect with other people and make new friends as well as to practice your writing skills!
- ✓ Many blogs are written to help other people through sharing personal experiences and ideas.

How do you get started?

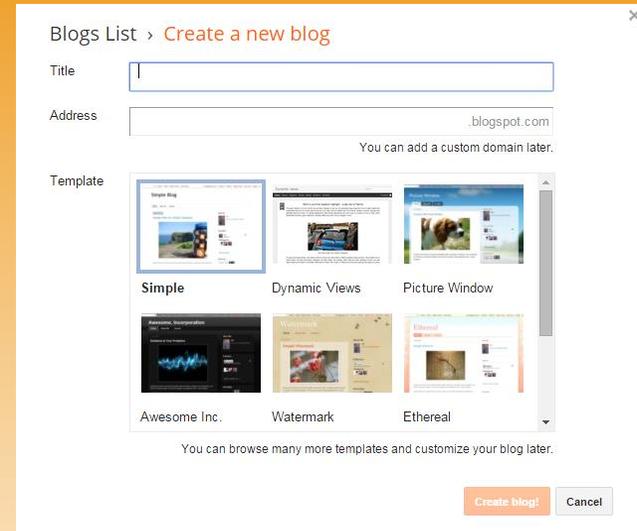
- ✓ There are several different websites that allow you to create blogs for free. Some of the most popular ones are **Blogger** and **Wordpress**. For the sake of simplicity, we'll use the example of Blogger, www.blogger.com
- ✓ You can log in with your Gmail account if you have one. If not, you'll need to create a new account.
- ✓ Once you've logged in, you'll have to create your blog. To do so, click on « **New blog** » (top left corner).



The screenshot shows the Blogger dashboard for a user named Amelie Johansson. At the top left, there is a 'New Blog' button with a red arrow pointing to it. Below this, there are two existing blog entries. The first entry is titled 'dsdsd' and has no posts. The second entry is titled 'Participation and inclusion of disadvantaged young' and has 832 pageviews, 9 posts, and 21 followers. At the bottom, there is a 'Reading list' section with an 'Add' button and a list of blogs, including 'Bilan Visite d'étude'.

How do you get started?

✓ A pop-up window will open up, allowing you to choose a title for your blog as well as an address.

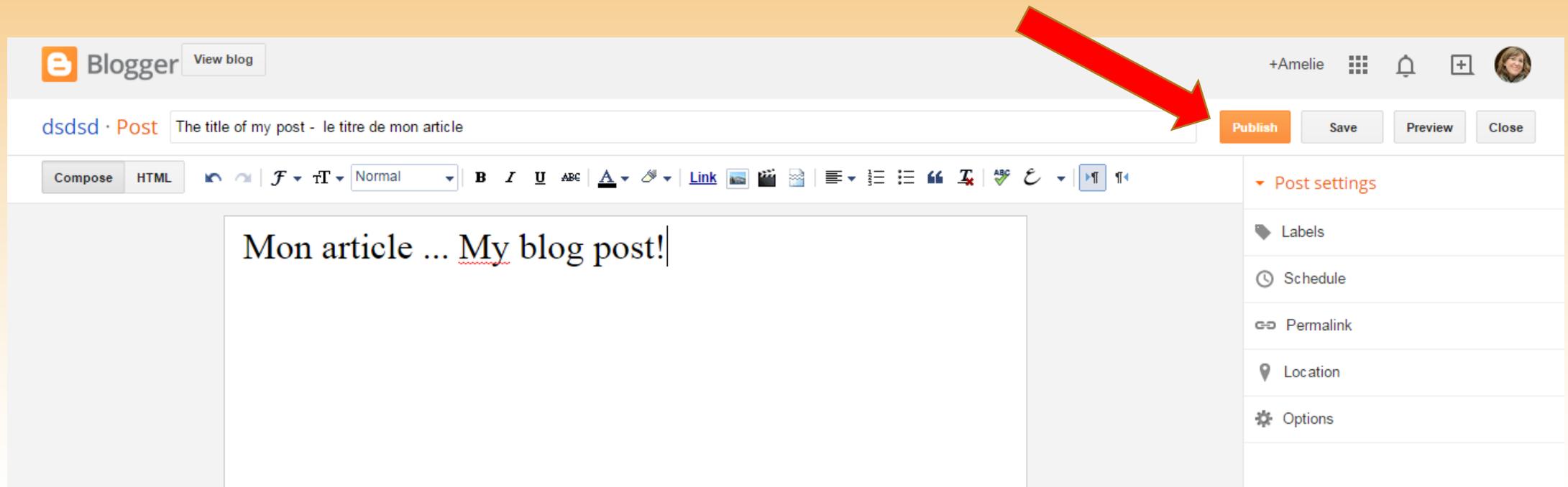


✓ Once this is done, you can start publishing! Click on « New post » (top left corner) to start writing your first blog post.

A screenshot of the Blogger 'My blogs' dashboard. The top navigation bar includes 'My blogs', 'Participation and inclusion of disadventa...', and 'Overview'. A sidebar on the left contains a 'New post' button and a list of navigation options: Overview, Posts, Pages, Comments, Google+, Stats, Earnings, Campaigns, Layout, Template, and Settings. The main content area features a 'Pageviews' line graph for 'www.google.com' from Oct 24 to Today, with a tooltip showing 'Pageviews: 0'. Below the graph is a 'News from Blogger' section with a 'More »' link. On the right, there is an 'Updates' section with a table of metrics: 'Comments awaiting moderation' (0), 'Published comments' (0), 'Pageviews today' (0), 'Posts' (9), and 'Followers' (21). At the bottom right, there is a 'Join the Google Business Community' banner.

How do you get started?

- ✓ Once you've edited your first post, click on « Publish » ... That's it, you're now a blogger!



The screenshot shows the Blogger 'Compose' interface. At the top left, there is the Blogger logo and a 'View blog' button. The main header area contains the text 'dsdsd · Post' followed by a title input field containing 'The title of my post - le titre de mon article'. To the right of the title field are four buttons: 'Publish' (highlighted in orange), 'Save', 'Preview', and 'Close'. A large red arrow points from the top right towards the 'Publish' button. Below the title field is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, text color, background color), linking, and media insertion. The main content area of the editor contains the text 'Mon article ... My blog post!'. On the right side, there is a sidebar with a 'Post settings' section, which includes options for 'Labels', 'Schedule', 'Permalink', 'Location', and 'Options'.

Ready to go!

- ✓ Start writing your blog and share your ideas and experiences with the others !
- ✓ Here is an example of a blog that can be interesting for you:
 - World Education Blog
<http://efareport.wordpress.com/>