



Association Migration  
Solidarité & Echanges  
pour le Développement

<http://network.amsed.fr>

# Blog

With the support of:



Erasmus+

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Content

- ✓ What is a blog?
- ✓ Why create a blog?
- ✓ How do you get started?
- ✓ Ready to go!

# What is a blog?

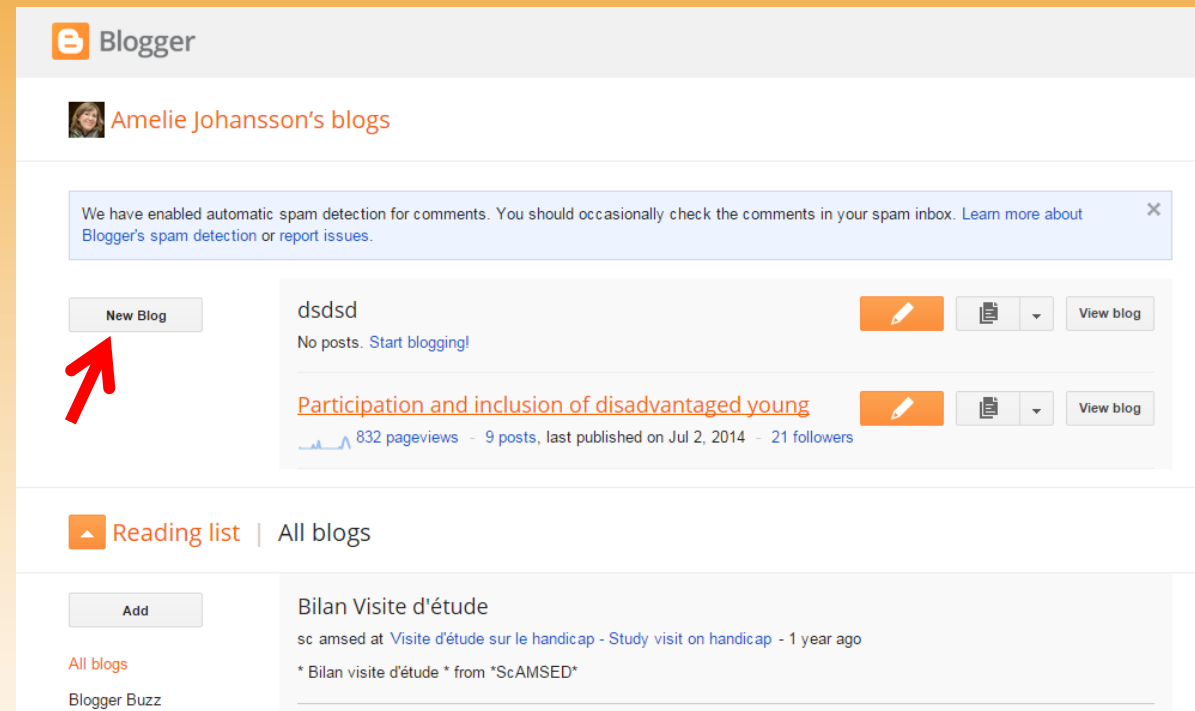
- ✓ Blog is short for weblog, a sort of online journal that lets you reflect, share your opinions and discuss various topics.
- ✓ A blog is usually interactive: readers comment on the posts that the blogger writes.
- ✓ There are many different kinds of blogs: educational blogs, fashion blogs, political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

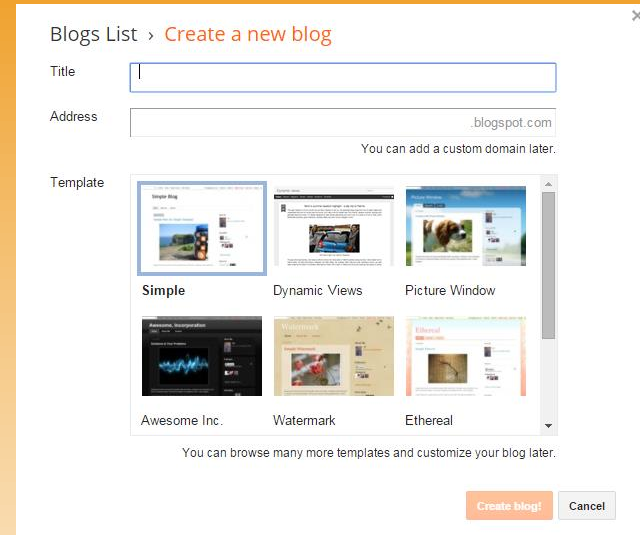
# How do you get started?

- ✓ 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](http://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).



# 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.

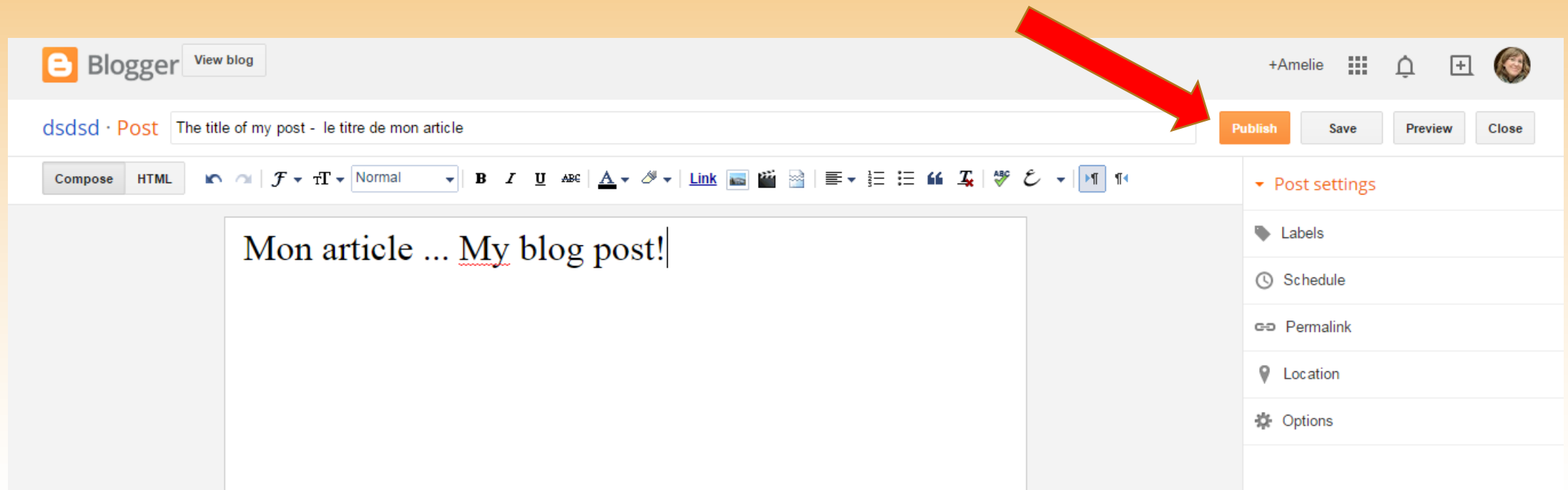


✓ Once this is done, you can start publishing! Click on « New post » (top left corner) to start writing your first blog post.

A screenshot of the Blogger dashboard. The top left navigation menu includes 'New post', 'Overview', 'Posts', 'Pages', 'Comments', 'Google+', 'Stats', 'Earnings', 'Campaigns', 'Layout', 'Template', and 'Settings'. The main content area shows 'Participation and inclusion of disadventa...' with an 'Overview' link. Below this is a 'Pageviews' line graph for October 2014, with a tooltip for 'Oct 24, 2014' showing 'Pageviews: 0' and 'www.google.com'. To the right is an 'Updates' table with rows for 'Comments awaiting moderation' (0), 'Published comments' (0), 'Pageviews today' (0), 'Posts' (9), and 'Followers' (21). At the bottom right 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!



# 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/>