

# **Blogging for People Who Should**

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Based on a work at [www.bloggingforpeoplewhoshould.com](http://www.bloggingforpeoplewhoshould.com).

# Homework

- 1. Finish your listening post: add your favourite blogs to Google Reader and create a sample of Google Alerts. Check them every second day to start.**
- 2. Find three to five blog entries you wish you had written.**
- 3. Sign up for a WordPress blog at [www.wordpress.com](http://www.wordpress.com)**

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# Story of Self?

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Who does a good job of telling the 'Story of Self':  
in the first person,  
sharing of experience,  
building trust

# Story of Us?

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**Do I like this because:**

you feel included in the group being spoken to

you feel spoken to

**Share with partner: what can I borrow from these authors?**

# Express yourself. Start a blog.

Sign up now

Nervous? Technically challenged?  
Go from zero to hero with our  
[10-step walk-through guide.](#)

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Let's sign in to the blog we created, or sign up quickly if we haven't already.

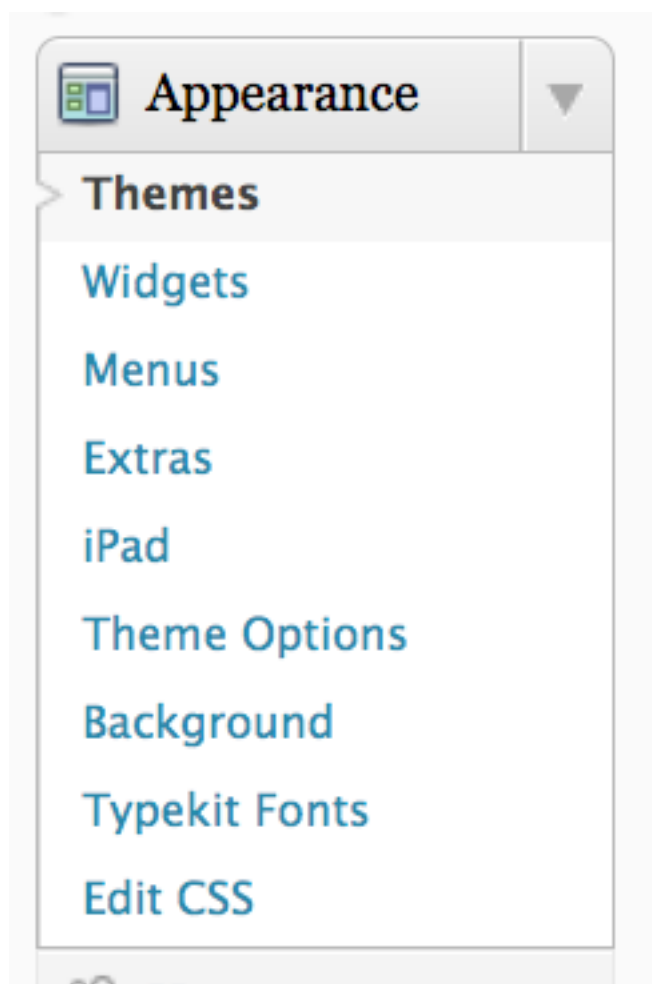
# Choose a Theme

**Your WordPress 'theme' determines the appearance - colors, fonts, some layout - of your blog.**

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A way to 'skin' your blog. You can easily switch between themes, as we will see in a moment.

# Choose a Theme



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You have hundreds of themes to choose from, so you can make your blog look many different ways.

To see how easy it is to switch themes - go to Appearance in the left sidebar, and then Themes.

# Choose a Theme



The image shows a screenshot of the WordPress theme selection interface. It displays three theme options, each with a preview image and a description. The first theme is 'Fusion', the second is 'Vostok', and the third is 'Elegant Grunge'. Each theme has a preview image, a title, and a description. Below each theme name are links for 'Activate' and 'Preview'. The 'Fusion' theme description mentions it is flexible with widget-ready footer and custom header image. The 'Vostok' theme is described as dark and elegant with a custom header image. The 'Elegant Grunge' theme is described as unwashed yet crisp with layout options.

**Fusion**  
[Activate](#) | [Preview](#)  
A flexible theme with a widget-ready footer, custom header image and menu. Layout options include flexible or fluid main column, choice of left or right sidebar, two right sidebars, or a full-width option with no sidebars.  
Tags: [white](#), [light](#), [dark](#), [two-columns](#), [three-columns](#), [fixed-width](#), [flexible-width](#), [right-sidebar](#), [theme-options](#), [custom-menu](#), [custom-header](#), [translation-ready](#), [sticky-post](#), [blog](#), [business](#), [conservative](#), [corporate](#), [tech](#)

**Vostok**  
[Activate](#) | [Preview](#)  
A dark, elegant one-column theme with a widget-ready footer. Options include a custom header image, custom background image and color, custom header images (using featured images for posts and pages), and a full navigation menu in the header.  
Tags: [dark](#), [orange](#), [one-column](#), [fixed-width](#), [custom-header](#), [custom-background](#), [sticky-post](#), [translation-ready](#), [microformats](#), [rtl-language-support](#), [custom-menu](#), [featured-image-header](#), [featured-images](#), [blog](#), [clean](#), [geometric](#), [lifestream](#), [minimal](#)

**Elegant Grunge**  
[Activate](#) | [Preview](#)  
An unwashed yet crisp theme with layout options, support for custom background and header, widget-ready footer, and an optional full-width page template that removes the sidebar.  
Tags: [tan](#), [brown](#), [gray](#), [dark](#), [light](#), [one-column](#), [two-columns](#), [three-columns](#), [left-sidebar](#), [right-sidebar](#), [fixed-width](#), [custom-header](#), [custom-menu](#), [theme-options](#), [sticky-post](#), [rtl-language-support](#), [translation-ready](#), [full-width-template](#), [blog](#), [art](#), [abstract](#), [artistic](#), [dark](#), [faded](#), [grungy](#), [paper-made](#), [textured](#), [photoblogging](#)

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You will see 110 different themes available to you, organized by tags.

Most are free, some are 'premium' themes you have to pay for.

You can preview a theme or activate it from this panel.




# Choose a Theme



**Fusion**  
[Activate](#) | [Preview](#)

A flexible theme with a widget-ready footer, custom header image and menu. Layout options include flexible or fluid main column, choice of left or right sidebar, two right sidebars, or a full-width option with no sidebars.


Tags: [white](#), [light](#), [dark](#), [two-columns](#), [three-columns](#), [fixed-width](#), [flexible-width](#), [right-sidebar](#), [theme-options](#), [custom-menu](#), [custom-header](#), [translation-ready](#), [sticky-post](#), [blog](#), [business](#), [conservative](#), [corporate](#), [tech](#)



**Vostok**  
[Activate](#) | [Preview](#)

A dark, elegant one-column theme with a widget-ready footer. Options include a custom header image, custom background image and color, custom header images (using featured images for posts and pages), and a full navigation menu in the header.

Tags: [dark](#), [orange](#), [one-column](#), [fixed-width](#), [custom-header](#), [custom-background](#), [sticky-post](#), [translation-ready](#), [microformats](#), [rtl-language-support](#), [custom-menu](#), [featured-image-header](#), [featured-images](#), [blog](#), [clean](#), [geometric](#), [lifestream](#), [minimal](#)



**Elegant Grunge**  
[Activate](#) | [Preview](#)

An unwashed yet crisp theme with layouts options, support for custom background and header, widget-ready footer, and an optional full-width page template that removes the sidebar.

Tags: [tan](#), [brown](#), [gray](#), [dark](#), [light](#), [one-column](#), [two-columns](#), [three-columns](#), [left-sidebar](#), [right-sidebar](#), [fixed-width](#), [custom-header](#), [custom-menu](#), [theme-options](#), [sticky-post](#), [rtl-language-support](#), [translation-ready](#), [full-width-template](#), [blog](#), [art](#), [abstract](#), [artistic](#), [dark](#), [faded](#), [grungy](#), [paper-made](#), [textured](#), [photoblogging](#)

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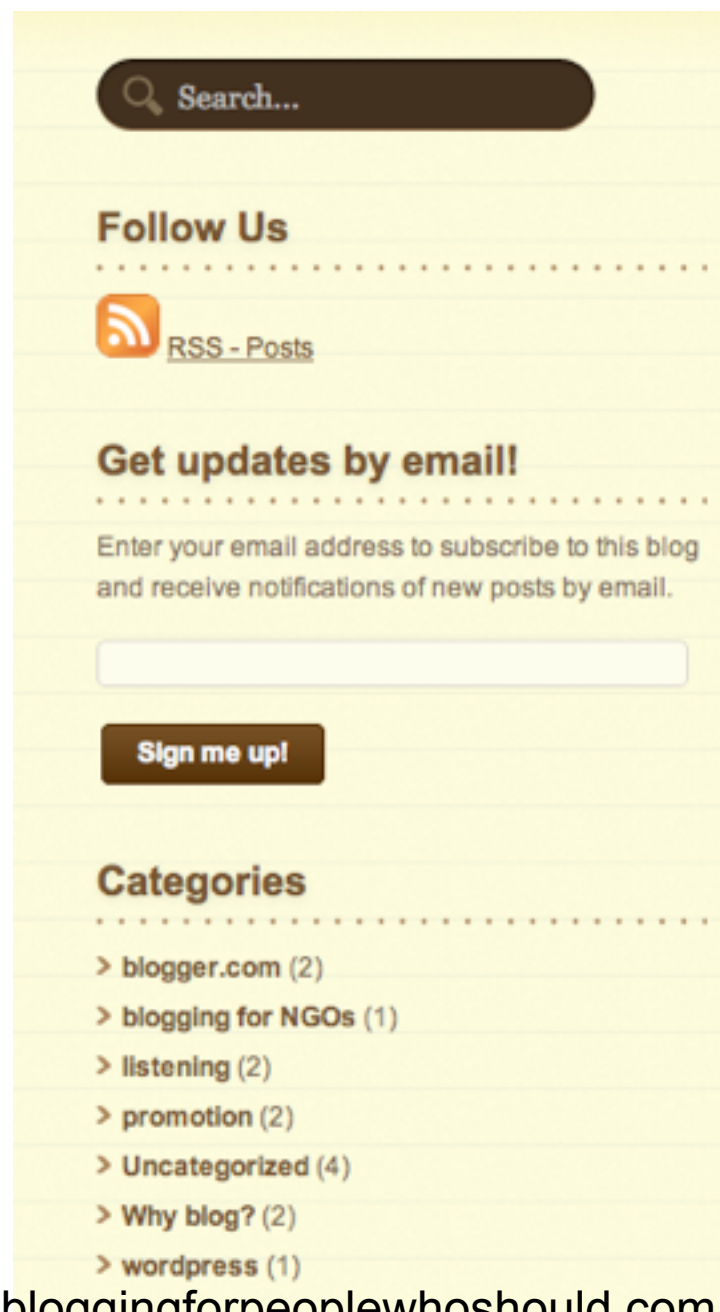
You will see 110 different themes available to you, organized by tags.

Most are free, some are 'premium' themes you have to pay for.

You can preview a theme or activate it from this panel.

# Widgets

**Widgets allow you to display a range of information on your blog**

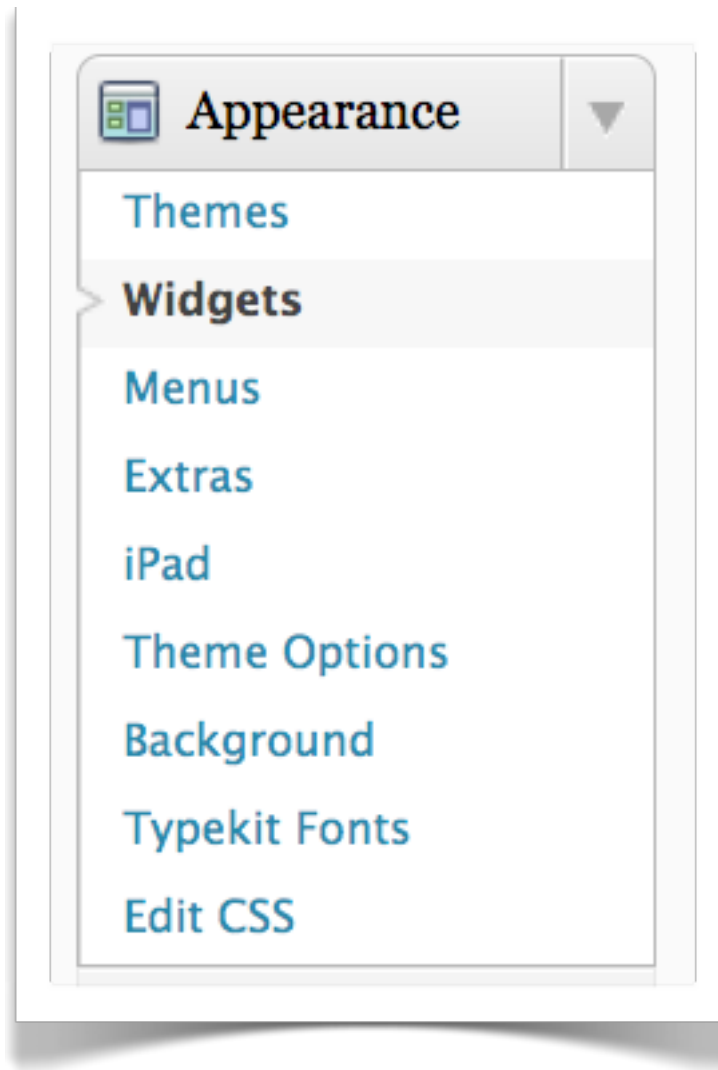


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You can create search forms, archive pages, lists of links, RSS feed buttons, email subscription forms and a host of other functionality on your blog.

This is the sidebar of our blog, showing examples of widgets that are available to you.

# Widgets



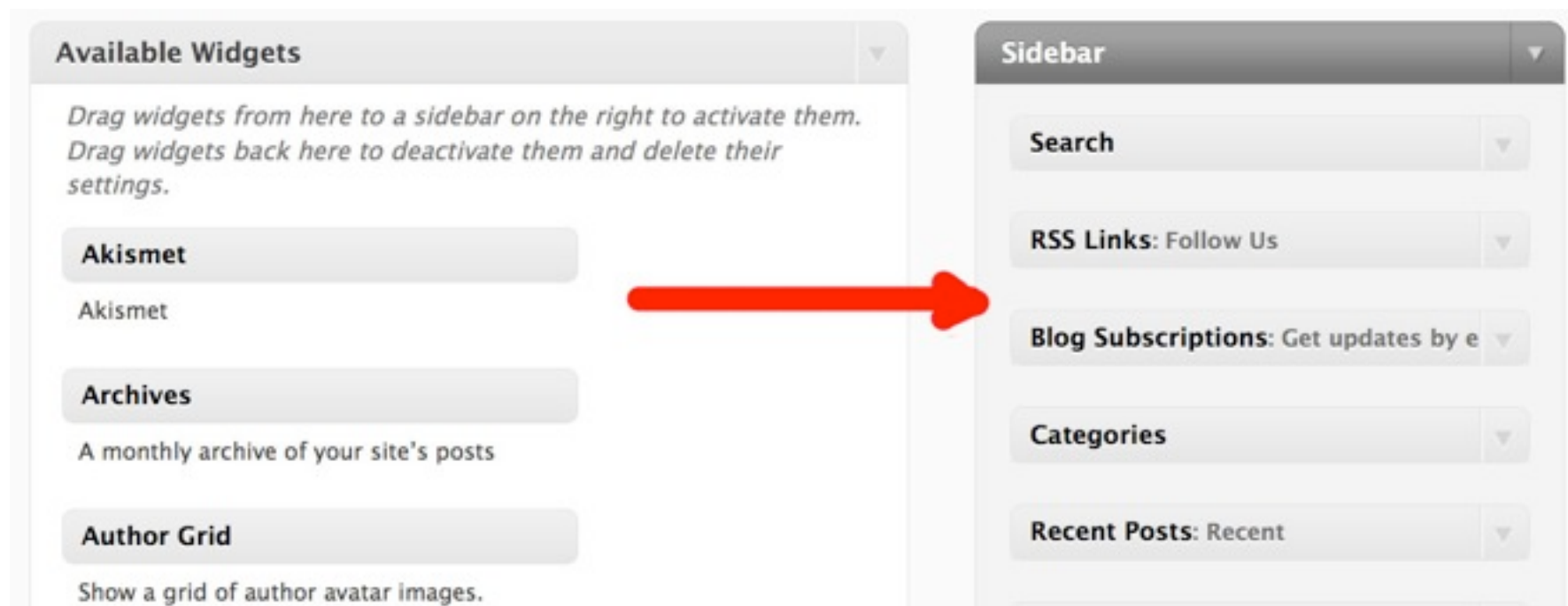
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Manage your widgets in the left sidebar under 'Appearance' > Widgets

# Widgets



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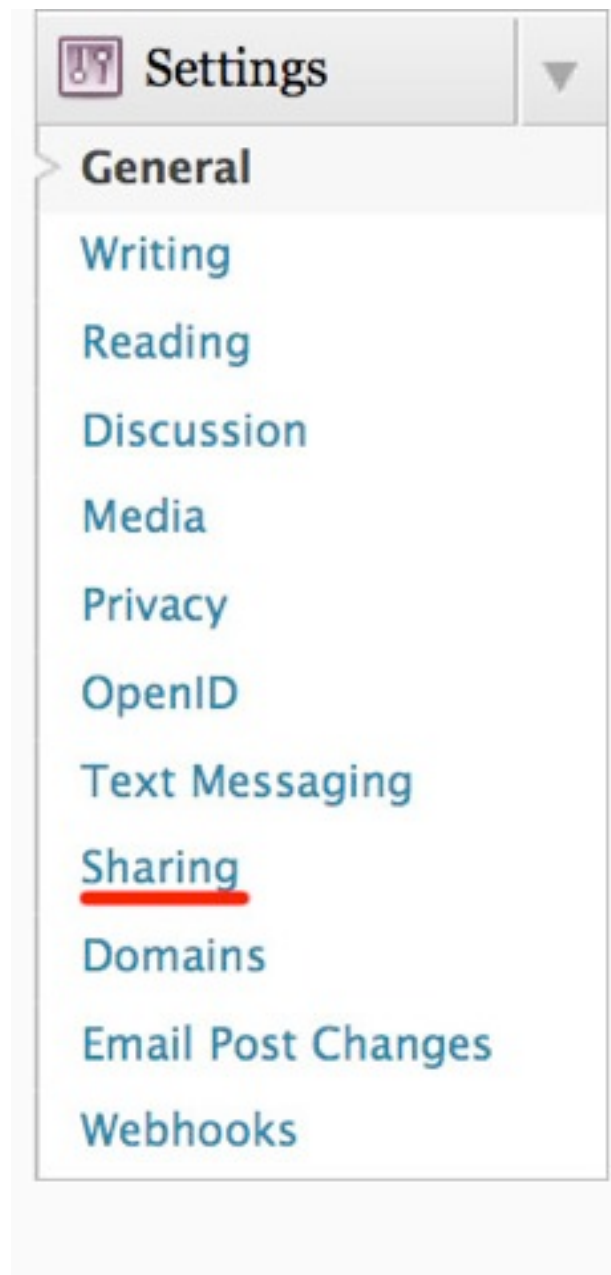
You simply drag widgets from the main panel to where you want them to appear on your page.

Drag them off to deactivate them.

Let's set up three common widgets: Search, email update subscription form, and RSS links

Click on the right hand side down arrow to configure each widget.

# Widgets



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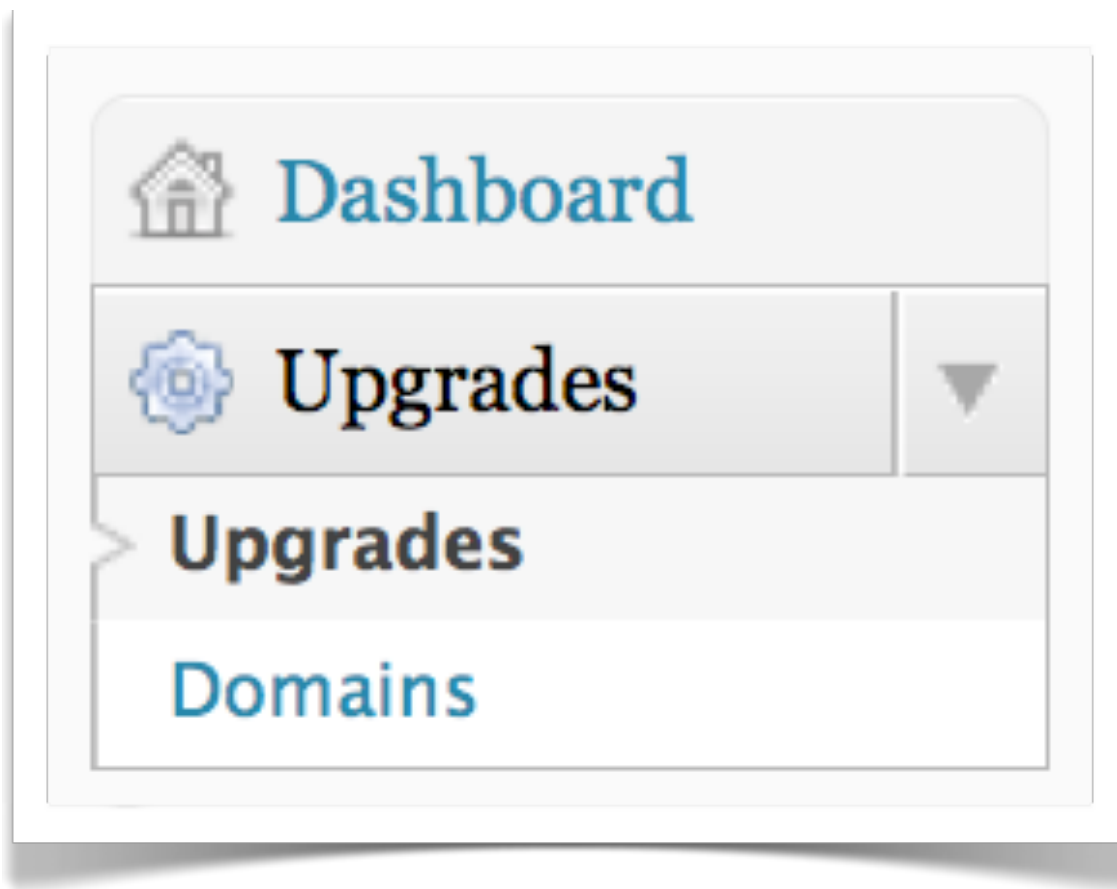
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One more quick setting you might want to configure: your 'sharing' links, so that people can spread the word about your posts and your blog.

Go to the 'Settings' tab at the very bottom of the left hand sidebar, open it and click on 'Sharing'.

Add a share button from the options at the bottom of the page: you can help readers share on twitter, facebook, reddit, etc.

# WordPress.com Upgrades



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Upgrades you may want:  
your own URL, or domain  
No ads  
CSS (design) freedom

# WordPress.com Upgrades

**Add a Domain**

*Register a custom domain for your blog, or add one you already own.*

Registration	\$5.00
Mapping	\$12.00

Learn More

Buy Now

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## Domains:

You may want to register your own domain name.

You register it with a registrar, and then point it at a website.

You can register with WordPress.com or almost any web service provider.

Mapping is if you have previously purchased your domain name.

# WordPress.com Upgrades



The image shows a screenshot of a WordPress.com upgrade card for the 'No-ads' plan. The card is white with a light blue border and a subtle drop shadow. At the top left, the text 'No-ads' is written in a blue, sans-serif font. Below it, the text 'Remove all ads from your blog.' is written in a smaller, italicized, grey font. In the center-left, the price '\$29.97' is displayed in a large, bold, black font. Below the price, the text 'USD per year' is written in a smaller, grey font, followed by a horizontal line and '\$0.08 per day' in the same grey font. On the right side of the card, there are two buttons: a light blue button with rounded corners containing the text 'Learn More' in a grey font, and a darker blue button with rounded corners containing the text 'Buy Now' in a white font.

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You may want to get rid of ads on your site.

Note that you can't run ads of your own, so you would have to switch back to WordPress.org if you want to generate revenue.



# WordPress.com Upgrades



**Custom CSS**

*Personalize your blog's theme to make it your own.  
CSS know-how required.*

**\$14.97**  
USD per year  
\$0.04 per day

Learn More

Buy Now

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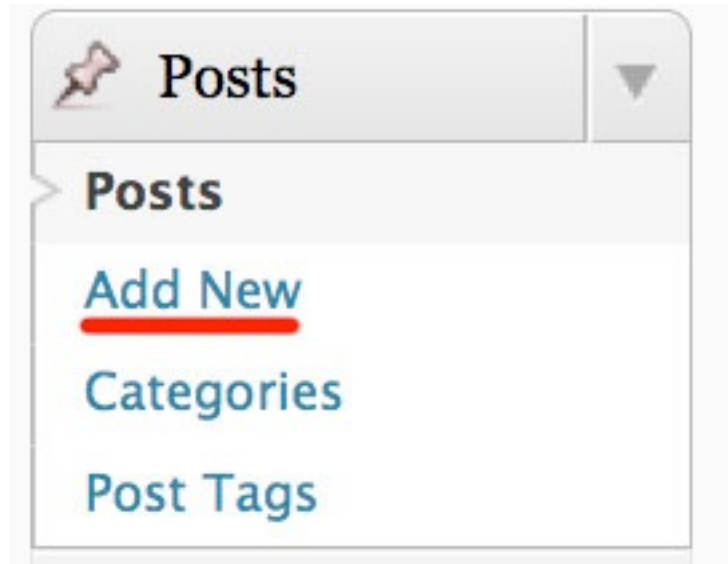
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CSS is the coding language used to determine how your blog looks. It stands for Cascading Style Sheets.

If you want to make big changes to your blog's design, you will have to upgrade your blog to include the ability to edit CSS.

# WordPress.com

## After the break: creating our first blog post



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If any of this is confusing, check out the tutorials at :  
<http://learn.wordpress.com/>