



## What is a blog?

A weblog is a web-log, or a log (journal) on the web. In its various adaptations, it represents the thoughts of a group or individual. Unlike a website that has more “static” or informational purposes, the blog is about being in conversation, and creating community.

## Why should I blog?

- You can reach everyone (potentially) on the internet. However, most blogs have a very small readership.
- People get to know you outside of the more formal way you normally communicate.
- Conversation carries past the doors of your ministry into the world.
- Blogging allows your members/constituents to share your thoughts with others thanks to social media
- Blogging allows people considering your ministry to see what you’re all about before they ever show up.
- You can reach people who may never set foot inside the doors of your ministry.
- You can respond immediately to issues you read about, experience, or hear about.
- You can think about, edit, revise, and come back to thoughts you have over time that may change.

## What should I blog about?

- What you know. Your writing should be “of you,” honest, and transparent.
- What you want people you care about to read. If you don’t want to see that thought or story in writing five years from now, don’t put it out there.
- What you’re passionate about. When you care, other people will care, too.
- The way you interact with a text, an experience, a situation, a work of art.
- How your story fits within the Story of God’s work in the world.

## What are some standards for blogging?

- Write something regularly, ideally every day, certainly no less often than once a week. Blogs that don’t get updated don’t get read or followed.
- Have someone else proofread your work.
- Share your blog posts through social media like Facebook, Twitter, etc.
- Use simple, but “catchy”, titles to drive readership.
- Read other blogs and comment on them, potentially driving up your own readership.
- Be careful how much you assume someone else knows about the subject.
- Consider whether your use of some other material is necessary or crossing over into plagiarism. When in doubt, give credit.
- Don’t be afraid to use videos. Some people even blog in video form only.
- Determine the best comment policy for you. In some cases, you won’t want to permit comments. In other cases, a “moderated” blog, where comments have to be approved before posting, works better. Be aware that sometimes even the most innocuous post can draw profane, racist, or other inappropriate comments.

- Respond to every comment you allow to show; your non-response indicates that you don't care (even if you do). Establish a standard for how quickly you respond to comments, whether it's 24 hours or immediately, and stick to it.

## Where do I start?

- Pick a name for your blog that is unique and fits you.
- There are several spots on the web where you can create and host your blog. WordPress is one of the easiest and most popular. You will need to go to [wordpress.org](http://wordpress.org) to create your user name and set up the blog. Using WordPress, choose a background theme (you can change it later). Note: Some WordPress themes are not free.
- As part of the setup, create an "About" page that will let you describe yourself and the purpose of the blog, and create a "Contact" page that gives people information about how to reach you. You will want to be careful about what information you want to share; consider creating an email account that is only used for the blog. You can route that email address to your main account.
- Write your first post. And potentially delete all of it and start over again. And keep writing!
- Your posts will "archive" so that if someone sees your latest post and appreciates it, they can go back and look at earlier posts.
- Readers who appreciate your posts will be able to "subscribe" to your blog and get updates when you post.
- Other free options include Tumblr and BlogSpot. Tumblr will automatically post to Facebook and Twitter, and allow you follow other Tumblr accounts, but you cannot export Tumblr posts.

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