

# **Blogging 101**

Interactive News - JR 408

Emerson College

Fall 2011

# Types of Blogs

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- Standard news/reporting
- Commentary
- Curation
- Live blog

# Content

- Ideas should be clearly formulated.
- Opinions should be supported with facts and arguments.

# Content

- Blogs should adhere to grammar and AP style rules.
- Spell check your post.
- Read your post over after it's posted.

# Headlines

- Headlines should be engaging.
- Headlines should use an active voice.
- Headlines should convey what your post is about.

# Tone

- Blog tone can be less formal than standard journalistic writing, but it doesn't have to be.
- Don't write anything you wouldn't say to someone's face.
- Don't be overly conversational.
- Use your own voice.

# Citing

- Do not copy large chunks of text from someone else's story, add a sentence or two of your own, and count that as "your blog."
- If you're using a quote and you did not get it firsthand, cite where you found the quote.
  - "I wanted to be the greatest defensive lineman ever to play the game," Haynesworth **told ESPN.**



# Sourcing

- When the post is based on a single story, identify the original source in your post and link to the source.
- There are two ways you can do this:
  - According to Reuters, Cairos is in talks with the NFL about the possibility of **inserting the chips into balls**. (Linking to key idea.)
  - **According to Reuters**, Cairos is in talks with the NFL about the possibility of inserting the chips into balls. (Linking to the source.)

# Links

- All blogs should have links. Links make blogs interactive.
- Links can strengthen your piece, but choose links wisely.

# Links

- Links can be used to:
  - Direct to a story central to your piece.
  - Direct to stories that will add supplemental information.
  - Add color, humor, offbeat angle, background, etc. to your piece.

# Links

- Do not overuse links.
- As a rule, the text you are linking to should give an idea of where the link directs. You don't want to force your reader to click away from your blog.

# Images/Video

- Using an image enhances blog presentation.
- Embedding video when relevant can also enhance presentation/the multimedia experience.
- Credit image/video sources.