

BLOGGING 101

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COMMON QUESTIONS

What is a blog?

A blog is short for "weblog," meaning a journal or "log" available on the web. A distinguishing feature is that, instead of coming out once a day like a newspaper or magazine, weblogs are updated throughout the day, providing instant analysis and discussion of events in real time. Blogs generally represent the personality of the author or the web site and offers Members the opportunity to share in a more informal way what they are doing, reading, thinking and focusing on.

If you add an -ing or an -er to blog, what does that mean?

The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger."

What is a post?

Blogs are updated by a process called "posts." "Posts" are short entries, usually no longer than 200 words, arranged by date and time with the latest entry on top.

What do the other words associated with blogs mean?

A permalink is the unique web address for a single blog post; it's handy when you get excited about a "post" that a "blogger" has written and want to forward it to friends. A blogroll is a collection of links to other relevant "weblogs" or websites, often found along the sidebar of a blog. If you sign up with an "RSS reader," it means you have a "subscription" to a blog's "RSS feed."

HOUSE EXAMPLES

- <http://www.house.gov/pallone/blog/>
- <http://www.house.gov/agriculture/democrats/blog.shtml>
- <http://www.speaker.gov/journal/index.shtml>
- <http://kingston.house.gov/blog>
- <http://www.house.gov/kirk/blog>
- <http://mikepence.house.gov/blog>
- <http://www.boozman.house.gov/Blog/>

A FEW POLITICAL BLOGS

- [America Blog](#)
- [Atrios' Eschaton](#)
- [Blog for America](#)
- [Crooks and Liars](#)
- [Daily Kos](#)
- [David Sirota](#)
- [Democratic Veteran](#)
- [DSCC: From the Roots](#)
- [Ezra Klein](#)
- [Firedoglake](#)
- [Kicking Ass \(DNC Blog\)](#)
- [Liberal Oasis](#)
- [MyDD](#)
- [Oliver Willis](#)
- [Political Animal \(Kevin Drum\)](#)
- [Raw Story](#)
- [Smart Ass: College Democrats of America](#)
- [Stakeholder \(DCCC Blog\)](#)
- [Steve Gilliard](#)
- [Talking Points Memo](#)
- [TalkLeft](#)
- [Truth Laid Bear](#)
- [Wonkette](#)

WHAT YOU NEED

To blog, you can either blog on an existing site or create your own blog on your web site.

Bloggng on an Existing Site

Blog content

There are several blogs such as [Daily Kos](#) or [Huffington Post](#) that your member can blog on. All you need to do is set up an account (free) and post content. There are other sites that have guest bloggers and do interviews such as [TPM Cafe](#) and [Raw Story](#). Blog content needs to be original and have personal voice...posting a press release will not go over well.

Tough skin

Many members are concerned that when they post on an existing blog they will receive comments that they are not in control of. The long and the short of it is, they're right. It's part of the community and you can't worry about it.

To Create Your Own Blog

To have your own blog you need a web site, blogging software, and a staff member designated to post content and keep it updated.

HOW TO

Many web site vendors have blogging software already set up, so it's just a matter of utilizing that functionality - ask your vendor. In addition, there are many free programs out there that you can load on your web server to integrate a blog into your web site. For an extensive list, [click here](#).

1. Load the blogging software onto your web server.
2. Customize the look of the page and options.
3. Start blogging. The most important thing is to blog often. Posts do not need to be extensive or long. It can be as simple as, "I found this article on the budget in the Washington Post today very interesting. [Click here to read.](#)"
4. Advertise your blog. Do a press release. Find local bloggers and email them. Let constituents know it's there at town hall meetings and in newsletters.

(This list is short on the technical how-tos because of the wide variation of blogging software options. Please contact [Karina Newton](#) with Leader Pelosi for a more thorough instructions)

FURTHER HELP

Murshed Zaheed with Rules Committee, Minority Staff, is a great resource on the blogging community, how to outreach to existing bloggers, and how to write for blogs.

For more technical information on how to set up a blog, please contact Karina Newton with Leader Pelosi.