

The Voice of Your Chapter: Blogs and How to Get the Most Out of Them

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Handy Definitions:

- **Blog** – A “web log” that can serve as a diary, news source, a place for commentary, or whatever the writer(s) choose for it to be. It is standardly in a chronological format.
- **Post** – A single written article on a blog.
- **Archives** – An automatically-created menu that allows viewers to access older posts that are not displayed. Blogs typically only display the most recent posts automatically.
- **Blogroll** – A user-created menu of other websites the author(s) feel are important to share.
- **CMS** – Content Management System – This is the system you use to create and write your blog. (for example: Myspace, Blogger, WordPress)
- **HTML**- This means the code that created what you see on a webpage. In most blogs you can either let the CMS manage HTML code for you, or you can manually alter it if you so choose.
- **Design Template** – This is a pre-set option that allows you to choose what you want your blog to look like. It typically includes background, colors, fonts, and menus.
- **Social Networking Site** (ex. Myspace, Facebook) – Popular sites that allow members to meet other people and share them as online “friends” as well as post pictures, blogs, and personal information.

- **“After the Jump”** – A shortcut available on many blog CMS that allows you to create a longer post, but will only display a small part of it on the “main page.” This allows for a cleaner look on your “main page.”
- **Link** – An HTML code that allows you to make words connect with other websites. Most CMS allow you to link words simply by highlighting them and entering the desired web page’s URL.
- **URL** – This is also known as a “web address.” For example: PFLAG National’s URL is <http://www.pflag.org>
- **Reciprocal Link** – This is when two sites or blogs link to each other.
- **Post Parts:**
 - **Link** – see above.
 - **Date** – The post with automatically show when you wrote your post. This can be manually altered, however, if you choose.
 - **Title** – This is the title you give each individual post.
 - **Image** – You can add images very easy with most CMS, using picture files already on your computer.
 - **Comments** – This is a section that allows viewers to comment and discuss your post. You can manually remove offensive/obscene comments if you choose.
 - **Timestamp** – This shows the time of day (ex. 4:30 PM) that you wrote your post. This too can be manually altered.
 - **Contributor’s Name** – Whether you have one or more authors (contributors) the blog will show the name of the person who wrote the post.

HTML Resource Website:

For easy-to-use instructions, if you care to delve into learning HTML on your own, you can visit:

<http://www.htmlcodetutorial.com/>

You can look up information on everything from altering fonts to specialized types of links!

For further study, a highly recommended book is:

HTML for Dummies

by Ed Tittel and Stephen J. James

This book should be available at most bookstores, or you can purchase it online.

Popular CMS:

- Blogger – <http://www.blogger.com>
- Myspace – <http://www.myspace.com>
- Facebook – <http://www.facebook.com>
- LiveJournal – <http://www.livejournal.com>
- Wordpress – <http://www.wordpress.com>

The PFLAG National Blog:

<http://www.pflag.org/blog>

