



Blogs 101

Farmers Market Federation of New York

What are Blogs?

A blog is a website, usually maintained by an individual, that includes entries of commentary on specific topics, descriptions of events, or other materials such as graphics, photos, or videos. Creating a blog is a great way to gain more exposure, and can help readers understand the core values of your business.

Common Terms

Dashboard- A page that allows you to review the statistics of your blog, add more to your blog, and gives you the general overview of your blog's current status.

Posts- The actual entries that you write for your blog. When you write a blog entry, you are "posting" to your blog.

Widgets- Different applications that can be added to your blog for readers to use. For example, you can add a calendar widget to show upcoming events, a Twitter widget to show your Twitter feed, or add a widget that shows your top rated blog posts. Widgets can be a great way to boost readership.

Publish- You must publish a blog post in order to make it visible to the public. You have the choice to publish your articles as soon as they are written, or to schedule a time and date for them to be posted. To see how to publish, refer to the blog picture tutorial.

Media Library- A place on your blog to upload audio files, pictures, videos, documents or any other types of media you wish to share with your blog readers.

About page- A separate page on your blog that allows you to tell a little information about yourself, your business, and your reasons for blogging.

Comments- You and your users will be able to comment on your blog posts. Comments are a great way to start conversation about the topics raised in your post. You can change your settings so that you can pre-approve these comments before they are published on your site.

Categories- To make navigation of your blog easier, you can categorize your posts—you can have a Farmer's Market category, Food Policy category, Fresh Food Recipes, etc. You can also set up a hierarchy of categories. For example, Farmer's Market could have a sub category of Specialties This Season. This will allow users to quickly find posts that they're interested in.

Tags- Another way to help readers easily find posts they're interested in. You can tag your posts with a keyword, like "sustainability". When a user searches for sustainability on a blog search site or on your blog, your tagged posts will appear.

Themes- You can change the appearance of your blog by changing its theme. You can browse themes in the "appearance" tab on the Wordpress website.

How can writing a Blog help promote my business?

Blogs allow you to elaborate on information you may already talk about on other social media sites like Twitter and Facebook. Blogs are beneficial in that posts can go more in depth with a topic than any other social media site will allow you to. Blogs are really another way of starting online conversation with your customers. The quality of your posts may help gain the interest of new customers, and can also help gain their trust and loyalty towards your business.

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Tips for Getting Started

Create a Blog on Wordpress. Start your blog by going to www.wordpress.com. Think of a creative name for your blog, and decide what kinds of topics you want to post about. Use the Blog picture tutorial to learn how to add more pages, change things like your theme and titles, and add widgets.

Use other Blog tracking sites to promote your blog. Go on websites like www.technorati.com to find other blogs similar to yours. Read their posts and make comments to trace others to your blog as well. Also make sure to update your other social media accounts, like Facebook and Twitter, when you make new blog posts.

Make sure to post consistently. In order to get more blog viewers, you must be updating your posts often. Do not let your blog fall behind! If you know you are going to have a busy week, write some blog posts in your free time and schedule publishing times for later in the week.



trialsite1

Just another WordPress.com site



Hello world!

Posted on [February 2, 2011](#) by [trialsite1](#)

Welcome to WordPress.com. This is your first post. Edit or delete it and start blogging!

Posted in [Uncategorized](#) | [1 Comment](#) | [Edit](#)

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