**Writing a good blog**

**What is a blog?**

A blog (short for “Web log”) is a Web publishing platform that presents the most recently published content at the top of a Web site, followed, chronologically, by older content vertically down the page. Blog entries (much like mini journal entries) tend to be fairly short but sometimes are as long as several thousands of words.

**How is blog writing different from other forms of writing?**

Blog styles usually fall somewhere on a continuum between traditional journalism (such as an op-ed piece that night appear in a print newspaper) and a personal diary. The purpose of blogs also varies widely. Blogs often express personal opinions, experiences and perspectives regarding an event or a source of information (e.g., here's a link to this great article I found, and here's what I think of it). The writing style tends to be less formal (unlike a structured essay), and bloggers often have the aim of engaging reader participation via commenting.

**Writing style**

* A blog post should have a focused topic, be informative and engaging, and include some form of backed-up opinion.
* Try to write in a friendly and informal style. Use first person ‘I’ and try to include reference to your own context and experience. Think about your readers and what they can learn from your experience.
* It’s always best to write about something you know and are enthusiastic about.
* Try to describe rather than tell e.g. instead of saying you thought a book was great, try to explain why you enjoyed it and what you learned from it.
* Try to question your reader and ask for their response to what you have written.
* Always be polite, respectful of other cultures and opinions, and informative.
* Good blog posts often inspire readers to comment on the post.

**Structuring your blog posting**

A well-structured blog posting will catch the readers' attention, and make them want to read what you have to say. You can help do this if you follow these tips:

* Give the blog posting a title that will catch the reader’s eye. This is the first thing they see and will help them decide if it is of interest to them.
* Put the main point in the first paragraph. This is the first thing readers see and it will make them want to read on.
* Put the details in the following paragraphs of your posting.