

# Blogs and Medium

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# Background

A blog, a clipping of the term “weblog (Blood, 2000),” is a discussion-based or informal website published on the Internet consisting of diary-style entries, or posts. Justin Hall, a journalist from the United States and an entrepreneur, is credited with being one of the “pioneer bloggers (Writer, 2012).” As the Internet has become the go-to source for information, as opposed to newspapers, encyclopedias and even television, blogs with multiple contributors have emerged as a popular format in the past decade. With the help of Twitter and similar other platforms, blogs have integrated the news media. Blogging used to require an extensive knowledge of programming and HTML, but with the emergence of Web 2.0, blogs are now more interactive and are distinguished from static web pages because users can interact by leaving comments on them (Burns, 2010). In this way, blogs have become a social media platform. While bloggers create the content, they are also interacting with users, making this a social media space. People can blog about a variety of topics and include various media with their posts.



# Medium

Medium is an online publishing platform started by Evan Williams in 2012. He started the platform as a way to publish a post longer than Twitter's then-140-character limit. Medium has become an example of "social journalism" because it includes a mixture of professional and amateur writers and publishers (Sussman, 2014). It has also become known as a blog host.



# Personal and professional use

Personal blogging refers to a space where one posts their own personal beliefs, thoughts and life experiences. A business blog works in the same vein, except for sharing information about the company as if it were a person. This allows consumers to see a company as being more authentic and human-like. Business blogs tend to have a specific audience, and it can be more difficult to write compelling content. Personal blogging does not usually have a motive other than to share whatever the blogger wants to with the Internet (ProBlogger, 2014).



# Starting a blog (The Minimalists, 2017)

1. Choose a platform (Medium, Wordpress, Blogger or any of the others out there).
2. Choose your domain name and template from the provided options.
3. Edit your blog to a desired look.
4. Select plugins and widgets for your blog, like adding social media links to the sidebar.
5. Create compelling content for the readers.



# Best practices (The Minimalists, 2017)

1. Find a niche. Write about something you are passionate about and have knowledge about.
2. Know your reader. Once you know your reader, you can cater your content to them.
3. Add value to your readers' lives. This will be how you attract readers back to your website.
4. Be who you are, and be honest. Readers crave authenticity.
5. Dedicate time to creating quality content. Making things people want to interact with takes time.
6. Share on social media. This makes it much easier to get your blog out there.
7. Read comments, but ignore blatant negativity. Constructive criticism is good, but do not let anyone deter you from doing something you want to do.
8. Don't overthink it. Less is always more.



## Strengths (OpenVine)

1. Create fresh content for your website, which will boost your rankings in search engines.
2. Develop a relationship with your audience.
3. Establish expertise and prowess in a particular field.
4. Connect people to you and/or your brand.
5. Creates opportunities for sharing.

## Weaknesses (Webb, 2016)

1. Time-consuming.
2. Can require some technical expertise.
3. If you do not stay on top of it and post regularly, you can lose your credibility and search engine rankings.
4. Poorly-written blog posts could reflect poorly on your brand.
5. May take time to see results.

# Sources

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