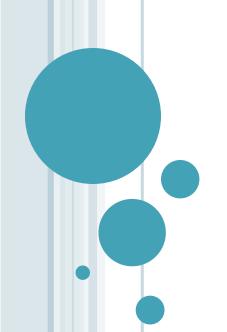
BLOGGING 101



Nikki Bolduc and Maria Tadic University of Maryland, College Park Dietetic Interns

April 8, 2013



OVERVIEW:

- 1. What is a Blog?
- 2. Why Blog?
- 3. How To: Set Up a Blog
- 4. How-To: Maintain a Blog
- 5. How-To: Write your First Post



What is this!?

It's called the "RSSReader." It's the symbol for a blog.

WHAT IS A BLOG?

- "Web-log"
- Personal online diary or journal that you can share with friends, family or the general public.
- Updated on a daily or weekly basis.
 - Blogs use software that allows people with little or no technical background to update and maintain.
- "Blogging" = the activity of updating a blog
- "Blogger" = the author of the blog
- "Blog posts," "posts" or "entries" = individual articles on a blog

WHY BLOG?

- Increase your **exposure** in the community
- Get a chance to **interact** with possible clients/ patients
 - O Recruiting new clients/patients
 - O Word-of-mouth referrals
- Share your nutrition **expertise** with the public
- Build your reputation with other health professionals
- Enhance your writing skills
- Challenge yourself to keep with the latest **trends** in your field

How-To: SET UP A BLOG

- Come up with a theme or subject for your blog.
 - Example: Dietitian on the Run by Heather Calcote
- Find a hosting site.
 - Most are free and easy to use.
 - Examples include: Blogger, Wordpress, LiveJournal, Blogster.
- Create a schedule of posts.
 - Number of posts per week.
 - Daily/weekly topics.
- Start writing!

How-To: Maintain a Blog

- Blogs need to be updated regularly.
 - Especially when you start increasing your readership, it's important to continually update the blog and interact with readers.
- Having a stock of ready-to-go blog posts is a must and helps the blog stay live and updated.
 - This will help to provide posts during busy weeks, days off, unexpected delays or other projects and the time needed to review.

How-To: Write your First Post

- Blog posts should be short and to the point. Typically most posts are about 500 words.
 - If it's going to be longer, consider doing a series.
- Create a catchy title.
 - Making a stand-out title will help encourage readers to click on your post.

MONDAY, MARCH 25, 2013

Basil and Lemon Iced Beverage (Motivational Monday)

- Pictures and images add personality.
 - Most people reading blogs do not like straight text. Occasionally its okay to have posts without images.

How-To: Write your First Post

- It's harder to read things online compared to print.
 - Post should have shorter paragraphs, have more headings, and lists with bullet points.
 - This will help break up long bouts of text and make it easier for the reader to absorb online.



O Be yourself - personal, witty, funny and share yourself with the audience.

RD Blog Examples – Toby Amidor











home | about | services | my team | res



My Blog

Welcome to my award-winning blog! You'll find the latest nutrition information, healthy recipes, controversial topics, and food safety information. I'm thrilled my blog was named a <u>Top 10 Healthy Blogs Written by Actual Health Pros</u> by Shape, a 2011 recipient of the Top 100 Health Blogs by <u>Healthline.com</u>, and <u>Mamavation's Top Dietitians Your Can Count on For Social Media</u>.

I hope you enjoy my blog. Your comments and insight are very important to me and my readers.

Happy, healthy reading!

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Meatless Monday: Butternut Squash Pasta Bake

Manday March 25, 200



By Gail Watson, contributing blogger

The nutty earthy taste of the butternut squash is a taste you will fall in love with in this pasts bake. We used a classic Bethamel sauce for the base, but made it lighter, but no less delicious with skim milk. A layer of toasty Parmesan choese on top gives it that choesy finish without weighing you down.

Butternut Squash Pasta Bake Serves 6

Preparation time: 35 minutes Cook time: 30 minutes

3Vs teaspoons salt, divided 12 cunces whole wheat penne rigate 1/2 butternut squash, pecied and cut into cubes, about 3 cups 3 tablespoons canola oil

3 tablespoons all purpose flour 2 cups skim milk

Vs medium onion, minced

2 cloves garlic, grated

i bay leaf i/8 teaspoon popper

2 ounces of Parmesan choose, grated

Preheat the oven to 350" and grease a 2 quart baking dish.













Twitter

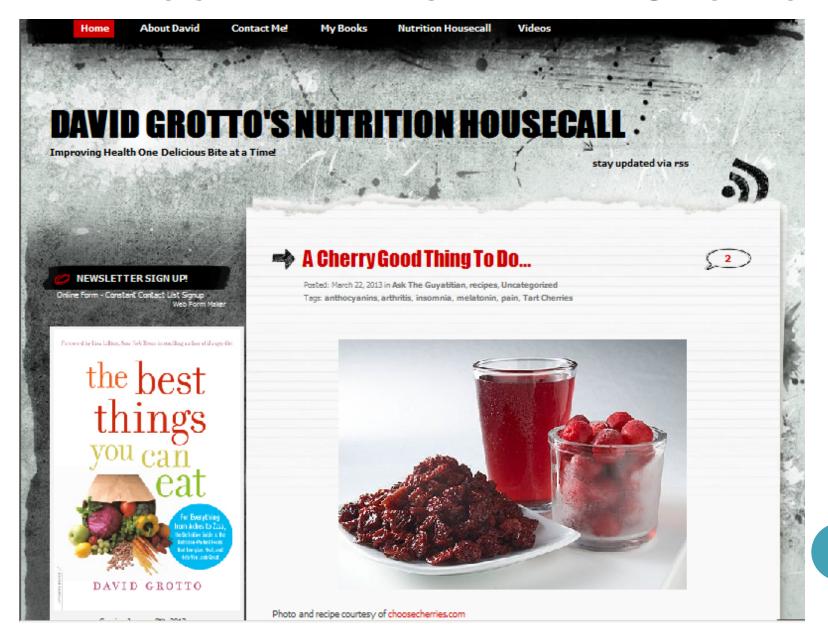


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A hopey birthday shout out to my

RD BLOG EXAMPLES - DAVID GROTTO



RD Blog Examples – The Candid RD



THURSDAY, MARCH 28, 2013

Mediterranean Chicken Thighs with Lentils

More
 Next Blog
 Next Blog

Are thighs the new breasts? That was the question on the Today Show a few weeks ago. I'd like to think yes (at least for humans....you know, wouldn't that be nice? Can you imagine women spending tons of money on thigh implants? lol). But what about for poultry? The chef on the Today Show, whom I can't remember at the moment, claimed that indeed that chicken thighs are the new chicken breast. I'm not quite sure though. When you compare the nutrition facts thighs are a bit fattier (because of the dark meat) and therefore provide slightly more calories (and some would argue, more flavor). Is it worth it? I still don't know, but I do know this, thighs made this dish amazing, and one that I will make time and time again.





Gina; The Candid RD

I'm a supermarket dietitian working hard to dispel nutrition myths, and to teach

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people how to live healthy lives without deprivation. My goal is to make nutrition simple, fun and delicious!

View my complete profile

WHO IS THE CANDID RD?

QUESTION? COMMENT? E-MAIL ME!

GCsmiler 19@yahoo.com

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WORKOUT IN STYLE!



QUESTIONS?