

BLOGGING 101



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

MONDAY, MARCH 25, 2013

Basil and Lemon Iced Beverage (Motivational Monday)



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.

This year we're keeping it simple;

Butternut Squash
(to make soups, sauces, and to stuff with delicious foods)

Zucchini
(to make zucchini noodles, zucchini boats, and to grill on our gigantic outdoor grill)

Tomatoes
(for bruschetta, caprese salads, summer salads, and salsas)

Basil
(let's face it, basil makes everything taste better in the summer!)

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



RD BLOG EXAMPLES – TOBY AMIDOR



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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 [Top 10 Healthy Blogs Written by Actual Health Pros](#) by Shape, a 2011 recipient of the Top 100 Health Blogs by [Healthline.com](#), and [Mamavation's Top Dietitians You Can Count on For Social Media](#).

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

Happy, healthy reading!
Toby

[return to like base](#)

Meatless Monday: Butternut Squash Pasta Bake

Monday, March 22, 2010



By Gail Watson, contributing blogger

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

Butternut Squash Pasta Bake

Serves 6

Preparation time: 35 minutes

Cook time: 30 minutes

- 3/4 teaspoon salt, divided
- 12 ounces whole wheat penne rigate
- 4/2 butternut squash, peeled and cut into cubes, about 3 cups
- 3 tablespoons canola oil
- 3 tablespoons all purpose flour
- 2 cups skim milk
- 1/2 medium onion, minced
- 2 cloves garlic, grated
- 1 bay leaf
- 1/8 teaspoon pepper
- 2 ounces of Parmesan cheese, grated

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



Twitter



@differ13 will do! try!
 @ntotalyound
 @schoolmealrock
 @todaydietitian @eatp
 @ameracappeds
 30 minutes ago · reply · retweet · favorite

Bring on the dried fruit
 fume/2xGurGK
 2 hours ago · reply · retweet · favorite


A happy birthday shout out to my
 @FMC... ..

RD BLOG EXAMPLES – DAVID GROTTO

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DAVID GROTTO'S NUTRITION HOUSECALL

Improving Health One Delicious Bite at a Time!

stay updated via rss 

NEWSLETTER SIGN UP!
Online Form - Constant Contact List Signup
Web Form Maker

Reviewed by Lisa Lillien, RD, MS, RD, CNSL-D, a registered dietitian with 30 years of experience

the best things you can eat

For Everything from Apples to Zucchini, Delicious Side x the Delicious Pickled Foods that are just that, and also the, and that.

DAVID GROTTO

➔ **A Cherry Good Thing To Do...** 2

Posted: March 22, 2013 in Ask The Guyatitian, recipes, Uncategorized
Tags: anthocyanins, arthritis, insomnia, melatonin, pain, Tart Cherries




Photo and recipe courtesy of choosecherries.com



RD BLOG EXAMPLES – THE CANDID RD

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THE candid RD


Simple Nutrition. From My Plate to Yours.

THURSDAY, MARCH 28, 2013

Mediterranean Chicken Thighs with Lentils

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 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!

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Loading...

WORKOUT IN STYLE!



QUESTIONS?

