

Definition

A **blog** (a contraction of the term "weblog") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. (<http://en.wikipedia.org/wiki/Blog>)

Address

<http://olliatbradley.blogspot.com>

Rationale

- Increase the sense of community
- Create interest in OLLI
- Solicit feedback and ideas
- Keep a record
- Provide information
- Trip hosts like seeing their businesses featured

Tools

- Digital camera
- Reporters notebook
- Computer with internet connection
- Google account, free
- Picasa, free photo management and editing software from Google, <http://picasa.google.com>
- Blogger, free blogging software from Google, <http://www.blogger.com>

Process for Photo Slideshow on Blogger

Take digital photos > Upload to Picasa > Add captions > Upload to Picasa web albums > Determine parameters of slideshow > Imbed the slideshow > Import into Blogger > Add text about the slideshow > Label the blog post > Publish the blog post

Time for a typical post (about 1 hour)

- Choosing and editing the pictures (10 minutes)
- Captioning the pictures (20 minutes)
- Uploading to Blogger (10 minutes)
- Writing text for the post (20 minutes)
- Posting (< 1 minute)

Suggestions

- Encourage your members to sign up for Google alerts for your blog
- Encourage your members to construct their own blogs
- Send out email blasts occasionally drawing member attention to the blog
- Provide the address to members to share with their friends and families

Hints for Optimization

- Use a template for the blog
- Only display two posts at a time (the blog will load quicker)
- Use a generic email
- Contact Jon for information about "slowing down" your slideshow