

Blogging 101

presented by the
Gettysburg College Department of Web Communications

Pre-Trip

Before you go, offer your audience pre-trip reflections. What have you done to prepare? What are your emotions going into the experience?

Provide links to related stories or previous blogs.

During the Trip

1) Write often

Especially if your trip or activity spans for only a couple of days filled with various activities, skipping a day or two causes the reader to lose track of events.

2) Keep it short

It is not necessary to write long essays. Try to address no more than two interesting things in one blog post. If there are more, write another blog post.

3) Keep it simple

You will often be writing for an audience that is not familiar with the nature of your trip or activity. Write concisely about your experiences. Don't reproduce background information if it lives elsewhere on the web. LINK to it!

4) Use photos and videos

Photos and videos can often convey what words cannot. Upload your best images to [Flickr](#) (Digital photography allows you to take a lot of pictures, but that doesn't mean people want to see all of them). Gettysburg College has a pro account and the Web Comm folks can help you with the process of setting up a slideshow.

5) Taking photos and videos

While photos of pretty landscapes and buildings are nice, putting people (wearing Gettysburg College garb) in the frame can bring a photo to life. Be fun and creative with your group shots. Many people get camera shy when the video camera comes out. While candid moments are great, don't put people on the spot. Ask them questions and let them answer in a conversational tone. Again, brevity is key.

Post Trip

If you took video on the trip, chances are you will need to edit it once you return. Web Comm has video editing equipment in the office and can help. Also, try to get photos from all the participants to see if there are some great shots to post.

Sometimes the greatest learning comes after the return home. Post those reflections as well.