

# BLOGS

## What is a blog?

A blog is a website with regular updates (often daily or weekly) that typically combine text, images (graphics or video), and links to other websites. Blogs are often informal in tone—some resemble an online diary or journal, while others provide news or organizational updates.

Many blogs encourage dialogue by allowing their readers to leave comments. Blogs provide opportunities for you to share information and engage in an online conversation with your target audience(s). Some common free blogging platforms include: [Blogger](#), [TypePad](#), [WordPress](#).

Most blogs provide ways for you to receive updates about new blog content when it is posted, through email updates or an RSS feed. Some people read blogs through a news reader such as [Google Reader](#), which combines updates from numerous blogs and other sites in one place.

## Who is blogging?

- 126 million blogs have been created as of January 2010.<sup>1</sup>
- 71% of all bloggers say they blog to speak their minds and share their expertise; and
- 86% of bloggers have been blogging for over a year.<sup>2</sup>

## Blogs in response to HIV

- Exchange ideas about HIV prevention, testing, treatment, and research.
- Increase program collaboration and service integration.
- Engage people at-risk for, or living with, HIV in a dialogue about HIV-related issues and topics.
- Share personal stories and experiences of those living with HIV or caring for someone with HIV.
- Provide live updates from HIV conferences and other events.

## Examples from the field


- AIDS.gov: [blog.aids.gov](http://blog.aids.gov)
- AIDS Action Committee: [blog.aac.org](http://blog.aac.org)
- The AIDS Pandemic: [the-aids-pandemic.blogspot.com](http://the-aids-pandemic.blogspot.com)
- POZ: [blogs.poz.com](http://blogs.poz.com)
- The Body's Blog Central: [www.thebody.com/content/art46169.html](http://www.thebody.com/content/art46169.html)
- Bloggers Unite for World AIDS Day: [www.bloggersunite.org/event/world-aids-day](http://www.bloggersunite.org/event/world-aids-day)

## Where can I learn more about blogs?

- Common Craft's Video "Blogs in Plain English": [www.commoncraft.com/blogs](http://www.commoncraft.com/blogs)
- Prologger's "How to Blog: Blogging Tips for Beginners": [www.prologger.net/archives/2006/02/14/blogging-for-beginners-2](http://www.prologger.net/archives/2006/02/14/blogging-for-beginners-2)
- Prologger's "23 Questions for Prospective Bloggers": [www.prologger.net/archives/2006/02/14/is-a-blog-right-for-you](http://www.prologger.net/archives/2006/02/14/is-a-blog-right-for-you)

<sup>1</sup> Pingdom, "Internet 2009 in numbers," <http://royal.pingdom.com/2010/01/22/internet-2009-in-numbers/> Accessed on 04/26/10.

<sup>2</sup> Technorati, "State of the Blogosphere 2009," Available at <http://technorati.com/blogging/feature/state-of-the-blogosphere-2009/> Accessed on 04/26/10.

 Exit Disclaimer: Links marked with this image are non-government websites