



# Social Media In Agriculture



## FACT SHEET

### Finding & Following Blogs

*Today, there are over 100 million blogs with more being created every day. There are blogs covering a huge range of subjects. Here is some information to help you feel comfortable in the blogosphere.*

#### What is a blog?

A blog (also called a weblog or web log) is a website consisting of entries (also called posts) appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs are frequently updated, usually with personal insights and links to other sites and typically allow for readers to comment. Blogs are created using specific publishing software.

Many of the early blogs were used as something like an online diary, sharing stories about the author's life, and links that the author had found interesting. But as blogs became more and more popular, businesses started to use them

Now, blogs are used for many different purposes, including:

- Personal diaries, eg:
  - Talk about your hobby and share some tips
  - Recipes and cooking ideas
  - Share some your ideas about a topic like politics or religion
  - Put art, music, or video on your blog to share your creations or interests
  - Link to other interesting sites on the Internet and discuss them
  - Share stories or poems
- News feeds
- Hourly, daily, weekly updates of websites
- New information on a topic
- Promotion of a business or product
- Product updates: reviews, new versions, new products
- Sports
- Technology

#### How to find interesting blogs

As with most searches on the internet, one of the best ways to start is using a search engine like Google and entering something like "*(subject you're interested in) blog*".

If you find a blog you like, it is worth looking for a "blogroll" on the page. This generally appears as a sidebar on a blog, and is a list of links to blogs which the author follows.



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## Following blogs

Going to the home page of a blog will generally display the current post first. Have a look for a link like “Older posts”, or “Blog archive” to read back through previous posts. If it’s something you think you’d like to keep up with, you can follow or subscribe to the blog.

There are several ways to do this, and the steps you take will be different depending on what platform the blog uses. On most blogs though, you’ll be looking for a button or link to click on which says “Follow”, “Subscribe”, “Subscribe via email” or “Join this site”. Subscribing via email means that you will receive an email to advise you each time there is a new post added.

Another option is to use a web-based reader for RSS feeds, such as [www.google.com.au/reader](http://www.google.com.au/reader). Blog readers are an easy way to look at all of the blogs you’re subscribed to, without having to check each website individually. Using the RSS format, you see a simplified view of web content showing just text, pictures and videos—minus the site's style and formatting.