



# Social Media In Agriculture



## FACT SHEET

### Starting your own Blog

*Starting your own blog is easy, and can be a great way to establish a social media presence. Each new blog post you publish is an individual web page with all of your information on it. Each of the pages is one more opportunity for the search engines to find you and one more way for web users to find you.*

#### Tips for starting your own blog

1. **Choose a theme:** It's important to decide what you want to blog about. Pick a topic that you have experience in, and are passionate about. It's important you are clear on what you want to accomplish with your blog: Are you trying to establish yourself as an expert in your field? Are you trying to promote your business? Are you simply blogging for fun and to share your ideas and opinions?
2. **Research:** Look at blogs which are similar to what you're planning to do. This will help you to get ideas about what you do and don't like in a blog, and help you build up your own blogroll.
3. **Update Frequently:** Regular updates not only ensure that you are keeping the reader engaged and interested, they also assist in having more of your pages indexed in a search engine, which basically means that people are more likely to find your blog. Ideally, you should be blogging once or twice a week.
4. **Make your content visually appealing:** Break up large chunks of text, use headings, bullet points and bold to make it easy on the eyes. Use tools and techniques such as:
  - a. **Headlines:** If you want your posts to be read and shared across social media channels, then creating appealing headlines is vital. Headlines should arouse curiosity, hint at solving problems and grab the reader's attention.
  - b. **Intro:** Once the reader is there, they are skimming. Remember it is the web, attention spans are shorter and everybody is in a rush. Your lead should invite the reader straight into your post. Start with a story, a shocking statement or a question. Whatever you do, make sure you get to the point quickly or you will risk losing your reader.
  - c. **Close:** Have a clear call to action when you finish your post. What is it that you want your reader to do? Comment, share or buy? Make it explicit.
  - d. **Images:** A great blog post will always include at least one photo or image. Having an image, particularly near the top, helps to draw people in and makes the post more eye-catching. An image in the middle of the text can be used to illustrate a point, and it also breaks up the text. Another important point about images is that they are crucial for sharing, particularly on Facebook. If someone shares your post to Facebook, it will carry an image with it.



For further information about Ag Ex and to get involved  
go to the Ag Excellence Alliance website [www.agex.org.au](http://www.agex.org.au)



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## **Blog Hosting Options:**

Decide where to create and host your blog. Blogger and WordPress are 2 of the most popular blog creation sites on the Web.

- **Blogger:** Google owns Blogger and has set it up for ease of use. Your blog will be extremely easy to set up and maintain, and you'll have Google's traffic management tools at your disposal. You can purchase a custom domain name or you can get a free BlogSpot domain name such as [yourblog.blogspot.com](http://yourblog.blogspot.com). If you already own another domain name, you can use it for no cost.
- **WordPress:** With WordPress, getting started will take more time. However, you'll find that WordPress has a wide variety of more sophisticated tools for enhancing and promoting your blog. You can purchase a custom domain name on WordPress for or map an existing domain name to WordPress. If you want a free domain, you can use something like [yourblog.wordpress.com](http://yourblog.wordpress.com).

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*Please note that the information in this Factsheet Series was current in February 2013, however due to continual upgrades to Social Media sites, details may change.*