

How to Create A Photo Blog

All computer users have probably heard people talk about blogs. Just watching the news on TV, you may have heard newscasters talk about a journalist making a statement on a blog. There are well over 150,000,000 blogs on the Internet. **So, what is a blog?**

A blog is a type of Web site, with regular entries; many times they are used to provide commentary or news but are also used as personal on-line diaries. A typical blog contains text, images and links to other blogs or Web sites or related content. Looking at a blog, it appears like a regular Web site but is generally only one page. New entries start at the top and older ones toward the bottom. Some blogs allow readers to comment on the blog.

Today, even corporations use blogs to enhance communications, marketing and public relations. Camera Club Blogs can be used to get information to members about upcoming activities. Many small camera clubs may not have the resources to start a Web site. A blog could easily be developed to list upcoming club activities, remind members of important dates and even share images of the most recent

club field trip, or a list could be posted with the results of the most recent competition along with pictures of the winners.

A blog was started to list photogenic activities in the Southern California area for anyone that might be concerned. Each month, the blog lists the renaissance fairs, rodeos, car shows and other activities that might be of interest to a photographer. With a weekend approaching, a person can go to the blog and quickly see what is going on in the area that might make for an interesting day of photography. There are links to some of the area camera clubs, wildflower hot sheets and other Web sites that might be of interest to image-makers. Take a look at www.SoCalphotoops.blogspot.com.

Starting a blog can be simple and free. There are many free blogging sites available to choose from. The two most well known are www.blogger.com operated by Google and www.wordpress.com. For photography, *blogger* is very easy to use: one can post pictures and add links to other Web sites without the need to know HTML. Sign-up and start blogging; a site



**Larry Cowles,
AP/SA, EPSA**





Blogger sign up page

could be up and running in less than an hour. Because the blog is completely web based, you can log in and make changes from any computer.

Other photography blogging ideas include, sharing images of travels. Many travel photographers and workshop leaders post stories about travels and activities. One photographer posts one new picture every week and tells how he made the image. Visit my picture blog, www.Eastvalephotography.blogspot.com to view

recent photo shoots and it also tells a little bit about the area or how the images were taken. One of the most famous blogs for photographers is The Strobist, www.strobist.blogspot.com, which highlights over 1000 articles and ideas on how to use your camera flash.

The two-blog hosting sites mentioned allow you to post your blog for free and give you all the tools you need to create a masterpiece.

Another blog of interest would be www.Lcowlesphotography.wordpress.com

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