



How to Blog

What is Blogging?

Essentially blogging is online journaling...it doesn't require the same "standard" as more formal writing outlets. Blogs are a place where you can share your knowledge, create interest for the topic of the blog and, ideally, gather a group of followers to promote your product, ideas or person.

Why Should I blog?

Blogging is a good way to tell your stories. What successes have you had in setting up your response network? What experiences have you had with prayer-care-share in your local community? What area of expertise do you bring to the network? What interests do you have that that you would like to share information about? As a chapter leader, this is where you communicate the successes of your local chapter. The list could go on and on.

With the ability through your personal profile on the Christian Emergency Network site, you can blog as often as you like.

Blogging also allows CEN to capture and tell your stories and successes. We monitor the blogs to pull stories to be included in our quarterly newsletters or to be featured on our home page to celebrate the successes of all of our CEN partners and participants.

Standard template for blogging events:

Brief intro stating the event and outcome

A paragraph or two explaining in more detail the event (who was there, where it happened, the outcome, etc.)

A summary/conclusion of the event with a tie in to how this furthers the mission of CEN.

Sample Blog:

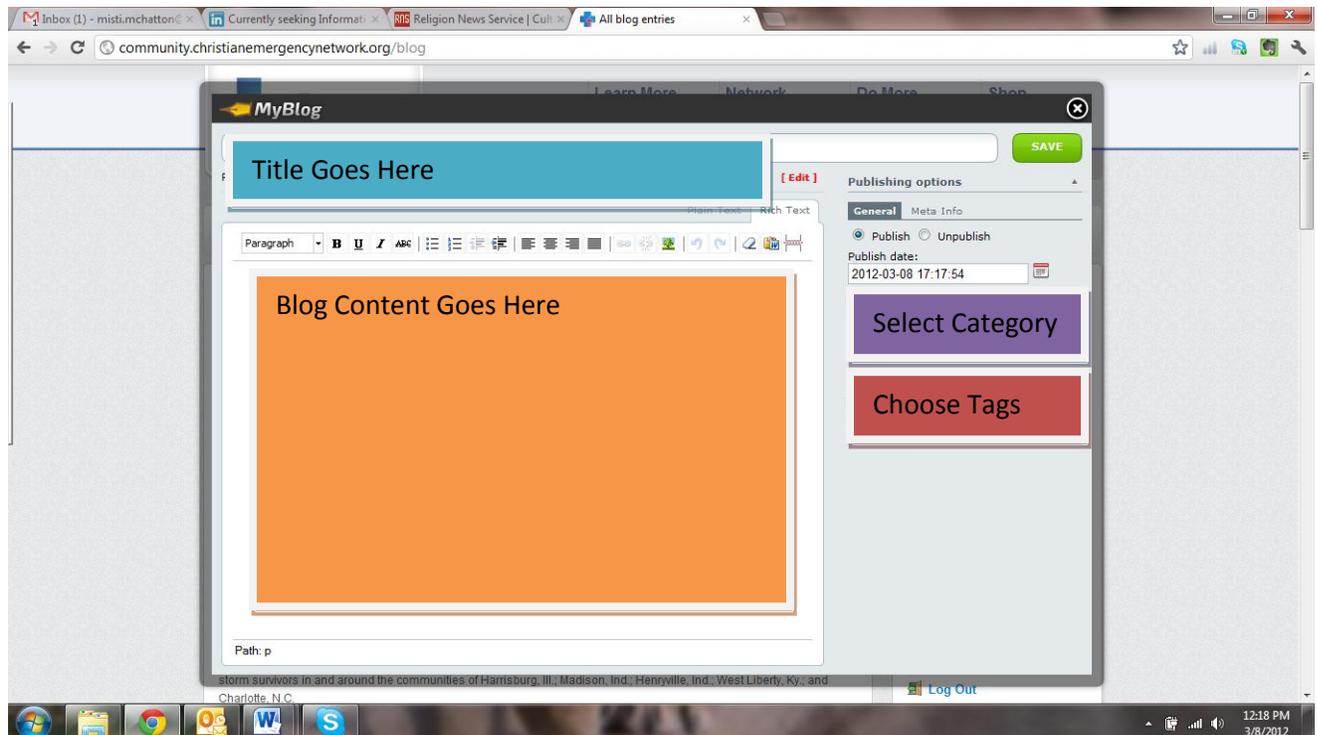
Even though communication channels are impaired, communication and the process of rebuilding can begin...thanks to social media.

In situations where communication is critical, there is a new form of communication being used in unexpected ways. With the recent earthquake in Haiti, we have seen that with the help of social

media sites, people are still able to get in touch with their loved ones, and the process of search, rescue and re-building can begin.

Twitter, is the primary method being used to communicate. In doing a cursory search, there were pages of updates, offers from businesses to fly nurses and doctors to Haiti for free, matching donation requests, initiatives by schools and individuals, as well as updates from people on the ground in Haiti. About 30 seconds after my initial search, there were over 1700 new “tweets” regarding Haiti. News articles have also reported that in the initial hours after the quake, Skype was used for person to person communication to relay details.

This is a good example of how social media has gone beyond just a way to “stay in touch with friends.” Is this the method for emergency communication of the future?



How do I blog?

The technical side of blogging is also pretty easy. From your “My CEN” network page, click on the “Blog” link on the right side of available options. From there, click on the link that says, “Write New Entry.” Give your blog a title then blog away. Add a category and tags to help people find your blog when they search. When finished click on “Save” and you’ve just completed your blog. It’s that easy.

Technical Components of Blogging

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