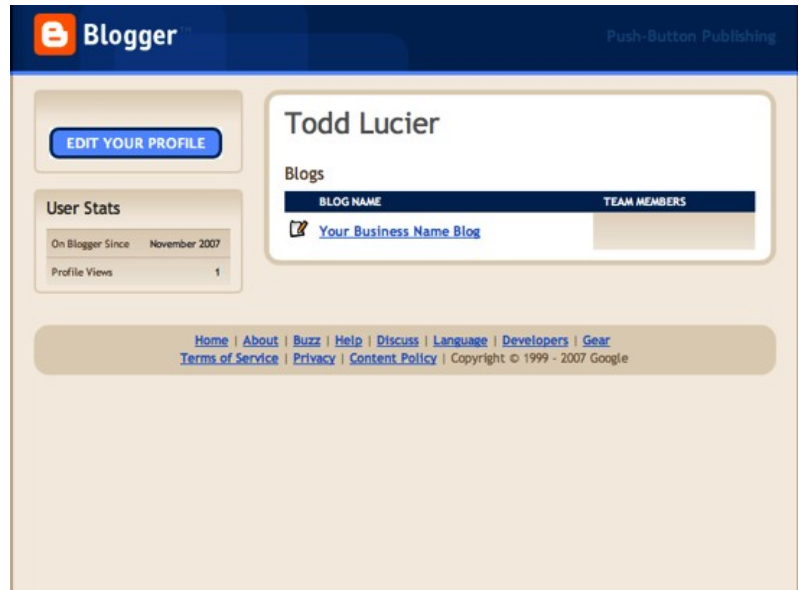


Blogging with Blogger.com: 3b

Dashboard and Setting up your Profile

In this section, we'll set up some of the details for your blog, Invite others to add content to the blog, create new web pages by sending email.

Start by returning to Blogger and if in the editing pane, click the Dashboard link in the top right corner. Click - **Edit your Profile**



Edit Profile

Share as much information as you are comfortable with. Save changes and return to the dashboard. Click on the Link: **Name of your blog.**

Edit User Profile

Privacy

Share my profile	<input checked="" type="checkbox"/>	
Show my real name	<input type="checkbox"/>	If checked, your first and last name will appear on your profile.
Show my email address	<input type="checkbox"/>	Currently set to TourismKeys2@gmail.com
Show my blogs	Select blogs to display	This list of blogs will only be displayed on your user profile.

Identity

Username	<input type="text" value="TourismKeys2@gmail.com"/>	Required
Email Address	<input type="text" value="TourismKeys2@gmail.cc"/>	Changing this does not change the e-mail address you use to sign-in
Display Name	<input type="text" value="Todd Lucier"/>	Required: The name used to sign your blog posts.
First Name	<input type="text"/>	
Last Name	<input type="text"/>	

Tabs, Tabs, Tabs . . .

There are three main tabs: Posting, Settings, Template.

The Posting Tab

There are three main tasks that can be accomplished on this tab.

1. Edit existing posts.
2. Delete posts that you no longer wish to be visible.
3. Create new posts.

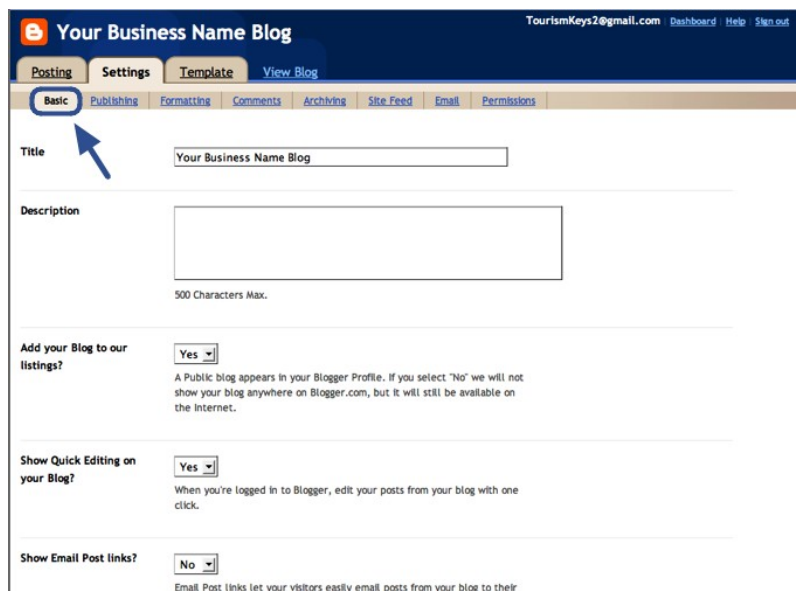
Click on the Settings Tab, we're going to **get Geeky!**



Basic Settings Tab

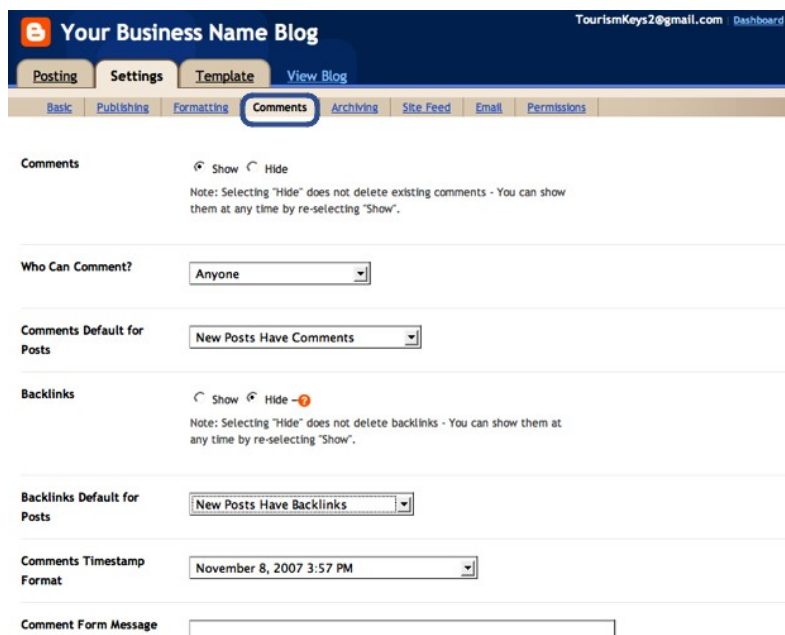
The most important thing to consider here is a **title** and **description** of the content you hope to provide.

The purpose for the other settings is given. In general, the default (already chosen) selection is satisfactory.



Settings: Comments Tab

It is probably best to allow comments from anyone who visits your blog. Backlinks are used by bloggers to refer people back and forth between blogs.



The screenshot shows the Blogger dashboard for 'Your Business Name Blog'. The 'Comments' tab is selected in the top navigation bar. The settings are as follows:

- Comments:** Radio buttons for 'Show' (selected) and 'Hide'. A note states: 'Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".'
- Who Can Comment?:** A dropdown menu set to 'Anyone'.
- Comments Default for Posts:** A dropdown menu set to 'New Posts Have Comments'.
- Backlinks:** Radio buttons for 'Show' (selected) and 'Hide' (with a red minus sign). A note states: 'Note: Selecting "Hide" does not delete backlinks - You can show them at any time by re-selecting "Show".'
- Backlinks Default for Posts:** A dropdown menu set to 'New Posts Have Backlinks'.
- Comments Timestamp Format:** A dropdown menu set to 'November 8, 2007 3:57 PM'.
- Comment Form Message:** An empty text input field.

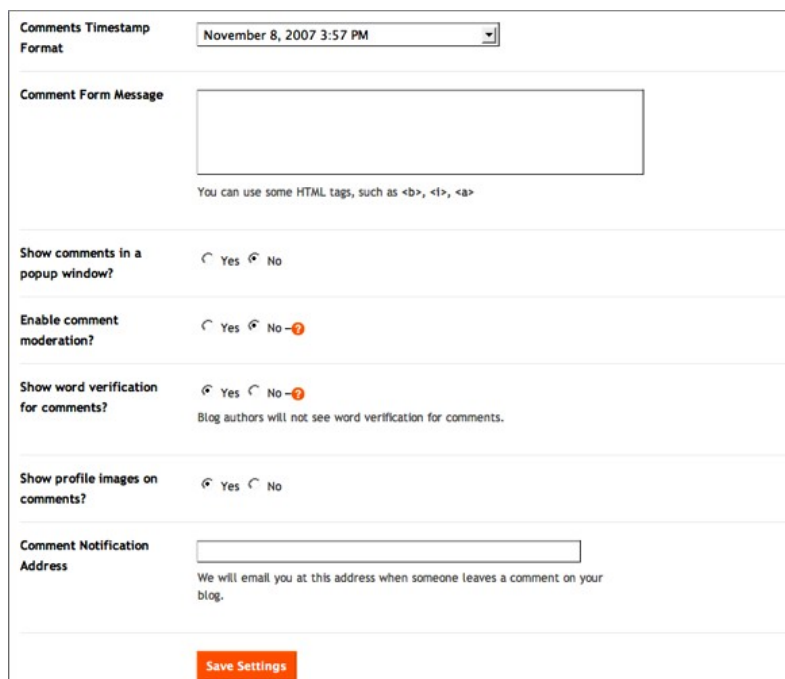
Comment Moderation & Verification

You may wish to preview comments from others before they appear on your site. Some blogs do not permit any commenting. However, the nature of the new Internet visitor participation. It is beneficial to provide opportunities for the community to join in your conversation thread by adding their comments.

Comment Moderation (when turned on) allows you to preview posts to approve them before they show up.

Verification uses a CAPTCHA, so that spammers can't send computers to post inappropriate content to your blog.

Save your new settings.



The screenshot shows the Blogger dashboard for 'Your Business Name Blog' with the 'Comments' tab selected. The settings are as follows:

- Comments Timestamp Format:** A dropdown menu set to 'November 8, 2007 3:57 PM'.
- Comment Form Message:** An empty text input field. Below it, a note states: 'You can use some HTML tags, such as , <i>, <a>'.
- Show comments in a popup window?:** Radio buttons for 'Yes' and 'No' (selected).
- Enable comment moderation?:** Radio buttons for 'Yes' and 'No' (with a red minus sign, selected).
- Show word verification for comments?:** Radio buttons for 'Yes' and 'No' (with a red minus sign, selected). A note states: 'Blog authors will not see word verification for comments.'
- Show profile images on comments?:** Radio buttons for 'Yes' and 'No' (selected).
- Comment Notification Address:** An empty text input field. Below it, a note states: 'We will email you at this address when someone leaves a comment on your blog.'
- Save Settings:** A red button at the bottom.

Settings: Email

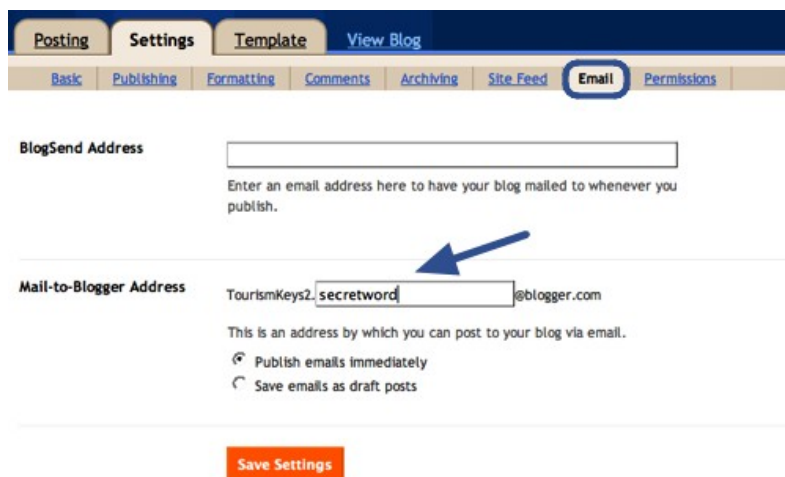
The **E Mail-to-Blogger Address** makes it super easy to post new content to your blog by sending an email. Adding a secret word to your email address keeps others from posting to your blog.

Record this secret email address:
_____@blogger.com

Copy into Tourism Keys appendix iii

You may wish to withhold publishing these emails right away, instead saving them as drafts in your Blogger account. You can go in and edit them and post them later in the Posting Tab.

For now, choose publish emails immediately and save settings.



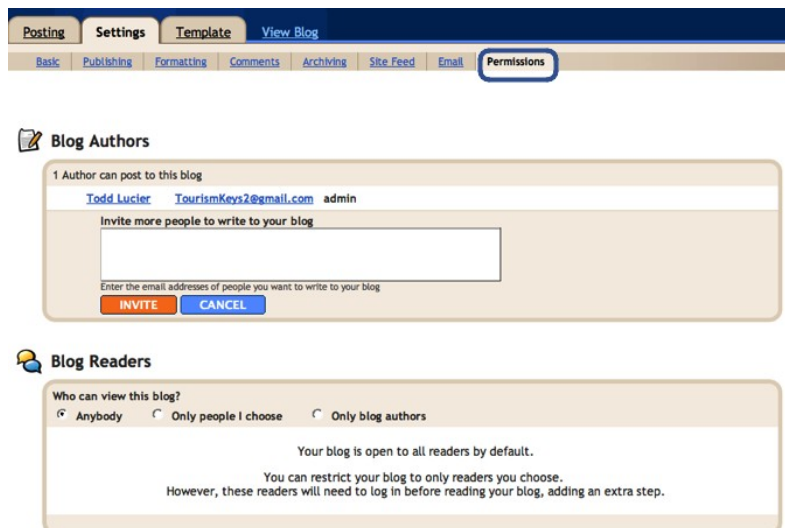
The screenshot shows the Blogger Settings page with the 'Email' tab selected. The 'BlogSend Address' field is empty. The 'Mail-to-Blogger Address' field contains 'TourismKeys2.' followed by a text input field containing 'secretword' and '@blogger.com'. A blue arrow points to the 'secretword' input. Below the address field, there are two radio button options: 'Publish emails immediately' (which is selected) and 'Save emails as draft posts'. At the bottom right, there is an orange 'Save Settings' button.

Settings: Permissions

Giving Permission to Create Content can empower your staff to create content for your blog. That way, it's not all up to you! **Invite others to blog**, by putting their email addresses in the space provided.

Blog readers - let anybody read your blog.

However, you may elect to create an insider blog and restrict those who can access the blog. At our retreat, we host blogs exclusively for our guests. This provides a safe way for them to share their thoughts with one another, while not doing so in a public forum.



The screenshot shows the Blogger Settings page with the 'Permissions' tab selected. Under the 'Blog Authors' section, it shows '1 Author can post to this blog' with a list containing 'Todd Lucier', 'TourismKeys2@gmail.com', and 'admin'. Below this is a text input field for 'Invite more people to write to your blog' and a note: 'Enter the email addresses of people you want to write to your blog'. There are 'INVITE' and 'CANCEL' buttons. Under the 'Blog Readers' section, there are three radio button options: 'Anybody' (selected), 'Only people I choose', and 'Only blog authors'. Below these options, it states: 'Your blog is open to all readers by default. You can restrict your blog to only readers you choose. However, these readers will need to log in before reading your blog, adding an extra step.'

Publish by Email

The subject line of your email will become your blog title.

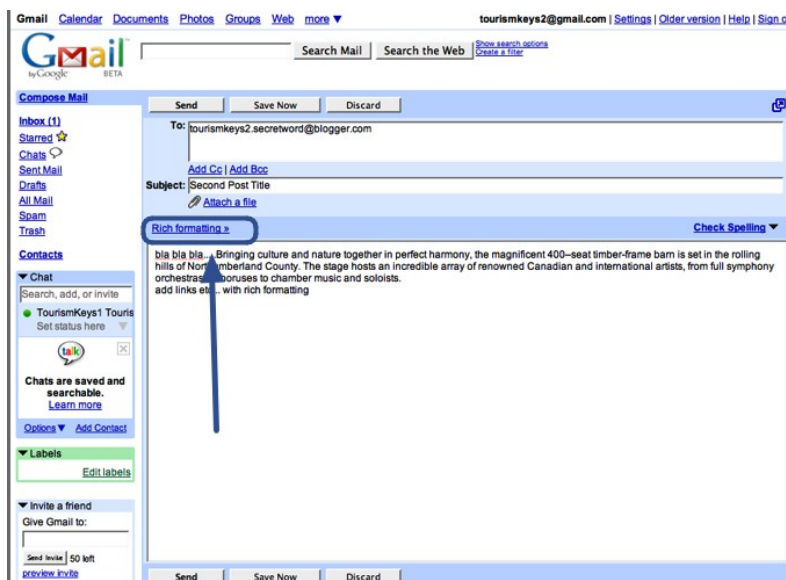
The body becomes the main body of your post.

Attachments are how you can add images to your blog. Images appear first in line when attached to an email.

The body text follows.

Use your Gmail Account to send a Web page to your blog!

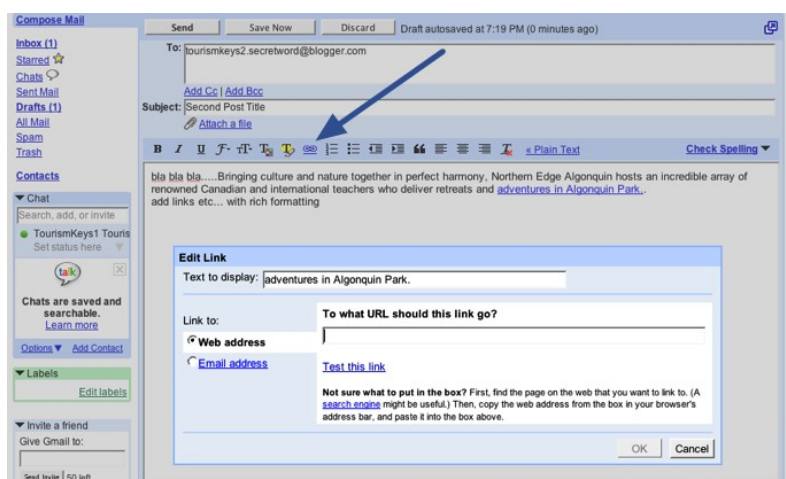
Turn on Rich Formatting if you want to add one or more hyperlinks to your post.



Add a hyperlink

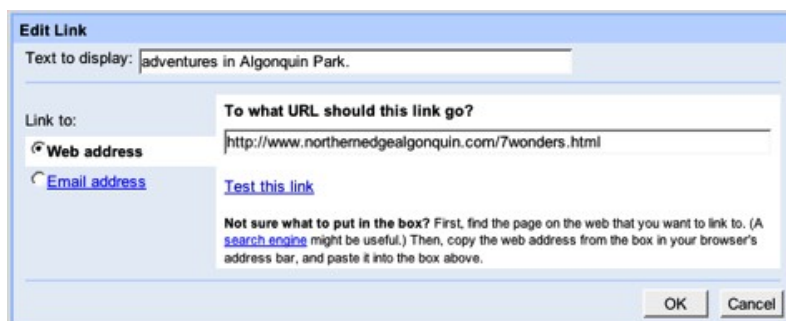
Highlight the text you wish to link from. Then click on the link icon to add a hyperlink to your post.

The web address url should always start with **http://**



When finished, click send!

Visit your blog to see what it looks like! Type the address of your blog into the address bar of a new tab.



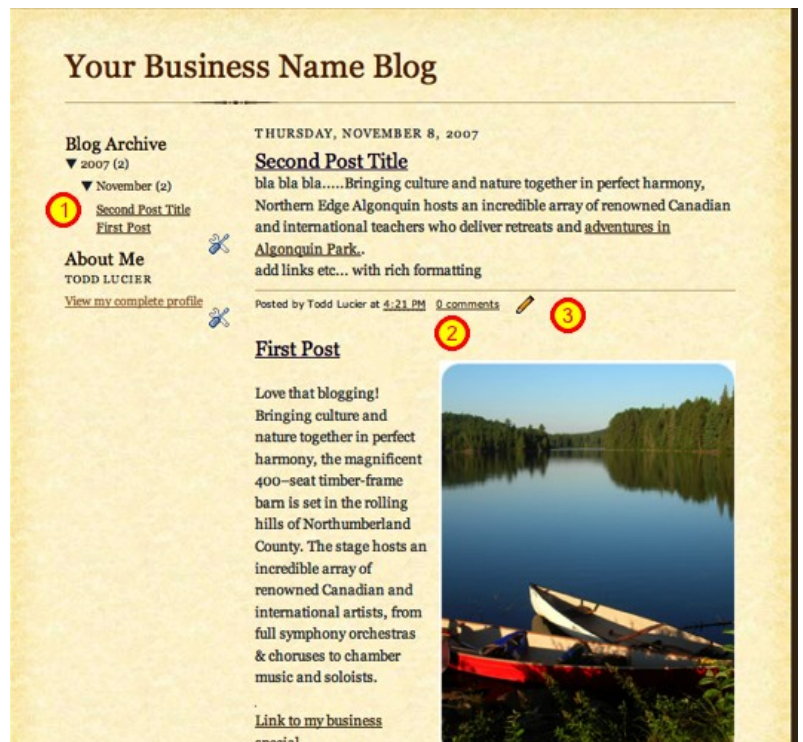
Your Blog is Growing

You will note that the new post moves to the top of the page. This is how blogs generally work. The more recent information goes on top of older posts. Everything is arranged in reverse chronological order. The first post you made will be the final post of your blog for all time.

A few other things to note:

1. Archive - By default, your blog will be organized by month. As it grows, visitors will be able to search what you wrote about month by month. Recent posts are also linked here.
2. comments tab indicates how many people have commented on each post.
3. The little pencil indicates that you are logged into your Google Account. If you click on the pencil, you will open that post in your blogger account for editing.
4. Each time you post, you are creating a new Web page. Click the timestamp on the bottom of each post. Note the address of the page in your menu bar.

You can link to any page in your blog directly.



Your Blog: Creating an RSS Feed: 3C

Get an RSS Feed for your Blog

A feed lets subscribers receive your content on their own terms.

In this section, you will create a feed for your blog and subscribe to it.

Open a New Tab in your browser: **http://feedburner.com** into your address bar.

Copy the one line address of your Blog into the form.


Feedburner is a tool for promoting your blog to blog search engines. your blog already has a feed at:

yourblogname.blogspot.com/rss.xml



The screenshot shows the FeedBurner homepage. At the top, it says "Hello, our name is FeedBurner. Put your content in front of more eyeballs. Publish + Advertise". Below this is a navigation menu with three items: "Blogs" (Promote content, build & measure audience, make \$), "Podcasts" (Track your subscribable audio & video content), and "Commercial" (Join Wall Street Journal, USA TODAY, Newsweek, etc.). A "Blog & Feed Advertising Programs" link is also present. The main section is titled "Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)". It includes a text input field with "yourbusinessname.blogspot.com" and a "Next" button. Below the input field, it says "Currently feeding 631,270 publishers who've burned 1,101,164 feeds (as of 8 Nov 07)". On the left, there is a news item: "Google has acquired FeedBurner". On the right, there is a "The FeedBurner Blog" section with several links and a "Recent Press" section with more links.

Choose the RSS Feed - it's standard.



The screenshot shows the "Identify Feed Source" screen on FeedBurner. It displays the feed URL entered: "http://yourbusinessname.blogspot.com". Below this, it says "FeedBurner discovered more than one feed at that address. Please select one to use as your source:". There are two radio button options: "Your Business Name Blog - Atom:" with the URL "http://yourbusinessname.blogspot.com/feeds/posts/default" and "Your Business Name Blog - RSS:" with the URL "http://yourbusinessname.blogspot.com/feeds/posts/default?alt=rss". A blue arrow points to the RSS option. At the bottom, there is a "Next" button. The footer of the page says "©2004-2007 FeedBurner, Inc. (Terms of Service • Privacy)".