

Starting a blog/website

Starting and building a blog/website if you don't already have one can be a relatively quick and easy process. Website builders such as WordPress, Wix and Blogger (amongst others) will guide you through the creation of your website, allowing you choose themes and designs appropriate for you. Many of these are free so you shouldn't have to worry about financial costs when setting up the website unless you choose a more extensive website plan (alternatively you could set up your own website from scratch!). Unfortunately, whilst we don't have the technical know-how for building a site from scratch, the below tips might be helpful if using an online website builder:

1. **Select a platform** such as WordPress or Wix (or trying googling other website builders). You can choose between free and subscription-based website plans. Each website builder will provide you with more information about their particular services.
2. **Pick a unique website** and domain name that you think will entice people to visit your website event.
3. **Design and maintain your blog** – there will be numerous templates to choose from on your chosen website builder. These will allow you to personalise colour schemes, page layouts and so on. Choose what works best for the media-type you will be sharing. You can play around with the website before publishing anything. It all remains private until you choose to start sharing.
4. **The home page** - You will also need to create a home page so think about how you want to present your event. This will be the first page anyone will see when visiting the site. You can always go back and edit any part of your site if you're not satisfied with it. Get creative!
5. **Integrated media platforms** - In addition to the above, you should also be able to embed certain features such as a Twitter/Facebook button. If you are using multiple online platforms for your event then your blog/website can easily direct visitors to these as well.

Keeping safe and responsible

- Remember what you publicly blog/share online has the potential to stay online in the public domain even if you delete it later. It might have been archived in a search engine or a screen shot could have captured information.

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- Blogs are subject to libel law. Posting something untrue about an individual or organisation could incur serious penalties.
- Please be aware that because your event occurs on a blog space/website, it will be available for the wider public. People may be able to find it via search engine searches.
- Be careful when using the comment feature as whilst this can be a very helpful tool in engaging with your audience, it also has the potential to attract unwanted comments. Understand the features of the website builder you use and how the blogging community works, including how to filter comments.
- Do not post/publish confidential information about yourself or others such as your home address, passport details, etc. Do not publish any details which will identify others.

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