

Chapter 25

Social Media Blogging

It took me three years to write cohesive and coherent blog posts. Three years of writing online on Twitter where I practiced writing as a form of therapy and entertainment. It took my three years to write comfortably online without having any panic attacks during it due to stage fright and my insecurities.

<http://www.mymollydoll.com/personal-journal/blog-writing-training>

One of the most difficult tasks in life is keeping your head in the game focused, achieving while also being a good listener. You must be attentive to the needs of others without allowing your time spent with others to interfere with your ability to accomplish your goals in life. Be focused when you are required to be focused in order to complete tasks that are required to achieve those goals in life and still be able to make time to maintain healthy relationships with others and not go into isolation.

I am the type of person who can only focus on one

thing at a time. I struggle with taking care of others and putting their needs before my own. Now, I am ardently focused on achieving something great in my life. I am not in an experimental phase at all. Rather, I feel like a risk taker or gambler. However, this nonetheless gives me anxiety and does not excite me. Rather, it makes me nervous instead of confident. I feel paranoid, not cool. The song *Get Lucky* by *Daft Punk ft. Pharrell Williams* explains the dangers of carefree people in your company. It is always best to be serious and if anyone tries to criticize you or encourage you to lighten up and let loose, then they do not take you seriously once you actually become more casual. As such, they are not a positive influence in your life. Rather, they are a distraction.

<http://www.mymollydoll.com/personal-journal/weebly-blog-post-011315-recovered> 2008

Blog Online I Read That Caused Me Concern

In 2008, I read a blog online that caused me a lot of concern. It was threatening my family to stop speaking, and if I did not, then grave consequences would occur. However, no matter how scary these threats are, it is important to persevere and not give up. I immediately wrote about it. Here is my website. I hope this makes it way you.

<http://www.mymollydoll.com/personal-journal/2008-blog-online-i-read-that-caused-meconcern>

(A) How to Start a Blog and Maintain an Audience

Although we like to think we are perfect writers, not everything we write is going to be a masterpiece. It is crucial to cite and make references to professional sources throughout your blog in order to maintain a certain degree of professionalism. If you do not have a blog, try citing other people's blogs. When I first started blogging, I relied heavily on these exact sources for material everyday on my blog (i.e. Bloglovin, Tumblr).

However, eventually, you must incorporate your own work too. One of the first places I uploaded my work to was Weebly. Weebly is a great, easy to use website for beginners with no coding experience whatsoever. Once there, you can build a website and showcase your work and writing via the various formats and tools they have on offer. Once you build and create a website, then you can post from your website and blogs to your other newsfeeds on Twitter, Facebook, Bloglovin, Pinterest, etc.

When you post to your newsfeeds, make sure you use links that come with boxes. If there are no boxes, find and

upload a photo to accompany your post and link to help make everything look complete. Links with photos not only look more professional, but also capture the attention of your followers and potential followers via hashtags you incorporate on a newsfeed. When you post, do not forget to include a “*via*” indicating the source, if not your own, to give credit to the original source of the post. All of these skills are important to maintain an audience; skills such as professionalism, organization, citation, knowledge, and adequate use of various social media platforms to promote your blog.

<http://www.mymollydoll.com/blog/how-to-start-a-blog-and-maintain-an-audience>

(B) How to Maintain a Successful Blog

According to Entrepreneur Magazine, there are “6 *Strategies for Maintaining a Successful Blog.*” Those strategies include: Pick a Target Audience: “*Focusing on a niche audience and developing appropriate content specifically for those people helps to ensure there will be strong interest in your blog's content.*”[1] Be Unique: “*your primary and ongoing goal should be to continuously develop*

innovative content and put a truly unique spin on whatever topic you're blogging about.” It is your responsibility to, *“incorporate your knowledge, voice and personality into your blog... to set it apart from your competition.”*[2]

Thus, it is important therefore to create content that is not already readily available on the web. Update Your Blog Regularly: *“To build and maintain a steady audience, regularly add new content to your blog. Every new blog entry should cater to your blog’s target audience, offer content that’s perceived as valuable, and build upon previously published content.”*[3] This requires you to stay on point with your target audience and know them well. Sometimes, this requires you to adapt and change based upon what your audiences needs are. Be an Interactive Online Community: *“Encourage your audience to post feedback and comments, interact with each other, share their ideas, and enhance your content by adding their own information.”*[4] This can be done via Share buttons to various other Social Media Websites.

Promote Your Blog Continuously: *“Many of the world’s most successful bloggers have relied on the mainstream media to generate publicity for their blog to help build an audience.”* Therefore, it is important that you

promote your blog “*on an ongoing basis [they say] is as important as regularly adding new content.*”[5] Keep it Professional: “*Always convey a professional image, regardless of the subject matter or your audience. The look and overall design of your blog should be professional, and easy to read and understand.*”[6]

[1] <https://www.entrepreneur.com/article/232478>

[2] Id. [3] Id. [4] Id. [5] Id. [6] Id.
<http://www.mymollydoll.com/blog/how-to-maintain-a-successful-blog-by-lesliefischman>

(C) What is Blahgging?

Blogging is a very taboo subject and often times, people discourage blogging as a form of therapy or self-help. Blogging to me is an outlet from which I can support myself and support others as I grow and learn from my troubles in life. I do not think that blogging is a waste of time. While some may see it as blahgging, I think that blogging has a great deal of value. It really helps you to get to know yourself and helps others get to know you better. Not on an intimate level, not on a personal level, but for me, on a strictly professional level. Blogging has been a way for me to demonstrate my work ethic, my dedication, and my interests in writing and being a professional writer (a Paralegal). I

have enjoyed writing my blogs and sincerely hope that they have been helpful, similar to my readers on their journeys in life.

(A) Joining a Blogging Platform

Our last article was about choosing the space in which you write and the importance of the space you choose to write and why. Now let us talk joining a blogging platform. There are a few to choose from, depending on what your content is like, and whether you are trying to make money blogging. You may want to apply to a platform in the case you do want to make money, in order for them to publish your content so you get paid for your pieces. But if you are like me and choose to make money either by ads, products, and/or services, then you need to join a blogging platform. (1) First, let's start with: "*What's a Blogging Platform?*" According to Google: "*A blogging platform is the software or service that you use to publish your content onto the internet in the form of a blog. A blog platform is a specific form of a content management system.*"[1] The Top Ten Best Blogging Sites of 2016, are as follows: <http://www.websitebuildertop10.com/start-a-free-blog>

You probably haven't heard of any of them, as they are lesser known than some other popular social media

websites that we all know well. So let us start with some blogging platforms that you do know well, or probably have heard of, and then you be the judge of what the differences are and which route you prefer to go. If you want to know more about the difference between a blogging platform and a website, please check out this article: <https://www.thebalance.com/what-is-a-bloggingplatform-2531835>

Why is it so important to blog on a blogging Platform and NOT a Website? Well, the whole purpose of blogging is to get people to read your work. So it becomes difficult to get people to read your work if it is in a separate space on its own and not within a blogging platform network of people blogging, which you can hashtag and share among yourselves. But that does not mean that you cannot blog on a website. Two great places to build websites that are now trending are: Weebly and Squarespace. Conversely, two great places to blog (i.e. blogging platforms) are: Tumblr and Wordpress. (4) What to Blog, What Not to Blog? My Mom even wanted to send me to a therapist once a week in order to go over the do's and don'ts of blogging, so I should know what not to blog. I should know by now, considering that I have been writing online for four years, and have over 300k+

people on my hashtags combined, but I continue to just write from the heart. Not the best advice!

I may be popular, but I am doing my best to be a better role model. I share a lot online and I do not recommend sharing a lot of personal information online, and neither does my mom. In fact, she reminds me almost every day not to write anything too personal online as she reads my blogs daily. I guess that makes her one of my editors, and my toughest critic. She is a grandma now, so I feel bad that she is still monitoring her 31 year old daughter's social media accounts. But at least it keeps her active and on her toes. A little bit of nagging goes a long way, nothing to complain about. Always take all advice with a grain of salt unless it is your parents complaining. Then, you should delete, delete, delete, hide, hide, hide, and set your post's privacy to "*only me*" on Facebook, Twitter, Tumblr, etc.

This is also another good reason for hashtagging within you posts so that you can find your posts later when referenced to for easy editing and modification. According to www.thebalance.com, there is a difference between blogging for personal use and blogging for business purposes. Indeed, some sites prohibit the use of personal blogging space for business purposes. In fact, they state,

“When it comes to many free blogging platforms, you are only allowed to use your blog for personal use and not allowed to use it for business purposes. If you plan on making money with your blog you'll want to be sure you're using a blog that allows commercial use or simply self-host your blog on your own hosting account as mentioned above.”[2] For more information about blogging platforms

and how to make money blogging online, I suggest reading the following articles: [1]

<https://www.thebalance.com/what-is-a-blogging-platform-2531835> [2] <https://www.thebalance.com/what-is-a-blogging-platform-2531835> <https://t.co/iR2Xpf3bgl> - 51

Blogging and Publishing Platforms

(B) Why I Started Fashion Blogging

After three years of being a writer on Twitter, I decided to start fashion blogging. At first, I photo'd myself daily on my way to work and slowly developed a following on Twitter. I only had 400 followers at the time, but knew I wanted to make a difference and be able to help raise money and support causes recommended to me. At the time Fashion Bloggers were the majority of female Bloggers who became successful sharing their work online, and teaming up with affiliates to promote products. Another type of Blogger is an

Influencer who similarly markets products via affiliate channels, and gets paid a fee via networks such as Glambassador and Bloglovin Activate, who post job opportunities for products looking for individuals to help manage and promote their campaigns on their blogs or websites. How did I get started? I got started studying Affiliate Marketing online and learning the craft of the business through that. I joined Glambassadors and realized I needed to be an influencer to run campaigns online. After joining Glambassadors, I also joined Bloglovin Activate, which similarly offers opportunities for influencers to join campaigns and promote products online.

That is when I opened a Shopify Website and applied to Net-a-Porter and Shopstyle. What I did not realize was that these companies require blogs in order to sign up with them as an affiliate. In order to groom myself for the position at Shopstyle and Net-a-Porter, I decided to start this fashion blog and build a new website, *mymollydoll.org*, to showcase my work online as a Fashion Database Manager and Style Curator to Sassique. I am also an Amazon Associate and Ambassador to Zindigo and Sol Theory. I am just getting started, but I hope that by sharing my experiences, I will help others who are just getting started with fashion blogging and

want to learn the business.

<https://lesliefischman.tumblr.com/post/147455411497/why-i-started-fashionblogging-bylesliefischman>

<http://www.mymollydoll.com/blog/why-i-started-fashion-blogging-by-leslie-fischmantumblr>

(F) *Blogging Tips*

Here are 21 tips for getting started on twitter as an influencer. These are tips for writing on twitter and maintaining a following by blogging. Tip #1: Keep a journal to record your progress and set daily goals as a blogging tip #2: Keep track of all your used material and do not re-blog anything more than three times. Blogging tip #3: Never count your followers per day. Just sign up for sprout social. What matters most is that you have a schedule to stick to. Blogging Tip #4: Do not over mention your favorites. Once in a while is okay, but not too much. Remember your twitter etiquette. Blogging tip #5: For every follower I lose, I edit, delete, and change my tempo. Blogging tip #6: Retweet sparingly in order to maintain a following. Do not overwhelm them with retweets. They are following you because they want to hear from you. Blogging tip #7: Be careful what you write on Twitter because it shows up in your Google search. Represent yourself well at all times.

Blogging tip #8: It is important to keep a journal to track your progress so you can #blog about it later once you find success! Blogging tip #9: Twitter is a very specialized kind of blogging. You are the traffic controller of people who are short on patience. Be contentious. Blogging tip #10: the easier you can navigate the web, the easier your viewer can navigate. Do not share crap, but only the best research. Be thoughtful. Blogging tip #11: The quality of your content determines your success as a blogger. Know your sources, and be mindful of your audience's needs. Blogging tip #12: Handwriting is a good way to slow things down and focus on your writing itself. It is easy to get carried away at the computer and being too wordy. To put your best foot forward, write sharp, clear, and concise online as it is especially necessary to do so in cyberspace. Handwriting forces me to do everything twice. For publishing online, that's a great trait! Handwrite, type, and then post! Blogging tip #13: If you can, you should always condense your material to one tweet if possible, and avoid a series tweets as that helps to stay organized.

(C) Becoming a Brand Ambassador

Blogging tip #14: Prior to registering for any influencer campaigns, make sure you are first registered as

an ambassador with an organization (For example: *Glambassadors*). Blogging tip #15: Once you are registered with an organization (i.e. *Glambassadors*, *Bloglovin Activate*), make sure you apply with your website (i.e. *Wordpress*, *Weebly*, *Tumblr*, *Twitter*) not an affiliate marketing website (i.e. *Shopify*, unless it is complete with a blog and appears as any of your other websites demonstrates your work ethic as a writer and love for fashion). To be an influencer, you must have a blog that can be viewed at the time of application. This is a requirement for certain places (For example: *Shopstyle*, *Rewardstyle*). Blogging tip #16: Image is everything. Make sure you are put together and well organized. You have to have a clear vision on paper before you apply so that they know you are ready. Blogging tip #17: Make sure your contact email on your website is different from all your other emails to keep track of inquiries, and know from which websites they are inquiring from. Blogging tip #18: It is okay to have multiple identities onli so long as you are organized and have a cohesive vision (i.e. school, personal, and fashion). Blogging tip #19: Myshopify is a new platform – you need to razzel dazzle them if you are trying anything new and out of the ordinary. Blogging tip #20: When a company asks for an influencer, they want you

as a brand. Be put together not, an empty storefront. Blogging tip #21: Nothing is obvious about affiliate marketing. It sounds simple, but is very complicated and hard to get into. Do not give up, and regroup. <http://www.mymollydoll.com/blog/blogging-tips-by-mymollydoll>

Using the help of these resources, you will be more than equipped to begin writing your own blog. If you still feel concerned or are nervous, then just go through my blogs for further reference on how you should begin. Now that you have read through this entire book, there is no reason for you to be hesitant about writing blogs anymore. You have all the skills and tools you need in order to not just become a blogger, but a great blogger.

By reading through this book and becoming a part of my journey, you now know how much blogging as helped me. The digital revolution has been an absolute blessing for people like me who are suffering from trauma and mental illnesses. You can use the internet the same way as me and use blogging as a way to overcome whatever it is that is holding you back. I hope that this book was enough to inspire in you the desire to do so.

