



About Blogs

The terms “blog” and “blogging” have become part of everyday language over recent years. Blog is an abbreviation of “web-log” and means a chronologically organized website updated with log entries by a “blogger” (blog author) or group of bloggers; the latest entry usually appearing at the top of the page. It’s rather like an online diary, journal or newspaper column.



A blog gives individuals, companies or other groups and organisations a voice on the web. It is a place to collect and share thoughts and ideas. Because of their nature, blogs can vary greatly in size and breadth of topic.



Some can be confined to a single topic such as an account of living with an illness, or stretch across a variety of issues such as a debate on current global politics. Blogs are also designed to encourage comment on their entries by the readers, often creating an interactive community.



Blog subjects range from the bizarre to the conventional, and from the inane to the intellectual. Due to their increasing popularity, blogs are also being used for educational purposes by teachers and students in schools. Pupils can participate in a class blog, benefiting from the experiences and knowledge of their classmates. Likewise, teachers and education professionals can work together and contribute to a group blog, sharing useful resources and teaching techniques.



How to blog

If you wish to blog in your personal capacity, there are a number of free blog websites where you can create an account and start publishing. www.blogger.com and www.bloglines.com are two well known ones but there are many more.

Bloggging in your professional capacity as an employee of the Local Authority’s CFE directorate should take place on ClusterBlog, the blogging site set up specifically by KCC for that purpose. Contact the CIG Team for more information about setting up an official education blog.

You can view current CFE Blogs at the following link:
www.clusterweb.org.uk?blogs

It is important to always remember that **blogging is publishing**, the same as publishing information in a newspaper, and what you publish can be read by thousands of people worldwide via the internet. Whatever you write in your professional blog represents both yourself and Kent County Council, and rules of defamation and copyright apply.

