

# Introduction

This is my course on how to create a political science blog and how to run it as well as to manage it. This course is intended for people who want to create their own blogs or just simply think about it; as well, it is designed also for people who are not interested in political blogs but concerned about running their own webpages or any other activities.



- political science blog is a way to disseminate political science knowledge outside a profession
- the blog is a relevant tool to reach people and audience in quick and convenient manner
- political science blogging is the fast way to get in touch with audience and to connect people
- political science blog is a good thing for popularisation of political science in general public

# 7 tips for political science blog

This is a presentation on how to create effective political science blog, that is based on my previous experiences for the last one and a half year. I hope it would be helpful for people who want to create their own political science blogs, particularly at the initial phases of the projects in a field. I also hope that these tips would be of use for those who want to prevent the mistakes that are typical for many bloggers who just started their electronic activities.

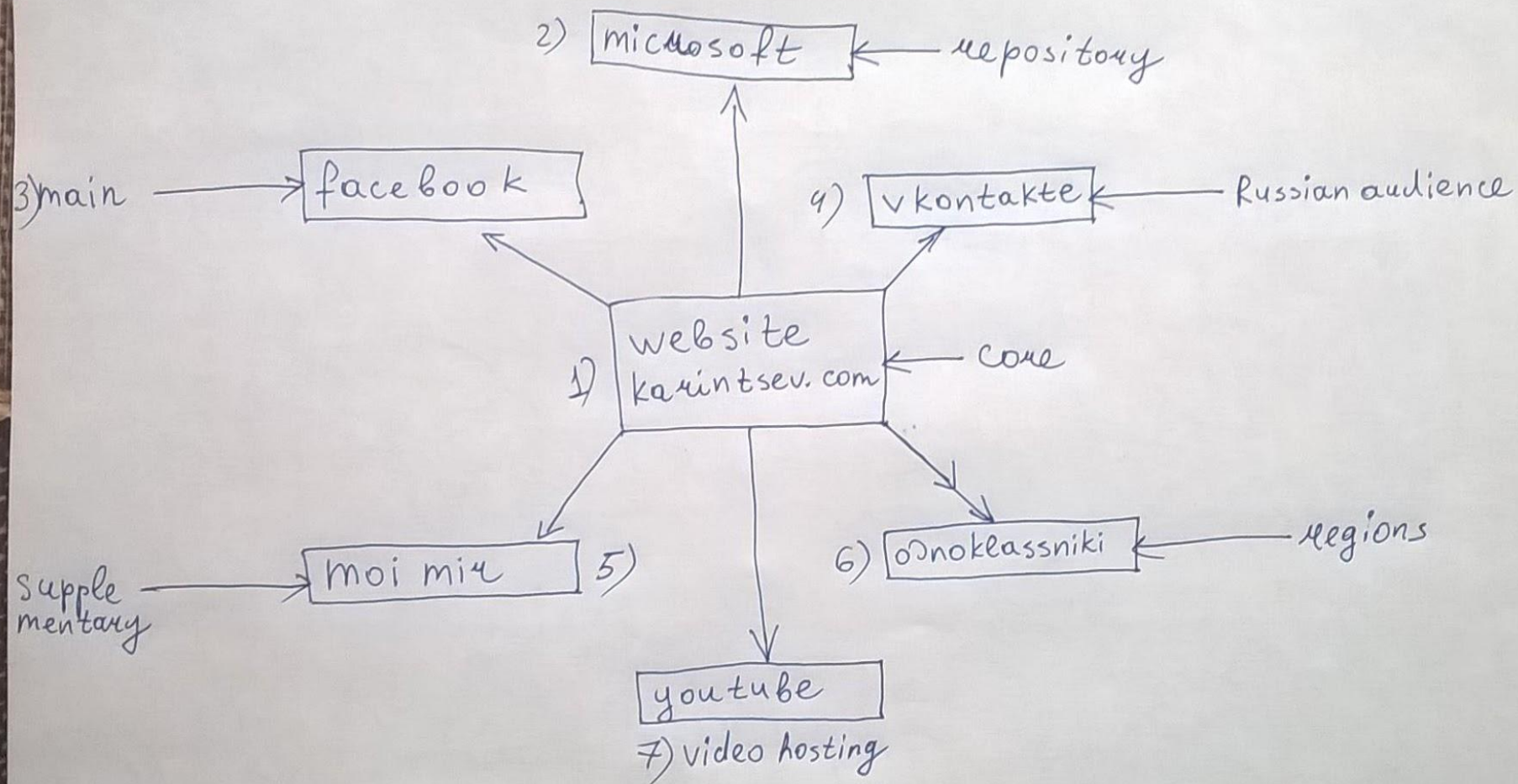
- English only – use English to reach the wider audience as much as possible
- Be short – don't use length texts of more than 140 or so words
- Don't limit your audience to those of professional community
- Don't put all eggs in one basket – post in various outlets and accounts
- Don't have much expectations at the initial phases of your project
- Design your blog for people who has no previous background in your field of study
- Use various formats beyond textual ones, including video, photo and other graphics

# Why political science blog?

I will describe a difference between political science and political blogs as they are; in fact many people often confuse these genres when discuss politics and the related topics. I will demonstrate however, that political science has much in difference with political blogs when it comes to the aims and purposes. Political science genuinely aims to disseminate knowledge, while political blogs are intended for expressing political views and opinions.

- political science blog is not a political one, because it is not about expressing political views or values
- political science blog is based on scientific treatment of politics and knowledge of the discipline
- political science blog is intended primarily not for political scientists, but for a wider audience
- that's why, use simple language in your posts, understandable for non-professionals

# Structure of political blogging



## Design of a political science blog

As a popular idiom says, 'you are judged by appearances at first, but by your mind later on'. That is why a design of a political blog is crucial for its key message to help people to have the first impressions from your blog to make decision whether to follow it. I argue however that the design of a political science blog should be possibly simple and easy-to-learn so that people could understand, why should they follow it.

- make your profile picture closest to your real life image, don't choose the 'best' photos
- make your cover photo possibly unofficial, don't choose the 'official' styles for your covers
- fill in all the suggested forms in a webpage, don't leave empty spaces or tabs
- make your introduction section simple to read, do not make it all-encompassing or extensive

## Management of a political science blog

In this section, I'll describe the process of every day communication and running up the political science blog that is essential to keep a contact with the audience. I suggest then that political science blog should use various formats beyond textual ones, including videos, photos and other graphical formats. I also argue that such blog should be updated regularly to maintenance the contact with the audience.

- publish posts regularly so people could keep in touch with your activities
- use video posts to make people known of your latest impressions, but don't use Live video instead
- don't use your public pages in cases that are not primarily connected to your current activities
- don't use your post publishing too often so do not bother people by your most recent activities



## Conclusions

Summing up the above said, it may be concluded that a political science blog is useful and valuable tool for work. That's why these short tips could be useful for those people who are keen to develop their own blogs as well as for those who are in doubt how to start it. In any case, these tips could be of benefit also for non-bloggers, who however are interested in technologies and tools for knowledge dissemination.

- How to start your political science blog? Start with your individual domain and the personal website
- How to run political science blog from the start? Publish on website and duplicate it in social networks
- Make a simple website, don't publish information that is not related to your current activities
- Use free public domain, for example, surname.wordpress.com, instead of subscription-based hosting