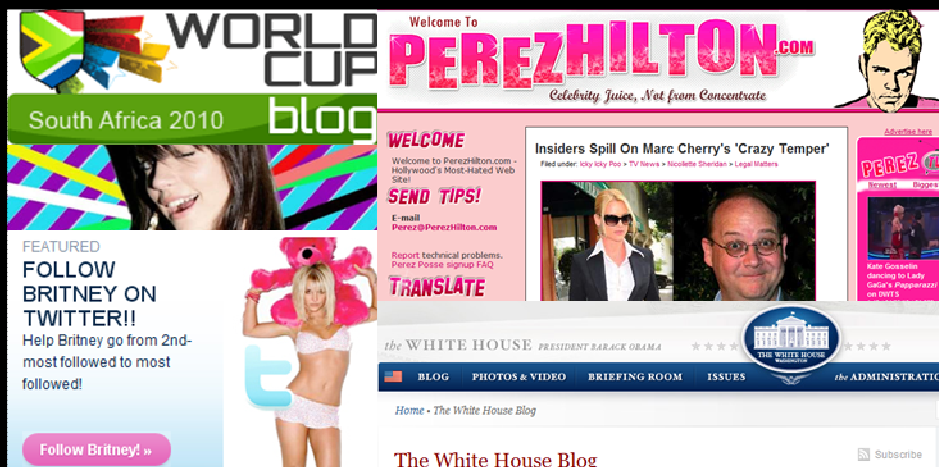


IT'S ALWAYS GOOD TO SHOWFILMFIRST

Showfilmfirst guide to blogging

SAY SOMETHING, SHARE SOMETHING, SHOW SOMETHING

Today everybody in the world has a voice and the chance to be heard. Imagine if Anne Frank didn't just leave a diary, but was posting her entries daily, online through a blog?! From Miley Cyrus and Lily Allen to The White House and The World Cup, everybody has a blog! From companies to celebrities, blogs are seen as the official story, the truth, before it is filtered by the political agendas of news companies.




There are more than 2 blogs created every second of the day and more than 346 million people reading them!

Blogs enable you to tell your story, to show parts of your life and share what you like. From friends to movies, made up stories and poems to diary accounts of your life, you can publish text, pictures or videos to bring your life to life!

Eventually you might be able to win some competitions for your blog and even make some money from it! Perez Hilton started a celebrity gossip blog in 2004 and it's now estimated to be worth about £17 million! Some part-time bloggers make £8,000 a year from hosting advertising on their blogs! It could also be the start of a beautiful writing career; Alicia Keys is currently looking for a super blogger to run her blog for her.

ALICIA KEYS IS HIRING.
Be the head blogger for her new site.
Help spread her voice beyond music. [Apply Now](#)



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HOW DO YOU GET STARTED?

Decide what you want to blog about

Do you want to tell people what's going on in your everyday life; share your opinion on what's happening in the world; show things to friends and family; publish your stories, poems or photographs; talk about something important to you like a hobby or show other people the things you like from books & films to celebrities and food!

Choose a blogging platform

The most popular free platforms are below. Explore the different options as each one is slightly different and suits a different type of blogging. If you want to blog through visual mediums rather than text use Tumblr, if you're want a more professional look use wordpress, if you want something quick and easy use typepad or blogger!:

Tumblr	www.tumblr.com
Wordpress	www.wordpress.com
Typepad	www.typepad.com
Blogger	www.blogger.com
Livejournal	www.livejournal.com/
Moveable Type	www.moveabletype.com
Yola	www.yola.com
Moonfruit	www.moonfruit.com
Weebly	www.weebly.com



Or use your social network – MySpace, facebook, bebo, hi5 or orkut, to blog through

Sign-up

by entering your email address and password! (sign into blogger using a google/gmail account)

Choose a title and URL for your blog

Some platforms like wordpress create the URL from the blog username that you choose at sign-up. Others like tumblr you can change at a later date.

When choosing your user/display name and URL chose something that reflects the content of the blog or the author.

For example:

'justificationsforbeingjames.tumblr.com', 'myfavouritemovies.tumblr.com',
'unfetteredfancies.wordpress.com', 'introspections.wordpress.com',
'videokilledtheradiostar.blogger.com', 'alltheworldsastage.blogspot.com etc

Customise your blog

All blogging platforms have templates that allow you to better reflect the type of content you are showing and the personality and style of the blog.

For example, somebody writing a political blog might choose more sombre colours and a traditional layout with blocks of text and a space for an image on wordpress. A mother blogging her experiences of getting her children to do their homework might choose a more informal and basic template on blogger. A wannabe film reviewer might choose a collage style template on to better show the visual media of trailers, clips and images illustrating the movies they are reviewing. Somebody blogging about the great outdoors might use a photograph of a landscape or flower as their 'logo' image on their typepad microblog, which then recommends a colour palette for the blog around this.

Choose your writing style

Be friendly and informal, but most of all choose your own style and be true to it!

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Now: Go get blogging !!

Other helpful good blogging tips:

- Give the blog post an eye catching title that will make the reader want to open it
- Put the main point in the first paragraph to encourage the reader to read on
- Use a variety of media to bring your pages to life and keep your readers entertained. Put images and photographs up; embed video from youtube. Find resources from different industries to add credibility to your blog, for example – Showfilmfirst.com run a press office site with tons of photos you can use to talk about the movies you're watching in the cinema
- Stay up-to-date with things that interest you and use it as content by reposting it into your own blog, add your own opinion to personalise it.
- Post regularly! Keep your users entertained and give them reason to keep coming back for more!

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BLOGGING IN FILM

So you want to get into film and you think your blog may be the way forward. Well, it could well be!

The film industry now relies heavily on the feedback of millions of online users and the explosion of social networks. So how can you tap into this phenomenon and offer a film review show for the people, by the people.

Forget specialist film buffs and late night highbrow review shows, ordinary members of the public are making and breaking movies with a mushrooming number of honest, down-to-earth and witty on-line blogs.

The best way forward is to become a friend to the film companies – that is: don't write bad things about films just for the sake of it – think about who would like the films and who should be seeing this film – for example:

Juno will work for 18 year old single mum (pregnant at 16) into psychology, astrology and rants about being a SINGLEMUMMY

Napoleon Dynamite would be a great one for 19 year old suffering from Asperger's starting a new life as a student at University, his witty and touching blog

Frost –V- Nixon is a must for 25 year old regional newspaper journalist, covering everything from politics to pop in her sassy website

Bruno is definitely one for 27, hails himself as local answer to Perez Hilton “my opinions are as strong as a builder's bicep”. Bitchy celebrity gossip monger who writes GUY ABOUT TOWN blog

Sex in the City is a no brainer for 30-something ‘fan of fashion and believer in beauty’. Writes STYLE IS MY SAVIOUR

IronMan2 is unmissable for 38 year old from the suburbs, obsessed by films, TV, games and comic books film with a big following on Twitter.

Specialise!

Blog about what you know.

If you are a silversurfer and you love RomCom's you would probably have given Its Complicated 10/10!. Whereas if you are a South African Rugby player that loved Invictus – chances are, Its complicated wouldn't have been the one to rock your boat!

Let people know that:

Rather than South African Rugby Player hates Its complicated – a wider view could be:

Wow, considering Meryl Streep is the same age as my mum, I can't believe how fanciable she looks, but the film is still more one for my mum!

And your mum may want to comment on your blog for the film if you have taken her along – which would make sense if it was obvious from the synopsis that this wasn't your type of film! Your girlfriend would have probably enjoyed it too so maybe include her thoughts on it (and don't get upset if she thought Alex Baldwin was fit!)

It makes your blog more interesting and gives target audience a better a good overview on the film.

Similarly if you the film is How to Train your Dragon – if you have a pulse you will probably enjoy it what ever age (!), but maybe take your kids, nephews, nieces, younger sibling – whatever, and get them to do the review.

Get the picture?

If you are getting started and trying to get film company attention – show how you can find the right audience for every film!

Then see how many you can get to take notice of your blog! (or facebook or twitter...)

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DO YOU WANT TO BE A FILM CRITIC?

To be a film critic you need have a wide experience and knowledge of films generally but you the best way to get this is to win the film companies over with using your skills and your networks to find the right films for every taste!

The first thing you need to do is ensure you are signed up with www.showfilmfirst.com!

Showfilmfirst.com will shortly be announcing a new site for bloggers and opinion formers to get the inside track on what's going on....

Watch this space

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SO NOW YOU HAVE A BLOG, HOW DO YOU GET PEOPLE TO READ IT?

Share via your social networks

Unless you've been in a bubble you can't have failed to hear about the likes of facebook, MySpace, twitter, orkut, hi5, YouTube, LinkedIn and bebo. Barack Obama had a LinkedIn, YouTube, facebook and MySpace profile and 126k people following his every twitter tweet when he ran his presidential campaign.

First and foremost they are a great way of connecting to friends and family and following their lives, but secondly they are a way for you to tell them what's going on in your life. Show photos and video to illustrate your life and showcase the things you like and your opinions, and draw their attention to your blog!

If you don't already have one, sign-up! If you have an email address, you've been invited countless times by friends and family to join, go with the majority and join one most of them are on.

Lots of the blog platforms have easy ways for you to publicise your posts through social networks. You can also add a sharing widget from www.addthis.com, www.addtoany.com and <http://sharethis.com> which enables readers of your blog to easily share a summary, image and link into their social networks and increase your readership!

Facebook

Put your blog URL as your website in your contact information by editing the information on your info page.

- Highlight your new blog in your status update and add a link to it.
- Post a photo from your blog on your profile and add a link to the page
- Write a new note and post a summary or the blog entry in full

Post it in a similar fashion on your MySpace, Bebo, Hi5 or orkut profiles. As a status update, bulletin, shared media, blog, anything you can do to increase the opportunity to view it!

Tweet it on Twitter

– shorten the URL like tinyurl or bit.ly and share your blog post via twitter

Digg it and bookmark it on delicious. These are social bookmarking services, where the more a URL or post is digged/bookmarked, the more popular it becomes. People browse and search according to category too, so give it a chance to be seen by 'digging' (www.digg.com) it yourself or if you have a yahoo account add it to www.delicious.com

Stumble it via www.stumbleupon.com – give it the thumbs up so other people with similar interests can discover it.

Ping it! If it all sounds too much to update these individually, you can use a service like ping.fm to push out to all your social networks at the same time!

MSN Messenger - Post a link in your IM status

Email it to your friends and family! Social networks may be the newest way to keep in contact with friends but there's nothing like going old school and sending an email!

Print it on labels, business cards and leaflets and post out to friends, family and associates (classmates, colleagues, business contacts) with your regular post, a specific post or just hand it to them when you see them.

Optimise your blog for search engines

Most platforms make blogs easily indexed by search engines, but some like yola have extra tools to put tags into your pages and help you

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EXAMPLES OF GREAT BLOGS!

A selection of blogs to inspire you to the possibilities!

<http://sunitabhuyan.com/>

<http://hollywoodinsider.ew.com/>

<http://fashionbride.wordpress.com/>

<http://notionscapital.wordpress.com/>

<http://techcrunch.com/>

<http://itallstartedphotos.wordpress.com/>

<http://www.heatherbailey.typepad.com/>

<http://www.soulemama.com/>

<http://www.redactedrecipes.com/>

<http://hotcrossmum.blogspot.com/>

<http://hipteacher.typepad.com/>

<http://anonteacherblog.blogspot.com/>

<http://www.themovieblog.com/>

<http://screenrant.com/>

<http://www.cinematical.com/>