

## Introduction to Blogging and using it as a Revenue Avenue

Brisk walking onto the college campus, hoping to avoid a sudden torrential downpour; we made our way to T3 on the 5<sup>th</sup> and 7<sup>th</sup> of July, 2018. Ms. Shenoy invited a faculty member to speak to the MCom – Part II students about blogging, how to enter onto this social media networking platform and the ways in which your blog can warrant enough traction to be included in your filing of taxes ;).

Blogging evolved from a personal web log – an online journal, and grew to attract marketers and entrepreneurs as a means of engaging and creating a rapport with their audience, and providing frequent and informative updates. Bloggers showcase their passion and interest across a spectrum of fields – different from or gravitated towards their career, and even provides a means of establishing themselves as a business. Their expertise, knowledge, reviews, experiences and information are shared in an informal and mellowed setting. Blogs allow for group discussion and exchange of ideas, culminating into a perfectly crafted community of sorts.

Although armed with 2 Master's Degrees (Computer Applications and IT); Assistant Professor at St. Andrew's College and Don Bosco College of Hospitality - Ms. Jenecia Menezes' passion was not limited to coding, web designing and programming. Instead, it also delved into her love for the written word. This is evident in her blog – *thinkingprof.wordpress.com* that shares inspirational quotes, spiritual uplifting, poems, and thought-provoking statements.

Instructed to come prepared with a registered email address and an idea of the area we would like our own respective blogs to focus on; the total 3 hour session had Ms. Menezes:

- Suggest using a unique and distinguished name for our blogs
- Guide us through the stages of setting up our own blogs
- Offer advice on being consistent and patient with our posts
- Recommend using multiple social networking sites to promote our blogs
- Advise us to like and follow similar pages, blogs, handles, brands, etc. and
- Drive focus on being specific and complementary about our content

Despite being a coder, Ms. Menezes still appreciates the ease and professionalism that WordPress provides – and upon collectively creating our own subscription free introductory blogs, we can

see why. Right from preset themes, a clean and user friendly interface, to available statistics and guided prompts, WordPress is a great way to enter into the blogging universe – without too much of a commitment. WordPress allows even a novice blogger to display their thoughts and opinions in a creative and interesting manner.

Creating a temporary blog herself, Ms. Menezes projected each step for us to follow and interposed this with personal anecdotes and blogging examples - resident bloggers: *rahulmacreviews.wordpress.com* and *missweirdandnormal.com*, and *adventureburrah.wordpress.com*.

The blogging world is vast and varied, from lifestyle to food, finance to gadget reviews, skincare to movie reviews and this was evidenced by the topics chosen by the MCom students. With no one size fits all, blogging allows each person to express themselves as best they see fit. Whether you are left-brained or right-brained, blogging helps merge the two into one cohesive post.

Each student used their email id to register for the free version of WordPress. The guided seminar had us select a template that suited our content and piqued our interest. We came up with taglines, introduced ourselves to the web world, browsed for logos, learnt the difference between Menus and Pages, customized our content, and published our very first post.

Let's sum up Life and Art in a simple post today...when I read this write up it moved me... I had never really thought about Life and Art in this way. We all are artists of our own life...Let's create a beautiful one!🌸

I think everything in life is art.  
What you do.  
How you dress.  
The way you love someone,  
And how you talk.  
Your smile and Your personality.  
What you believe in,  
And all your dreams.  
The way you drink your tea.  
How you decorate your home.  
Or party.  
Your grocery list.  
The food you make.  
How your writing looks.  
And the way you feel.

Life is Art... and it's Beautiful ❤️

A screenshot of a social media post from 'Be Desi Tadka' in Mira Road, Mumbai. The post is by Arun Nair, who has 39 reviews and 176 followers. The post is titled '#Bedesitadkaclientdiaries- Here's what Arun Nair had to say about his experience at Bedesitadka.' The text of the post reads: 'Be Desi Tadka, the name says it all... Recently opened food truck near my area and they serve varieties of burgers, sandwiches, fries, chicken nuggets. Decided to go with the peri peri fries. And to be honest, they are delicious 🍟. What makes them special is the sauces they provided with the fries. Definitely visiting soon for some burgers. It's worth spending time and money here!' There are two small images of fries at the bottom of the post.



But isn't that really what blogging is all about? Sharing your opinions, advising your audience with respect to your interest, garnering from experiences and letting your audience get to know a little bit about you at the same time. Personally...I end up enjoying a blog post more than a website page.

