



A Google account is the key to accessing all of Google's products and services, many of which are free.

How to Create a Google Account:

- 1. Open any Google webpage.** This includes Google, Gmail, Google+, Drive, and more. Click the red Sign In button, and then click the red Sign Up button. This will take you to the "Create a new Google Account" page.
*NOTE: The buttons may change depending on the Google service you are signing in to. For example, Gmail has a "Create an Account" button instead of a "Sign Up" button.
- 2. Come up with a username.** By default, your username will become your new Gmail account name. You can click the link below the username field to create a Google account with an existing email address instead of creating a new Gmail address. (This option is not available if you are specifically trying to sign up for Gmail. In this case, you must create a Gmail account.)*If your username is not available, you will be given several related options, or you can try a different one.
- 3. Fill out the rest of the required information.** You will need to enter your first and last name, your birthday (for age verification), your gender, your phone number (in case you lose access to your account), and a verification e-mail address. You also need to enter which country you reside in. The mobile phone number is recommended but not required.
- 4. Complete the CAPTCHA.** This is a verification tool that ensures that a real person is creating the account. If you can't read it, click the refresh button next to the text field to get a new one, or click the speaker button to have it read out loud through your computer speakers.
- 5. Agree to the privacy policy.** Take the time to read the entire privacy policy so that you are aware of what Google can and can't do with your personal information. Check the box if you agree to Google's terms.
- 6. Click Next Step.** This will take you to your Google+ profile creation page. All Google accounts create a Google+ account when they are created. You can choose whether or not you would like to add a picture to your account.
- 7. Click Get Started.** Your Google account has been created. You can click the button to return to Google, or visit any other Google service. You should be automatically logged in no matter which Google site you visit.



Google+ is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author.

How to sign-up for Google+:

1. **Go to the Google Plus homepage.** If you already have a Google account (one you use for Gmail, Google Drive, YouTube, and/or other Google products), click on the "sign in" button. Otherwise, click on the link to create an account.
2. **After you create a Google account, enter your name and select a profile picture to get started with Google Plus.** You will be immediately taken to your Google Plus account.
3. **You can access your Google Plus account at any time by going to the Google Plus homepage.** You will be prompted to log in using your Google account if you aren't already.

Navagating the Google+ Interface:

4. **Google Plus consists of 4 main pages including "Home", "Profile", "Photos", and "Circles".** These pages are accessible via the small icons beside the "Google Plus" icon at the top of any page.
5. **Click the "Home" icon to access your Stream, Chat, and Hangouts.** Content posted by those you've added to your circles will be added to your "Stream" in the Center of the Google + "Home" page.
 - You can filter what content you are currently viewing in your "Stream" by selecting a Circle from the list of currently created circles to the left of your Stream.
 - You can access Google chat just below the list of currently created Circles to the left of your Stream.
6. **Use keyboard shortcuts to save time navigating your stream.**
 - Press **space** to scroll down.
 - Press **shift** and **space** to scroll up.
 - Press **J** to scroll down to the next post.
 - Press **K** to scroll up to the previous post.
 - Press **Q** to directly access chat.
 - Press **enter** or **return** to start commenting on a post.
 - Press **tab** and **return** to end your comment.
7. **Easily use HTML in your posts.**
 - Adding asterisks around word(s) will automatically **bold** them.

- Adding underscores around word(s) will automatically underline them.
 - Adding hyphens around word(s) will automatically cross them out.
- 8. Mention people in your posts by adding @ or + in front of their names.** Autofill will pop up with suggestions to help you complete the tag.
 - You cannot tag circles in your posts.
 - Make sure to properly capitalize your friends' names, or Google Plus autofill may not detect them.
 - 9. Click the “Photos” icon** from the top of any page to view photos posted by people in your Circles and upload new photos to share on Google +.
 - 10. Click the “Profile” icon** from the top of any page to access and edit your Google Profile including your profile picture, personal and employment info, and other basic settings and preferences.
 - 11. Click the “Circles” icon to create, view, and edit Circles.** From this page you can also view and manage people who’ve added you, and find and invite new friends to Google Plus.

Creating Circles:

- 12. Create a circle.** In certain ways similar to a Friend Group on Facebook, a Circle is a group of friends that you can share photos and updates with. For example, you can make a Circle for your friends, your family, and your co-workers in order to control who will see what content you post.

Creating & Using Google Plus Hangouts:

- 13. How to Use Google Plus Hangouts.** Once you've created a circle of friends, you can choose to hang out with them on Google Plus using the "Hangouts" feature. This allows you to video chat, IM chat, watch YouTube videos together, and more.

Using Explore:

- 14. Click on the Explore button in the left sidebar.** Explore shows you the most popular content that's currently trending on Google Plus. You can save searches for particular topics of interest and easily share the content you find with your circles

Tips:

- You can access Google Plus on your mobile phone by navigating to <http://m.google.com/plus> or downloading the native for Android or iPhone. Go to the Google+ mobile page to learn more.
- Link when mentioning a specific person by writing @ or + and then their name, like "@Bill Gates" or "+Bill Gates"
- View the stream from people who have added you to circles, but you haven't added back by clicking on "Incoming" in the Stream.
- Format text as follows:
 - **Bold** - *whatever you want to bold here*
 - *Italics* - _whatever you want in italics here_
 - Strikethrough - -whatever you want to strikethrough here-

- Similar to the Gmail shortcut for sending a message, you can press *Tab* and then *Enter* to submit a comment, instead of using the mouse to hit "Post Comment".
- Scroll up and down through posts or notifications by pressing the keys *J* and *K*.
- Look up Google+ Statistics and sign up to be tracked! You could have a shot at beating Mark Zuckerberg for the #1 spot on the leaderboard.
- You can get a shortened Google+ URL by going to <http://gplus.to>. It'll be gplus.to/username and will redirect to your Google+ profile.
- Scroll through a photo library with the scroll wheel on your mouse or by pressing *J* and *K*.

Facts:

1. Google+ was launched in June 2011 & has grown to over 1 Billion enable accounts
2. It is the second largest social media platform in the world. If Google+ maintains its pace, it's poised to become the leading social media platform within the next two years.
3. Daily active users = 350 million
4. 70% of brands have a presence on G+
5. 48% of Fortune Global 100 companies are now on G+
6. 41% of online B2C marketers and 39% of B2B companies use G+ to source new business
7. There is a 5,000 maximum friend limit for Google+ profiles
8. Google ensures that the users of Google+ are ranked higher in search than users of other social media platforms.
9. The Google +1 button is used 5 billion times per day.
10. There are approximately 625,000 new users on Google+ every day.
11. 68% of Google+ users are male, 32% are female.
12. Users spend on average 12 minutes per day on Google+.
13. Google+ cost \$585 million and took 500 employees to build.
14. There are ~1.5 billion image uploads per week.
15. G+ offers custom URLs (vanity URLs).
16. Google Hangouts, part of G+, are live streaming video chats that allow you to host more than two people within a single chat (which differentiates it from Skype).
17. Most G+ users are in more technical fields such as engineering and web development.
18. Google Authorship is a way to have authorship information show up in search results along with content you've created...you can only set it up if you have a Google+ account.
19. The Google+ mobile app was used by 30% of smartphone users between April–June 2013, making it the fourth most used app.



YouTube is a video-sharing website. It allows users to search and browse millions of community and comment, rate and make video responses to your favorite videos, upload and share your videos with millions of other users and save your favorite videos to watch and share later.

Before you start an account, understand a few things:

- In creating a YouTube account, you are also creating a Gmail account. This will appear as [YouTube username]@gmail.com.
- In creating a YouTube account, you are also creating a Google+ account. Google+ is Google's social network, similar to Facebook. You will be able to adjust your setting in the Google+ tab at the top of your browser when you log in to YouTube or Gmail. If you do not want a Google+ account, can delete it while still keeping your YouTube account.
- What you do on YouTube is separate from what you do on Google's various sister sites. If you do something on YouTube, it will not be visible on Google+, for example

How to Create a YouTube Account:

1. **Go to www.youtube.com.**
2. **Click on the "Sign in" button in the upper-right corner of the home page.**
3. **Click on the "Create an account" button in the upper-right corner of the page.**
NOTE: If you already have a Gmail account, should have a YouTube account. Use your Gmail username and password to log into YouTube.
4. **Fill out the requisite information.** Fill out your e-mail address, user name, date of birth, gender and click "I Accept".
5. **Supply a phone number for verification that you are not a machine, if prompted.** To cut down on fake accounts or accounts managed by bots, Google sometimes will make you provide verification.
6. **Type in the verification code, if necessary.**
7. **Decorate your YouTube page.** On your profile page, you can add a main picture and your own background, among other things. Try to express yourself.
8. **Start enjoying the perks of an account.** Once you have signed up for a YouTube account, you can:

- Make and add videos to the YouTube community.
- Track your favorite users by subscribing to their channel.
- Manage your favorite tracks, videos, and online episodes.
- Comment on videos and socialize with other members of the community.



LinkedIn is a social networking site used for professional purposes. You can use it to connect to your existing professional network as well as expand your network to your secondary and tertiary connections through those you already know. Once you create your own LinkedIn account, you can begin to expand your professional horizons.

How to Create a LinkedIn Account:

1. **Go to: www.linkedin.com** and sign-up by entering your name, email and a password in the “Join Now” box under your information you entered.
2. **Confirm your account through your email address.** Once you’ve done this, sign in and get started.
3. **Edit your profile.** Enter your sub-heading, area and industry underneath your name, and add a profile picture of yourself.

Things to do with it:

1. Build your professional identity online and stay in touch with colleagues and classmates.
2. Discover professional opportunities, business deals, and new ventures.
3. Get the latest news, inspiration, and insights you need to be great at what you do.

Other things to do with it:

1. **Edit your qualifications.** Add your current and past employment as well as your education. Be sure to include descriptions of your past jobs and degrees earned—this way, people will be able to more clearly see your experiences and know what to contact you for. LinkedIn can also tailor job suggestions to send you if you've provided adequate details. Keep your details short, sweet, and informative.
2. **Add a Summary.** This is a chance to write a more in-depth paragraph to give people an idea of where you stand now in your career, what your strengths are, where you want to go and what you have to offer. Although it's a summary, it can take some time to write a good one, so don't be afraid to edit it ruthlessly until it reads well.
3. **Add Specialties.** This is located directly below. It acts as an extension of the Summary section but in short form. You can list specific skills and areas of expertise. Choose wisely—other members of LinkedIn can endorse you for these specialties, so avoid choosing something people don't have any clue you're capable of doing!

4. **Add Connections.** You can have LinkedIn search through your email address book to find people you know. You can also search by a person's name, job title or company.
5. **Add Websites.** Link in your company's website, your own personal site, your blog, and/or your Twitter account. This will allow visitors to your page to see different aspects of your professional self.
Be cautious of linking in your Facebook page if you have questionable photos of yourself, or to your Twitter account, depending on the language of your tweets.
6. **Get Recommendations.** If you're trying to find a job through LinkedIn, it is suggested that you have at least three professional recommendations. Ask your former bosses or colleagues. Return the favor and recommend others as well.
7. **Add Applications.** These are not necessary, but having them can make your profile more complete. For example, you can add Blog Link for a stream of your blog or other website updates. You can add the Reading List application by Amazon to let everyone know what books you're reading and which ones you recommend. With other applications, you can share files or presentations.

LinkedIn Tips:

- As you become more familiar with using LinkedIn, consider joining some of the groups hosted by members of LinkedIn that focus on areas of your interest. You can meet a lot of relevant new people through this, as well as share ideas, comments and hold online events together.
- When posting an update, something like a Facebook status update, that will be visible on the home pages of your connections, be sure to keep it general, positive and professional. Importantly, don't give people an unwanted look into your personal life or anything unprofessional.



Pinterest is a web and mobile application company that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (boards). Boards are created through a user selecting an item, page, website, etc. and pinning it to an existing or newly created board. Users save and share pins from multiple resources onto boards based on a plethora of criteria, e.g., similar characteristics, a theme, birthday parties, planning a vacation, writing a book, interior decorating, holidays. Boards can develop projects, organize events, or save pictures and data together.

How to Create a Pinterest Account:

1. **Go to: www.Pinterest.com** and if you don't have an account already, click "Signup" on the home page. Check your e-mail and click on the link that is sent to you to create an account. You can sign-up through Facebook.
2. **Log in.** You can log in with either Facebook or Twitter. Create a password to go with it.
3. **Click on images or items that catch your interest.** Then click on "Follow People." Doing this will get you started on the site.

The "Do's" of Pinterest:

1. Use descriptive keywords to help other pinners find your image
2. Link to the post itself to make sure it's still there in that location when users click it
3. Use @ to tag a friend or use \$ to put a price tag on an image
4. Make sure a link is valid before repining
5. Pin original content of your own
6. Link up with your Facebook, Twitter, and other social media sites
7. Pin things that are original
8. Frequently edit and organize your boards
9. Download the "Pin It" button to pin images from any site
10. Feel free to unfollow any people or boards that don't interest you
11. Limit yourself to a few pins a day, spaced out of course



Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

How to Create a Twitter Account:

1. **Go to: www.Twitter.com**
2. **Click "Sign up for Twitter."** You can find this option on a yellow button on the bottom right side of the screen.
3. **Provide basic information about yourself.** You'll need to provide your full name and e-mail address to create a Twitter account.
4. **Choose your username.** It has to be fewer than 15 characters long. If the name you've chosen is invalid or unavailable, you'll be informed about it. Once you've chosen an acceptable name, you'll see that it's available for you.
5. **Decide whether you always want to be signed in to Twitter on the computer you're using.** If it's your own computer, this is a good option. If it's a public computer, you should uncheck the box next to this option. (You can also choose whether or not you want Twitter to be tailored toward your recent website visits by leaving or unclicking the check mark next to this option.)
6. **Click "Create my account."**
7. **Start following celebrities (optional).** First, Twitter will present you with a list of popular people to follow. Click at least five people to follow and press "Next" when you're done. You'll be presented with another list tailored to the people you chose, and you'll be asked to choose at least five more. You can do so and press "Next" again.
8. **Start following people you know (optional).** Next, you'll be given the option to follow people you know. You'll have to grant Twitter access to your email contacts. Once you do, you'll be presented with a list of people you know who are on Twitter. You will have the option of clicking on them to follow a few of them, or even to follow all of them -- there may be hundreds of them.
9. **Upload your profile picture.** Click on the empty profile photo to upload an image of yourself.
10. **Write a short bio.** Click on the area below your profile photo. Write a short bio about yourself in 160 characters or fewer.
11. **Expand your profile.** Just click on the "Edit" button that appears to the top right of your profile on your home page. When you edit your profile, you can add more information about yourself in the following ways:
 - You can change your profile picture anytime.
 - You can customize your header photo.
 - You can update any information regarding your name, bio, website, and location.
 - You can also connect your Twitter account to Facebook by pressing "Connect."
 - Click "Save Changes" when you've finished expanding or changing your profile.

12. **Start Tweeting.** Now that your account is set up, it's time to start sharing your short-and-sweet thoughts with the world. Just type in a brilliant or witty message and press "Tweet" when you're done.

13. **Build your followers.** As you get savvier in the Twitter world, you'll begin to build a base of followers. You can do this by following more people, which encourages them to follow you back, sending out clever tweets that people who aren't your followers may see, and just continuing to be an active tweeter.



Instagram is a mobile app that you can download on iOS and Android phones and tablets as well as Windows Phone 8 and above. You can view your Instagram posts from a computer after downloading the app. Instagram is a popular social network application that allows you to upload, edit, and caption your own photos.

How to Create an Instagram Account:

1. On your mobile device download the Instagram app. Go to the app store on your device, click on the search button, and type in "Instagram". Scroll until you find the app, select it, and click 'Install'.

NOTE: If you download the app from iTunes you will have to sync it to your iOS device before you are able to use it.

2. Launch the Instagram app. Tap the Instagram icon (a small camera with rainbow stripes) from your device's home screen.

3. Create an account. Click the "Sign up" button at the bottom of your screen and enter your email, username, password, phone number (optional), and upload a photo (optional) to create your account. You can choose to add a bit of personal information in the "about" section as well, including a personal website.

4. Follow friends. You can now optionally choose to import contacts and find friends from your contact list, Facebook account, Twitter account, or simply search for names and usernames. Following people allows you to see their posts in your newsfeed, and similar to Twitter, you can follow anyone including people you don't know personally if you choose. Click "Next" when you are finished.

- You will be able to add friends at any time from within your account, even after you create your account.
- You can choose to follow suggested Instagram users by clicking the "Follow" button next to their name. Click "Done" to complete the process and continue directly to your account.

5. Scroll through your feed. From within the "Feed" tab you can scroll through posts by all of the users you are following by. To get to the *Feed* tab, tap on the icon that looks like a house to the very left. (You can click the refresh button in the top right corner to reload the tab)

6. Look at the popular tab. From within the "Popular" tab you can see photos uploaded by other users that are getting attention from the Instagram community. These are typically the Instagram photos with the most 'likes'. The popular tab is visualized by a star icon. (To search for users and hashtags, go to the popular tab and type into the search bar at the top.)

7. View your news and updates. Anytime someone likes one of your photos, comments on one of your photos, follows you, or tags you in a photo, you will be notified under your 'News' tab. This is the small comment-box icon with a heart in the center, the third tab over. If someone actively likes, comments, or follows you while you are on Instagram, a small orange heart, comment bubble, or profile shape will appear just above your 'news' tab.

8. Like and comment other people's photos. Whether you are scrolling through your news feed or viewing images under the popular tab, you can show your interest by liking or commenting on them. To like a photo, you can either press the heart shaped button just under the photo, or you can double tap the image. To comment on a photo, click the small comment-bubble icon and type your comment when the keyboard appears.

9. View your own profile. To see an archive of your uploaded photos as well as a complete list of who you're following and who your followers are, you can visit your profile tab on the far right side (a square icon with a bubble and stripes inside of it). Here you can see all your photos, edit your Instagram user profile, and add or disable social networks under "Edit sharing settings".

10. Add your photos to Instagram. Clicking the "Share" tab will allow you to snap photos or select photos from your device's photo albums. This is the large camera-shaped tab in the center at the bottom of the screen.

11. Take a new photo for Instagram. If you don't have the photo you want to post in your photo albums, you can take a new photo and upload it directly to Instagram. After clicking the 'share' button, click the camera icon in the center to snap a photo. (This requires a device with a camera such as the iPhone or an Android phone.) Click 'next' to move onto the next screen. (You can also click the small icon on the bottom right to enable and disable your device's flash, if supported.)

12. Upload a photo from your photo albums. Take a great photo already? You can add this by clicking the layered photo icon from the bottom left to select a photo from your photo albums. Scroll through until you find the photo you want to add, and then tap it to select it. Click 'next' to move onto the next screen.

13. Edit your photo. Instagram has minimal editing abilities, but it does give you some. You can choose to rotate your photo, add a frame, create a blurring effect, or brighten the photo by selecting each of the corresponding icons (in that order) on the screen. If you decide you don't like the edits you've done, simply click the icon again to revert the edit.

- You can change the shape of the blurred effect by clicking the icon multiple times - you have the option of blurring the entire image except for a stripe or except for a round space. These can be moved by touching the photo and moving the blurred areas.
- Frames will only appear if you use a filter from the provided selection.

14. Apply a filter to your photo. Instagram provides multiple filters that you can use to edit your photos. Click on the intertwined squares at the bottom left to choose a picture to work with, then select a filter from the choices that appear. You can only select a single filter, and to test them you simply tap each filter icon and your image will be altered. If you decide you don't want any filters, the tile on the far left will revert your image back to the 'normal' settings. Click "Next" when you are finished.

15. Add information to your image. Enter a brief description of your photo in the “What?” text input field. You don’t have to include anything, but are only able to add a description before you post the photo. Add hashtags here to provide a searchable query for others to find your photo with. (You can also optionally select the “Where?” tab to add location info to your photo.)

16. Share your photo outside of Instagram. Click any of the social networks underneath “Sharing” that you want to post your photo on. Enter the username and password associated with your account to link it with your Instagram account. If you don’t want to share your photo anywhere except on Instagram, simply skip this step.

17. Click “Done” to complete the process and post your photo. Your photo will appear in your “Feed” and also the feed of other Instagram users that are following you. It will also be posted to any of the social networks you selected.

Accessing Instagram on a Computer:

1. **Go to: www.Instagram.com** and click the “Log In” button, then enter your username and password. This will allow you to access your account via a computer.



Tumblr is a microblogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

How to Create a Tumblr Account:

1. **Go to: www.tumblr.com** If there is a user logged in already, click on the computer power icon in the upper right corner of the screen. You should be directed to Tumblr's main page. Click on the "Sign Up" button on the far right.
2. **Enter your email address, choose a password, and select a unique URL.** Use a legitimate email address, as you will need it if you forget your password and to receive notifications and messages from other users. As for your username, choose something you like, since it will be part of your URL and visible by all. But don't worry--if you change your mind about your Tumblr handle, you can change it at any time under your blog settings.
3. **Start posting!** You'll need to pick out an avatar, a title, and a theme for your blog, but you're essentially all set. Go ahead and use Tumblr however you like; congratulations, you're officially part of the social blogging phenomenon!

TIPS & TRICKS:

Improving the Interface

- Many users install a browser add-on called "Missing E" to improve parts of their Tumblr experience, like the dashboard and asks.
- Instead of using your mouse, you can use the J and K buttons to scroll up and down on your dashboard, as well as on many individual blogs

Managing your Content

- You can review what's in your queue by clicking the "queue" button in the upper right hand corner. The posts will have an up and down arrow on the side, which you can use to arrange posts using drag and drop. Pressing the alt key and clicking will let you boost an individual post to the top of your queue.
- If you have multiple blogs, you can switch between them by clicking the down arrow next to your blog name in the upper right hand corner. Clicking on the blog name here lets you see the

posts you've made on that blog, along with some of the likes and re-blogs. You can also press alt + tab.

Interacting with other Tumblr users

- If you put your cursor over a user's picture on your dashboard, a lowercase "i" will appear in a circle. Clicking on that circle will let you send asks or fan mail, unless that user has disabled these features.

- If you end a post or post title with a question, a check box pops up that will let you enable answers to your question.

Liking & Sharing

- You can see posts you've liked by going to <http://tumblr.com/liked/by/yourusername>. This also works for other blogs, as long as their likes aren't private.

- On Tumblr's "apps" page, you can find a "bookmarklet" that puts a "Share on Tumblr" option in your browser bar. Clicking this link lets you create a post on Tumblr using whatever content you find on the site.



WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. Features include a plugin architecture and a template system.

How to Create a WordPress Blog:

1. **Go to: www.WordPress.com**

2. **Create an account.** You will need to enter a valid email address, create a username and password, and come up with your blog's web address. If you want to create a free blog, your site name will be <yoursitename>.wordpress.com.

- You can choose more direct URLs for a yearly fee, including .com, .net, .org, and more. The process varies depending on the extension you want.

3. **Choose your settings.** Once you've created your account, you will be taken to your new blog's Dashboard. This is where you control the look and feel of your new blog. Click the Settings button in the left menu of the Dashboard.

- Set your title. Your Site Title is what appears at the top of your blog and in the title bar of the web browser. Set the title to whatever you want. Changing your title will not change your blog's address.
- Set your tagline. A tagline is a quick description of your blog. Some themes will display it beneath the title, and some browsers will list it in the title bar after the title.
- Set your email. The email address you list is where all of your comment moderation emails are sent to.
- Set your blog's time zone. The default time zone is for London, so set the time zone to your local time.
- Set your date and time format. The date and time format will change the way the date and time is displayed next to your blog posts and comments.

4. **Change the theme.** By default, your blog will use the standard WordPress theme. You can change the theme by clicking the Appearance menu in your Dashboard and then selecting Themes. You can browse through a large selection of themes that are available to install on your blog for free or for purchase.

5. **Customize the theme.** Once you have a theme picked out, you can customize it by clicking the Customize button in the Themes section of the Dashboard. Here you can change the colors, header images, backgrounds, and more.

6. **Add widgets.** Widgets allow you to add tools to your sidebar that connect to information from other sources. For example, you can include a Twitter widget which will show all of your recent Twitter posts in your WordPress blog.

- Click Appearance in your Dashboard and select Widgets. Drag the widget that you want to install from the Available widgets section to the portion of your blog that you want it to appear. Click the arrow button next to the widget to open its configuration options.

7. **Create your first post.** Open your Dashboard and select the Posts option from the menu. Click the Add New button to open the post creation screen.

- Give your post a title that catches the eye and invites the reader in.
- Write a welcome post to open your blog. Let readers know what you intend to accomplish by writing a blog, and any plans you have for content.

Tips to Creating a Successful Blog:

1. **Post often.** A good blog sticks to a consistent release schedule for new content. This keeps readers coming back to your site on a regular basis. Try to not keep your readers waiting for content to come.

2. **Keep it short.** The average reader's attention span is quite short. Make sure that your blog posts don't ramble on, and that you get all of your important information out quickly. Try to keep posts between 250-1000 words.

3. **Be unique.** Create a blog that stands out from the rest. Address a niche audience that doesn't have any other outlet for what you're discussing. If you're writing to an audience that has a lot of other options, make sure that the quality of your posts is better than most.

4. **Interact with your readers.** Respond to their tweets and emails. Answer any good questions in your comments. Make your readers feel at home on your blog, and they will keep coming back.

5. **Promote your blog.** There are a variety of ways to increase readership to your blog, including advertising on social networks, commenting on other blogs, playing around with SEO (Search Engine Optimization), and more. Experiment with ways to get your blog out there and circulating.