

Things I've Learned as A Blogger

RASHA JAMEEL

When I first started my own blog, I didn't know a thing.

All I knew was that I was heavily inspired by the Bangladeshi bookstagramming community and just wanted to channel my creativity through an outlet best suited for me. Lo and behold! My book blog was born.

I believe I've learnt enough since 2019 about launching your own blog. We shall start at the beginning.

THE NAME GAME

There's a lot in a name – your blogging handle especially. If you intend to monetise your blog, you want your name to sound edgy, unique, catchy; a name worthy of embodying a brand, which is essentially you and your online presence. However, if you intend to refrain from monetising your blog, you want your blogging handle to reflect the passion you put into your blog. Choose wisely.

FINDING YOUR AESTHETIC

The only thing that adds to the uniqueness of your blog, apart from your blogging handle, is your aesthetic. Yes, *aesthetic*. It is your sense of style which is customised to be a product of your personal attributes, meant for an online audience. For me, it's all about vintage, minimalistic photography featuring solid colours and a neat presentation of my thoughts. What about you?

THE ABCS OF DIGITAL CONTENT CREATION

Your blog is your space to create digital content, meant for social platforms online. This is where it gets tricky. Regardless of whether your blog is on a social networking site or not, you'll have to keep in mind the importance of photography for your blog. Photos, videos, and graphics are what'll capture the attention of your audience, encouraging them to go through the entire blog post which



features your thoughts and opinions.

If you're shooting for photos, it's important to consider lighting and set-up. The former can either be natural or artificial, the latter will have to be based off of your aesthetic which you've decided on earlier. If you're concerned about fancy camera equipment, don't be. Editing apps such as Snapseed, Adobe Photoshop, Adobe Lightroom, and PicsArt will come to your aid.

An online blog's presentation doesn't solely rely on your photography and editing skills of course. Your words will serve as the main content which will define your blog for what it is – your online space for creative expression. In order to adhere to your aesthetic, you'll have to come up with a theme that'll help your audience go through all your blog posts with ease, keeping them engaged. Do make sure to keep your audience in mind, and the kind of content they seek from you. You can categorise your blog posts based on the type of content being presented. Note-taking apps such as Bear, Ulysses, and Pages can be of

immense help with planning and posting.

For my book blog, I break down the book reviews into four parts: premise, likes, dislikes, and the verdict, accompanied by a scoring system at the end. Time to brainstorm about yours.

EMBRACING THE COMMUNITY SPIRIT

The best thing about being a blogger is becoming part of a blogging community. There are art bloggers, book bloggers, fashion bloggers, blogger activists... it's a long list. The more you reach out to fellow bloggers, the more knowledgeable and confident you'll become of your own content. Communication is key.

Now that you have taken in all the insight I have to offer regarding the basics of blogging, be sure to make something of it.

Don't forget the hashtags please.

Rasha Jameel is your neighborhood feminist-*apu-who-writes-big-essays*. Remind her to also finish writing her bioinformatics research paper at rasha.jameel@outlook.com





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