



**There are**  
over

**240**

**million**  
Blogs online

To blog or not to blog  
THAT IS THE QUESTION.



# Blog Guide



## Create

Add your voice to the conversation. Start on Wordpress or Blogger today.



## Connect

Access great LDS content online. Check out our list of LDS blogs.



## Contribute

Accelerate the work of sharing the gospel. Learn the tips & tricks for using blogs.



## Caution

Avoid the dangers of interacting online. Protect yourself with these simple steps.



Create



Connect



Contribute



Caution

## Wordpress



Wordpress.com > "Get Started"



Fill out Form > Click "Create Blog"



Verify Email > Setup Your Blog



Click "New Post" > Start Blogging

## Blogger



Blogger.com > "Sign Up"



Fill Out Form



"New Blog" > Choose Info



"Create New Post"

# ACTIVITY

Go to Wordpress or Blogger.  
Start a blog or add an LDS  
detail to your blog's bio.

You have 5 minutes! Go!

# FOLLOW-UP

What did you write?

What else could you  
add in the future?



Create



Connect



Contribute



Caution

# Connect

Find & follow LDS  
blogs that match  
your interests

Connect with LDS  
Blogs & Bloggers

Comment on &  
share your favorite  
LDS themed posts



-  **Nothing Wavering** - Find the latest posts from LDS Blogs, Mormon Bloggers, and Official LDS Church Sites.
-  **LDS Blogs** - A listing of Mormon Blogs by topic.
-  **Mormon Blogosphere** - An aggregator for Mormon-themed solo blogs.
-  **Mormon Blogs** - An online community of LDS blogs and Bloggers.
-  **Mormon Mommy Blogs** - Online community featuring the best of the LDS blogging community daily.

# ACTIVITY

Find 5 LDS blogs through  
[MormonMommyBlogs.com](http://MormonMommyBlogs.com)  
Follow your 3 favorites.

You have 5 minutes! Go!



# FOLLOW-UP

What did you find?

What were your favorites?



Create



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Contribute



Caution

# Contribute

## Make it Clear



### Conversation

- Match blog name to subject
- Create a logo for your blog
- Link to other blogs that visitors may be looking for



### Length

- Match length to audience
- 2 seconds to first impression
- Add longer length & variety to increase Google ranking

Share LDS quotes, images, & videos; link to the source

## Make it Current



### Trends

- Keep up on news & trends
- Create content on current, seasonal topics



### Interaction

- Include a "Contact" section
- Reply to emails & comments promptly and positively
- Follow & comment on blogs

Write posts on LDS news, trends, & everyday life

## Make it Count



### Influence

- Post about once a week
- Include social media links
- Include a blog link on social media profiles



### Sharing Testimony

- Simple
- Personal
- Honest

Blog your beliefs & experiences; include LDS details

Share LDS quotes,  
images & videos;  
link to the source

MONDAY, OCTOBER 7, 2013

## FAVORITE CONFERENCE ONE-LINERS

How do you encapsulate 10 hours of [General Conference](#) - including speakers, music and prayers into readable segments? I'll do my best to share some of my favorite one-liners that touched my soul. I hope that these will be enough to inspire a further reading of the [full-texts](#) of these talks for those who were unable to attend and a more in-depth-study for those who did.



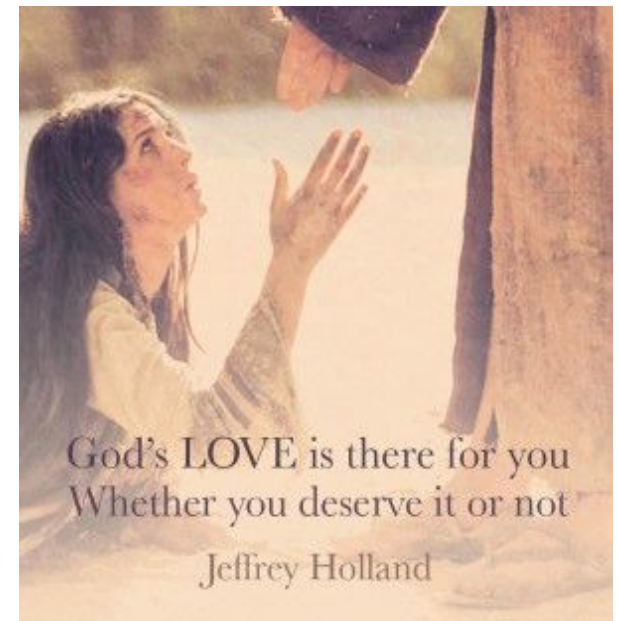
Beautiful 'Temple Square' in downtown SLC, Utah



## LDS General Conference Memes October 2013

by LARRY RICHMAN on OCTOBER 6, 2013

This weekend, members were busy making and sharing [memes](#)—graphical quotes and images from the LDS General Conference. Below are a few that I enjoyed the most.





## VIDEO: Religion and Ethics Newsweekly Examines Mormon Missionary Expansion

16 DECEMBER 2013 — POSTED by SAMUEL B. HISLOP

A new video report from *Religion and Ethics Newsweekly* examines the growth of the ranks of Mormon missionaries — from 58,000 in October 2012 to 82,000 today — since the age requirements to serve were lowered. Young men can now serve at 18 instead of 19, and young women can serve at 19 instead of 21.



[READ MORE »](#)

Write posts on LDS  
news, trends, &  
everyday life

## Blog Categories

[Beliefs and Practices](#)

[Church History](#)

[Church Leaders and Speeches](#)

[Community Involvement and the Church](#)

[Conferences and Events](#)

[Corrections and Clarifications](#)

[Education](#)

[» View All Categories](#)



Blog your beliefs & experiences;  
include LDS details

FRIDAY, JANUARY 10, 2014

I will stay true



NIE NIE DIALOGUES

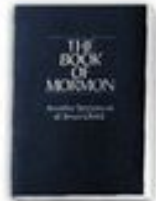


Blogging since 2005

ABOUT THIS BLOG:

My blog began in 2005. I write daily ab  
whatever I am doing, mostly about my five  
children, my husband Christian (Mr.  
Nielson), my struggles, my blessings and my  
strong Mormon faith. In 2008, Christian and  
I were in a airplane crash. I was burned  
over 80% of my body. Since then, I have a  
better sense of what this life is all about  
and I am happy despite pain and challenges.

Would you like a free copy  
of Nie's favorite book?  
[CLICK HERE.](#)



# ACTIVITY

Find an LDS themed blog post. Comment on it & share it on FB, Twitter, or G+.

You have five minutes! Go!

# FOLLOW-UP

What blog post did you choose? What did you say?

Have you gotten a like or comment yet?





Create



Connect



Contribute



Caution



## Caution



Create

**Privacy:** Don't include personal information in your URL. Carefully select privacy settings.

**Settings:** Choose a strong password and don't share it with anyone.



Connect

**Security:** Log into your blog using a secure connection and be sure to log out when finished.

**News & Feeds:** Install filters, enable parental controls, or hide offensive material.



Contribute

**Conversation:** Do not engage in arguments. Respond appropriately to comments.

**Information:** Be conscientious in sharing pictures & personal information.

## IN CASE OF EMERGENCY

If your account is hacked, or you see inappropriate content, you may consider:

**Closing the Browser:** If necessary, shut down the computer or mobile device.

**Asking for Help:** Report privacy violations, threats, or inappropriate content directly to your Blog provider.  
Talk to a trusted friend or leader for additional support.

**Deleting the Account:** Stop using the account.

Avoid Arguing  
Bear Testimony  
Cite Sources



# Blogs Q&A

Additional Resources:

[Wordpress Guide](#)

[SEO Starter Guide](#)

# APPLICATION

Use the Connect list to find an LDS blog that matches your interests and follow it.

Tell your group  
why you chose it.

# COMPETITION

1 team member share an LDS themed blog post on Facebook. Rest of the team, divide and conquer to like, comment, and share the post.

First team done wins.





Create



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Contribute



Caution

## Create



Wordpress.com > "Get Started"



Fill out form > Click "Create Blog"



Verify email > Setup your blog



Click "New Post" and write your first post

In the About You  
section, mention  
that you are  
Mormon



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# Contribute

## Make it Clear



### Conversation

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### Length

- Match length to audience
- .2 seconds to first impression
- Add longer length & variety to boost your Google ranking

Write about your beliefs, ward activities, lessons, or temple trips

## Make it Current



### Trends

- Keep up on trends
- Create content on current, seasonal topics
- Check out Google AdWords



### Interaction

- Include a "Contact" section
- Reply to emails & comments promptly and positively
- Follow & comment on blogs

Write posts on LDS news & trends, & current issues

## Make it Count



### Influence

- Post about once a week
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- Include a blog link on social media profiles



### Sharing Testimony

- Keep it simple
- Keep it personal
- Keep it honest

The more you love your topic, the more it shows.