



**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

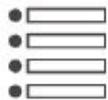


Caution

## 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



Connect



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

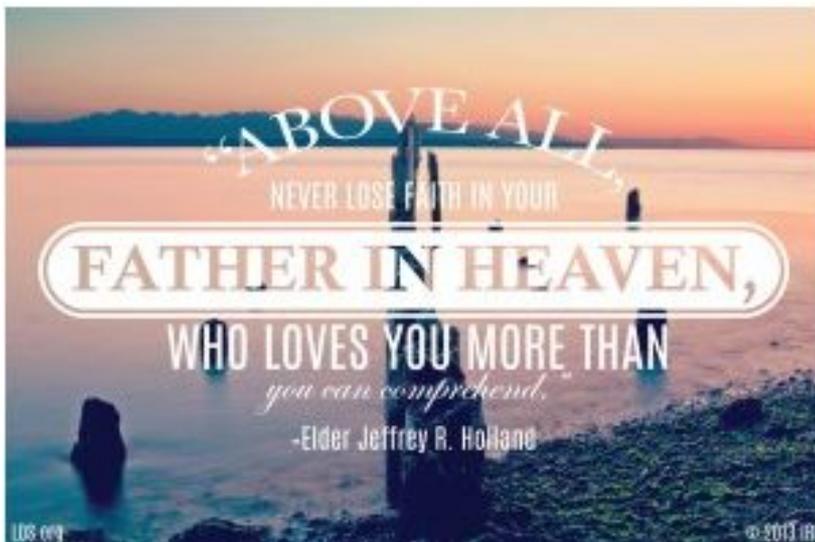
MONDAY, OCTOBER 7, 2013

## 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.



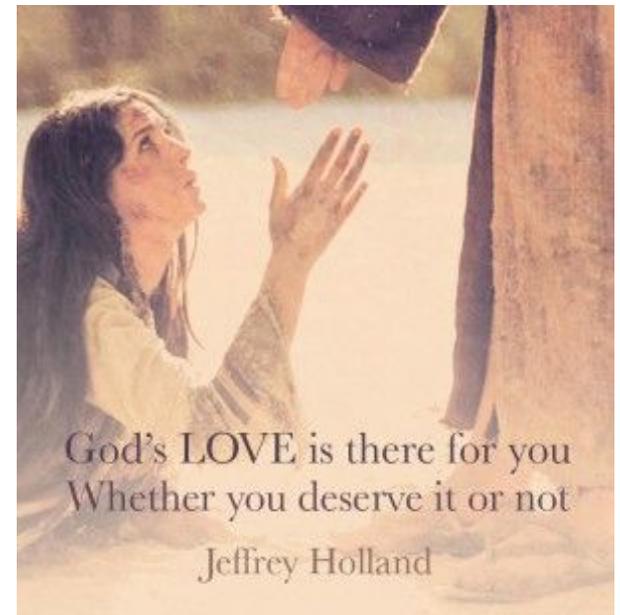
Beautiful 'Temple Square' in downtown SLC, Utah



## 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

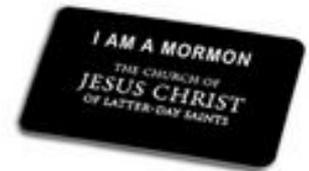
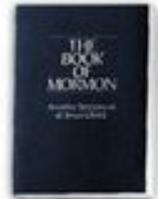


NINIE DIALOGUES



Blogging since 2005

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



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.

# 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



Connect



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



Create



Connect



Contribute



Caution

# Contribute

## Make it Clear



### Conversation

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



### 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
- Include social media links
- 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.