



**METIS**

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# Bloggning

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# Why is blogging important?



- Good practice for you to communicate your ideas
- Good opportunity to showcase your work to the world
  - Metis students regularly get their blogs picked up by Data Science Weekly
  - A 2017 student, Jeff Kao, wrote a blog post about his NLP analysis on net neutrality and it went viral – featured in a Forbes article, quoted by NYTimes and interviewed by NPR!

# What will you need to do?



- You are required to write one blog post for each project
- **Step 1: Choose your style**

Technical write ups, sleek visuals, fun stories, web apps, etc.

Show your personality! Employers will look at this.

# What will you need to do?



- You are required to write one blog post for each project
- **Step 2: Choose your platform**

If you already have a blog, feel free to continue using it

If not, here are some blogging basics and platform choices

# Blogging Basics



To start a blog, you need to select:

## 1. A hosting service

This is where the code and files for your blog live

## 2. A web address or URL

This is how people can find your blog

# Blogging Platforms (Free)



Platform	Details	Hosting	URL	Example
Github	Github workflow For the tech-savvy	Github (free)	name.github.io	<a href="#">Chad</a> (Jekyll) <a href="#">Cliff</a> (Pelican)
Medium	Easy to post Audience included	Medium (free)	medium.com/name	<a href="#">Seth</a>
Wix (and others)	Drag and drop Beautiful design	Wix (free)	wix.com/name	<a href="#">Roberto</a>

# Blogging Platforms (\$)



Platform	Details	Hosting	URL	Example
WordPress.org	Customizable Analytics dashboard	Pay for own (Bluehost, AWS)	Pay for own (GoDaddy)	<a href="#">Alice</a>
From scratch	Difficult to start Customizable	Pay for own (Bluehost, AWS)	Pay for own (GoDaddy)	<a href="#">Zach</a>
Wix (and others)	Drag and drop Beautiful design	Pay for Wix services	Pay for Wix services	<a href="#">Roberto</a>

# Getting Started with Github.io



The fundamentals repo (same folder as this) includes instructions on how to create a github.io blog.

You are welcome and may prefer to choose another platform like Medium, WordPress.org, etc.



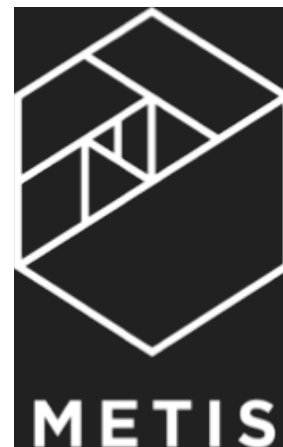
# Expanding Your Reach: Backlinking



Backlinking when mentioning Metis in your project blog posts is an easy way to add validity to your educational experience and your expertise. It also helps future students find us more easily in search engines. A win-win!

When mentioning Metis in a post, please link to your specific program page, with [Metis](#) hyperlinked

- [Data Analytics](#), [Data Science](#), [Data Science and Engineering](#), [Data Science and Machine Learning](#)



# Expanding Your Reach: Share on Social



Sharing your blog posts on social media is a great way to reach a wider audience



Also, we love sharing our students' projects with our community on twitter

- Mention us @thisismetis
- Use the #MadeAtMetis hashtag



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# QUESTIONS?

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