



**METIS**

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# Blogging

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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>

# Today's Exercise



We are all going to create a `github.io` blog today.

You are welcome afterwards to choose another platform like Medium, WordPress.org, etc.



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# QUESTIONS?

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