

Type	Stage	Related	Required	Revised
Activity	Evaluate	B3: Wikis	•A name for your blog •A unimelb email address •A preferred URL.	Version 1 March 2008
► Business	Define			
Concept	► Develop			
Document	Launch & maintain			

Blogs & blogging

“Speak to your site visitors and gather their feedback on your team or division”

What is a blog?

A blog is a web site where entries are commonly displayed in reverse chronological order.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

The blogs offered at the University are powered by an application called Wordpress. This application allows authors with minimal technical experience to post blog entries and administer the site.

What can I use a blog for?

You can use a blog to post updates, news or commentary on your web site and where you would like to get comments or feedback on these updates. Here are some other uses:

- Record updates within a project team.
- Provide information and commentary on news and events.
- Highlight recent research achievements
- As a personal or team journal, capturing ideas and experiences.

What alternatives are there to a blog?

A wiki B3: A wiki is an application or software that allows people to create, edit, and link web pages easily. Wikis are often used to create collaborative or community websites.²

What examples of blogs at the university are there?

- **Search engine blog** (<https://airport.unimelb.edu.au/blog/>): A blog is used by the search engine project team to keep people updated on the new University search engine.
- **First year blog** (blog.search.unimelb.edu.au/): First year students record their experiences at the university.
- **eResearch Coffee Blog** (http://blogs.esrc.unimelb.edu.au/eresearch_coffee/): Reflections on the Melbourne University's eResearch Coffee Mornings.

See <http://blogs.unimelb.edu.au/> for more examples.

1. Wikipedia (<http://en.wikipedia.org/wiki/Blog>)
2. Wikipedia (<http://en.wikipedia.org/wiki/Wiki>)

How much will a University blog cost me?

The cost of the blog will depend on the degree of customisation you require. A representative from the Web Design team will come and discuss your blog needs and requirements. A fixed time fixed price quote will then be provided before any works begin.

Service	What do I get?	Cost
Standard University Blog	<ul style="list-style-type: none"> Fully featured University of Melbourne templated Wordpress blog. Business hours (0900-1700, Monday to Friday) telephone and email support 1Gb of disk space / web hosting 1 hour of training 	\$200 per annum
Customised University blog	<ul style="list-style-type: none"> Fully featured University of Melbourne templated Wordpress blog Business hours (0900-1700, Monday to Friday) telephone and email support 1Gb of disk space / web hosting 1 hour of training <p>Plus</p> <ul style="list-style-type: none"> 1 customised blog design. <p>This includes:</p> <p>10 hours of design, consisting of:</p> <ul style="list-style-type: none"> 1 draft design document 1 round of revisions 1 round of final, minor revisions 	\$200 per annum One-off \$700 design fee

OK, so how do I get a University Blog?

For more information, please contact

- ➔ webdesign-team@unimelb.edu.au
- ➔ or visit blogs.unimelb.edu.au

The cost and time varies depending on your needs – a full quote and plan will be sent to you within business 3 days.

The fingerprint . . .

University blogs under the blogs.unimelb.edu.au domain must follow university web publishing guidelines as given in

Staff Use of the University's Internet, E-mail and Electronic Communications Policy

- ➔ www.unimelb.edu.au/ppp/docs/10.html#10.11

Blogs that contravene this policy may be removed.