Development of blog creation training using BlogSpot and WordPress as a means of information and coordination on Cumberland Ave, Tennessee

Harry D. Young
Cumberland University, Lebanon, Tennessee, United States
Corresponding Email: harryyoung@cumberland.edu

Robert James
Cumberland University, Lebanon, Tennessee, United States

Abstract---The aim of this community service is to develop stability in using social media. The people involved are students from Cumberland Ave School. Social media in this case is a blog. The BlogSpot application was developed in a system that is familiar in our lives, namely WordPress. This training is conducted at 20815 Cumberland Ave Maryland, Tennessee. The most important thing in this training is to utilize the WordPress program with BlogSpot as a means of sharing information with both friends and business associates.

Keywords---blogger, community service, development, social media, WordPress.

Introduction

Currently, the development of the internet world is increasingly rapid in the early 2023 era, everything is easily connected to the virtual world which is almost the same as the real world. By holding a cellphone in the 2023 era, a person can communicate from various directions. In promoting active communication, students at Cumberland Ave must be encouraged to progress and become teenagers as the nation's successors. In order to promote them, they need information sources that make them a source for exchanging information and news. Currently, at the beginning of 2023, teenagers cannot be separated from Gadgate, for this reason teenagers often use Gadgate for various needs (Waldo, 2013).

By helping teenagers at students on Cumberland Ave to be active in various activities and unite their views, training was held on creating blogs with the CMS WordPress and BlogSpot. Beginning in 2023, the potential and level of popularity of blogging will grow very rapidly. At the beginning of 2023, we can find many types of BlogSpot on the internet, such as fashion and beauty bloggers, travel bloggers, food bloggers, and many more types. With the help of bloggers, information and news are increasingly at the forefront. With the development of BlogSpot, anyone can start a blog either for information or lessons that are considered to be helpful in youth activities.

Creating a blog requires precision in managing information and the source must be appropriate and clear (Arasu et al., 2020). The aim of this blog creation training using CMS WordPress and BlogSpot is to help students at Cumberland Ave to be active and responsive in various activities in exploring sources of information so they can continue to learn and continue to develop. Apart from WordPress, there are several other CMS models that can be used to create websites. Some are paid, but there are also unpaid (free) such as Joomla and Drupal. Apart from that, CMS use can also be categorized according to their respective needs. If you want to create a forum, you can use vBulletin. To create an online shop, you can use Magento, Prestashop, or Opencart. However, of the many CMS models currently circulating, many users use WordPress because WordPress is the most popular CMS and is easy to understand for various groups and is the most widely used to date at the beginning of 2019.

WordPress is a Content Management System (CMS) that is open (open source), which means a free platform, apart from that there are also paid ones. Because it is processed in language that is easier to understand, WordPress is basically a software that will make it easier to create a website and manage content online (Mansor, 2011; Mansor, 2012). BlogSpot is currently owned by Google, where this company offers many of Google's built-in features, including: Adwords, Adsense and Analytics, this site is very useful generally for first-time users. Initially pioneered in 1999, Blogger was one of the first friendly user interfaces for bloggers. Pyra Labs, the original creators of Blogger, started this small company in San Francisco amidst the rise of the dot com era. In recent years, the company has started to generate more users and traffic. By 2002, they were able to attract several thousand users. After being bought by Google, the site didn't change much, and they only specialized in an easy-to-use interface for bloggers who didn't need many features.

WordPress was first released in 2003 as a development of several applications including the b2/cafelog blog by Matt Mullenweg and Mike Little. At the beginning of its appearance, WordPress only focused on personal blog media, where web content was sorted chronologically. However, as it developed, WordPress changed from being just a blogging platform (only for creating blogs), to becoming a CMS application that can be used to create websites outside of blogs, such as online shops, corporate websites, educational sites, and so on (Sethi et al., 2010). Until now, WordPress is included in a group of applications called Content Management Systems (CMS). One part of the system for publishing, editing, modifying, deleting, and organizing content in a centralized way. The content section in question is the article that will be the content of the website.

According to the sites http://w3techs.com, and https://wappalyzer.com, as of November 2018, of the large number of websites that have used CMS, more than 60% use WordPress. We can see the complete market share from the graph below:
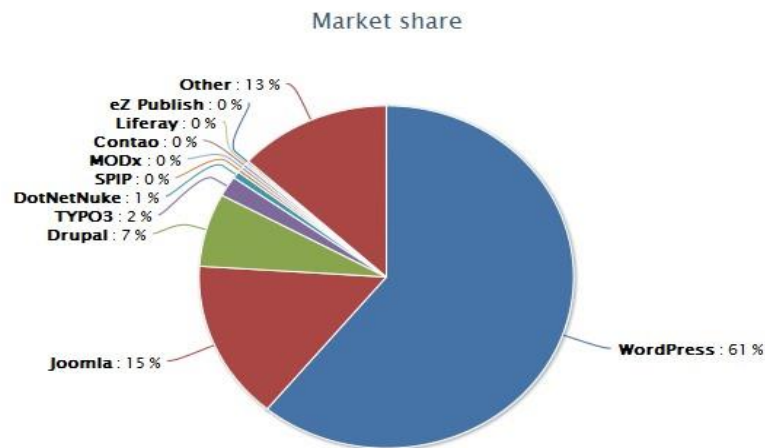

Figure 1. Market Share Graph

Between BlogSpot and WordPress

In choosing which platforms we want to use, the following is one of several factors we need to pay attention to when choosing between BlogSpot and WordPress.

Costs (Finance)

In terms of financing, BlogSpot CMS is generally very attractive for us to use because this platform is free to use. We can register a domain name for our website, we may have to pay around 10 US dollars, but this is an additional option and we can still use the sub-domain they provide, such as yourblogname.BlogSpot.com.

Currently, the WordPress CMS also offers free blog creation services using its sub-domain. However, if we are willing to use our own domain name, we can pay according to the provisions and can also choose a website hosting company to "save" our website so that it can be accessed in online media. we can see that we need additional costs in managing the website that we created with WordPress. Apart from that, if our website grows, then we need to upgrade our WordPress account and this will certainly require more costs.

How to use

If we already have a Gmail account, we can immediately start creating a BlogSpot account and start our blog. If you don't have a Gmail account, you are required to immediately create a Gmail account first. Using BlogSpot, we can also create and manage several blogs with the same account.

WordPress CMS, if we want to use a WordPress sub-domain, we immediately visit the WordPress.com site followed by registration. However, if we want to use paid WordPress, we can register our hosting and domain name first before we can use WordPress.

Configure Website and Release Content

After we have finished creating our own BlogSpot site, now is the time for us to start getting used to the new blog that we have and start publishing content. Likewise with WordPress, we can work in the dashboard area on the website that we have created, while visitors can access the front-end of our site. The easiest way to start adapting to BlogSpot is to leave all the settings in the existing default configuration and create our first blog post (Drus & Khalid, 2019). If we want to try other things, we can change the settings and set the number of posts that will be displayed on our blog homepage, such as: the language we will use, the time zone and what format we will use for the date and time. In addition we can add authors to the blog that we have created by entering several email addresses or contacts by sending them an invitation (Mayer & Leis, 2009). Just like WordPress, BlogSpot also provides access in terms of the ability to publish posts and several pages on our site. The available pages are a good place to publish some evergreen content, for example our contact details or the 'About' page, in posts is ideal for publishing news type content and content that is currently booming.

WordPress and BlogSpot CMS generally use several similar editors to create posts and pages (Fiander, 2012). We can start entering our content through the available editor and do basic formatting through the available controls. To make it easier to control the appearance of our content, we can switch to the HTML view in BlogSpot and WordPress.

Both BlogSpot and WordPress make it very easy for us to preview content before we start publishing it. This way we can see what kind of posts and pages will be displayed to visitors. If you are satisfied with the post or page you have created, you can easily publish it online so anyone can see it. We can publish blog posts in the same way as pages, after we add content to the BlogSpot website, we post it, while pages can be managed via the dashboard.

By default on BlogSpot, new posts will appear automatically on the website's homepage, with the latest page post format being displayed first (Al-Aufi & Fulton, 2014). Once WordPress is installed, we can enter the new website that we have created. Like BlogSpot, the WordPress dashboard is a protected area where only admins and people we give access can manage the site and add content. WordPress posts and pages can be created in the same way as BlogSpot. With WordPress we will see there are more settings and more options at each step. When creating a new post, we can choose various post formats to find out whether the content will be used. As well as while BlogSpot only allows us to label posts, WordPress gives us the ability to tag and categorize posts to help in better grouping and describing content.

Implementation Method

The method used in this implementation uses Training and Implementation.

Training

With training, you can provide material to all participants by delivering material on how to create a blog with BlogSpot and WordPress. This training activity was carried out by providing knowledge about the correct way to create a blog using BlogSpot and WordPress as a means of information and coordination among young people from mosques and youth organizations.

Implementation

After completing the training, you can continue creating a blog using BlogSpot and WordPress, guided by the team or using the manual book that has been provided.
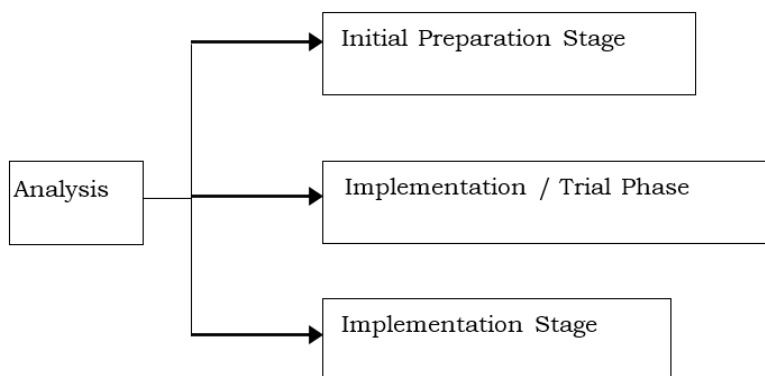
Steps for implementing activities

Initial Preparation Stage

Analysis

Implementation / Trial Phase

Implementation Stage

Figure 2. Descriptive qualitative model

Results and Discussion

Figure 2. Student in Cumberland Ave Maryland 20815, Tennessee

Realization of Activity Implementation

The implementation of community service activities is scheduled according to the agreed agenda. The first visit had prepared space and time for students and the community service team. In accordance with the theme of developing training in creating blogs using BlogSpot and WordPress as a means of information for students at Cumberland Ave. As we know, online information media is currently very popular among teenagers, correspondence has started to lag behind, almost all information media is focused on Gadgate. By creating this blog training, we hope it can help students at Cumberland Ave to be creative and provide information. The community service activities ran smoothly according to the scheduled agenda, the students were very enthusiastic and immediately tried using the gadgets and laptops provided and several teenagers who brought laptops immediately practiced according to what was conveyed. Students create WordPress as a means of direct information and coordination by exchanging information for other activities in the near future that require coordination as an initial step in preparation. Information media and coordination are really needed among students at Cumberland Ave. This community service really helps students at Cumberland Ave to continue working and digging up information.

Several students asked the team to add more time because they were very enthusiastic about uploading images and creating information media in columns and layouts that were easy to provide information so that it was updated at any time. With the desire of teenagers to increase their time, our community service team feels happy because they can provide what is needed now and in the future among teenagers.

The implementation of this community service activity received support from residents on Cumberland Ave because with this activity the students gained information and broad insight into the development of information technology and media coordination which is currently developing rapidly. This training in creating blogs with BlogSpot and WordPress made teenagers get along well and interact

with each other between mosque teenagers and teenagers because previously they rarely met.

Evaluation of this community service activity has been monitored over the next few months. If there are students at Cumberland Ave who need material and ask, we from the team will create a combination of procedures from the beginning to the selection of the blog they have created. The community service team and local residents would like to express their deepest gratitude to us and all our staff for the time and place so that this community service activity can be useful as a training forum in creating blogs with BlogSpot and WordPress as a medium for information and coordination between teenagers and students on Cumberland Ave.

Conclusion

Based on the presentation of the results of these community activities, it can be concluded that from these activities, the community service activities that we have carried out have helped students on Cumberland Ave and the surrounding area. By holding this community service activity on Cumberland Ave, teenagers and the community will be helped and increase their knowledge and insight in information and coordination among teenagers in the Cumberland Ave neighborhood.

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