

The power of micro blogging

By: Ganapathi Pamula



blog

/bläg/

noun

noun: **blog**; plural noun: **blogs**

a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

verb

verb: **blog**; 3rd person present: **blogs**; past tense: **blogged**; past participle: **blogged**; gerund or present participle: **blogging**

add new material to or regularly update a blog.

"it's about a week since I last blogged"

- write about (an event, situation, topic, etc.) in a blog.

"Patrick blogged the background to the video game release, and the story quickly went viral"

Origin

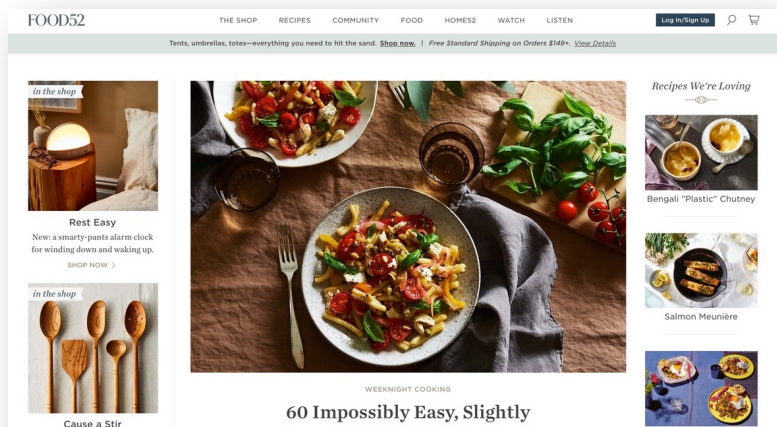
ENGLISH

weblog → blog
1990s

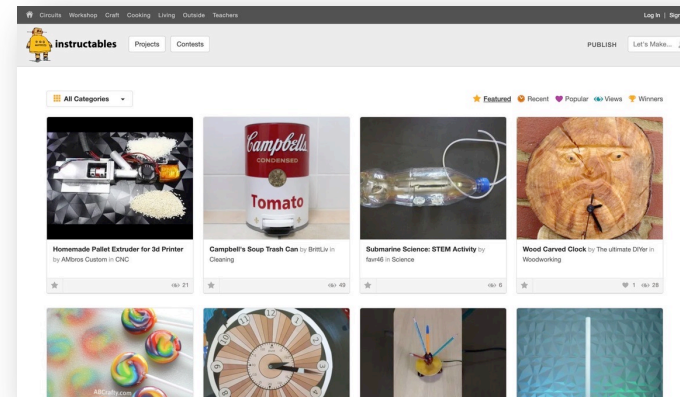
Types of blogs

	Micro Blogging	Blogging
History	Started around 2006 but became popular in the early 2010s	Started around 1994 but became popular in the early 2000s
What it is	Brief, more accessible blogging	Longer, paragraph-based blogging
What it's not	Long. E.g, tweets are restricted to 280 characters	Short E.g., an average blog post has 3,000 characters.
How it's used	Quickly consume media from people you know or follow	Dive deep into topics you are interested in
Leading platforms	Twitter	WordPress, Medium, and Blogger

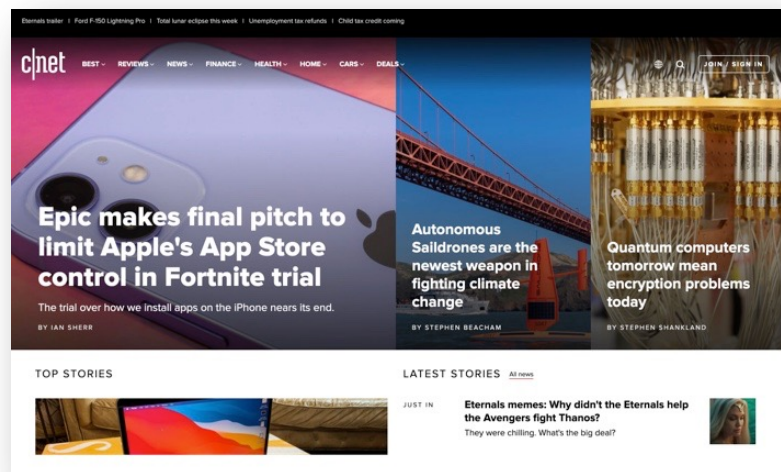
Instagram, Snapchat, LinkedIn and Pinterest are generally NOT considered blogging platforms



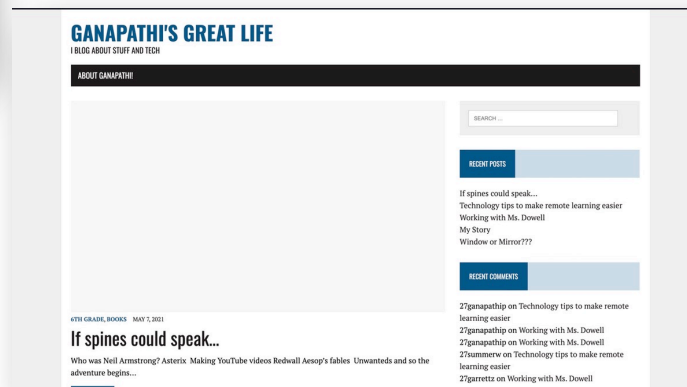
Food blog



DIY blog



Tech blog



My blog



Travel blog



Twitter for climate change awareness

 **Greta Thunberg**  @GretaThunberg · May 22 ...

Thousands of people marching for the climate in Denmark today.
[#FaceTheClimateEmergency](#) [#MindTheGap](#)

 **Greenpeace i Danmark** @greenpeacedk · May 22

Tusinder på vej mod Christiansborg for at kræve genforhandlinger af efterårets klimapolitiske aftaler [#dkpol](#) [#dkgreen](#)



0:20 | 96.9K views

 131  1K  6.7K 

Twitter for locating lost hikers

← Thread



LA County Sheriffs  @LASDHQ · Apr 13



Are You an Avid Hiker in the Mt. Waterman Area?
#LASD SAR Teams need help locating a #missing hiker. He sent this picture to a friend. His car was found near Buckhorn Campground/Trailhead. Call us if you recognize the area pictured below 818-248-3464. [facebook.com/LosAngelesCoun...](https://www.facebook.com/LosAngelesCountySheriffs)



 53


 287

 480



Twitter catalyzing democracy

← Tweet

 **This Day in Arab Spring (2011)**
@ArabSpringEng

🇪🇬 Giving in to pressure from both SCAF & massive protests following Friday prayers in many #Egyptian cities, VP Omar Suleiman read a terse, 32-word statement at 6 pm today announcing #Mubarak has resigned & passed on power to SCAF, to great jubilation of protesters in #Tahrir.



Twitter for timely rescue



Tweet



Janis Krums

@jkrums



<http://twitpic.com/135xa>
- There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

3:36 PM · 1/15/09 · [Twitter Web Client](#)

327 Retweets **104** Quote Tweets

Tweet your reply



Twitter and my robotics team



Darth Rappers
@DarthRappers



Hi! We have been invited to the worldwide FLL competition in Athens, Greece. We are sure that regardless of the result it has been a great learning experience!

Impressions 1,044
times people saw this Tweet on Twitter

Total engagements 139
times people interacted with this Tweet

Detail expands 123
times people viewed the details about this Tweet

Hashtag clicks 7
clicks on the hashtag(s) in this Tweet

Likes 6
times people liked this Tweet

Profile clicks 3
number of clicks on your name, @handle, or profile photo

Conclusion

Micro blogging has a lot of benefits. You could save lives, bring justice, or just talk about what you like. What's more is since it's micro, it takes a few minutes to write a post. Have fun blogging!