

BLOGGING: TIPS & TRICKS

Below are a few ideas to help guide you when drafting an entry for atoleadingedge.com. Don't hesitate to reach out to James Grayson (james.l.grayson@faa.gov; 202-329-8193) with any questions, comments, or concerns.

STEP 1: Brainstorming Ideas

- » Review the comments from previous posts
- » Consider key messages you want to communicate
- » Highlight personal work experiences or life events
- » Use the atoleadingedge.com to respond to a news story –tell your side of the story
- » Provide a new perspective on an event, anniversary or awareness initiative
- » Consider crafting a post around a piece of media (video, photo, etc.) that can be embedded in the blog entry. Instructions on embedding photos are provided along with this document

STEP 2: Writing Your Post

- » Consider your audience, purpose, and message
- » Focus on a single topic or idea
- » Write in the first person, as if you are having a conversation at a social event—use *your* voice
- » Avoid acronyms and long lists of names
- » Candor and transparency resonate with audiences
- » Don't be afraid to state your opinions; the blog is meant for debate
- » Be succinct (200-400 words)
- » Link out to people, information and other blogs you discuss
- » Ask questions within the blog entry that will generate conversation

STEP 3: Posting to atoleadingedge.com

- » Always compose in Advanced View
- » Select appropriate tags for your post from the category list
- » See the attached instructions for inserting a picture into your post
- » If your post is more than 15 lines, use the `<!--more-->` code to continue the text to a full post

STEP 4: Follow-up

- » Review the comments by checking the blog every 1-2 days
- » Respond to open issues



PREPARING, UPLOADING & POSTING IMAGES

FILE SPECIFICATIONS

To display properly, a graphic file should measure no larger than 160 pixels wide. To provide users with a larger version of the image, add a link to the original picture. Most graphic editors can be used to resize a picture. A free and relatively full-featured editor for Windows is PAINT.NET <<http://www.getpaint.net/>>.

Graphic files should be saved in .jpg, .gif, or .png format. Note: PNG files which use transparency will not display properly in Internet Explorer 6.

FILE LOCATIONS

An image library is available for use at [Splash Page->Files->img](#). Upload photos for posts to [Splash Page->Files->img](#) from inside the b2evolution interface.

Signature files and older LEF VC files are kept in [ATO LEF->Files->ATO LEF](#).

Additional files related to new hire resource center content can be found in the files section on the new hire blog. Items are separated into [newhire_docs](#) and [newhire_img](#).

INSERTING A PHOTO INTO A POST

To insert a photo, you must insert an IMG tag. An IMG tag is generally inserted at the beginning of the text, which displays the image in the upper right hand corner with wrap-around text. Images may be displayed differently using various options with the IMG tag, which are described here <http://www.w3schools.com/tags/tag_IMG.asp>.

The tag should look like this:

```
" title="<title>" hspace="1" width="160"/>
```

- **align** places the image to the right with the text flowing around it.
- **src** is the path to the file. The path above is to the image library:
 - If the file is on the New Hire side, the path would be "/community/media/blogs/lefnewhire/newhire_img/<filename>.jpg"
 - If the file is on the LEF side, the path would be "/community/media/blogs/lef//<filename.jpg>" (*Note the double slashes after lef*)
- **alt** is a tag that defines a short description of the image.
- **title** is a tag that defines a title for the image.
- **hspace** is a tag that defines white space on the left and right side of the image.
- **vspace** is a tag that defines white space on the top or bottom of the image. This tag is usually not needed here.
- **width** defines the pixels across the image will be displayed. It is not necessary if the graphic is already 160px across. It is helpful if you have a larger image that you wish to use as a thumbnail. You can also use **height**, but if you only use width, the height will automatically be proportioned properly to the width.

If you want someone to be able to click on the image to open a larger version, surround the IMG tag with an **A** tag:

```
<a href="/community/media/blogs/lefnewhire/newhire_img/ <filename>.jpg" target="_blank">" title="<title>" hspace="1" /> </a>
```