

# Blogger Etiquette

## 1. The Basics

Although blogs are often less formal than other forms of writing, bloggers should still follow proper grammar, spelling, and punctuation rules. Improper grammar, spelling, and punctuation make reading difficult and give the impression of inaccurate content. Writing in all caps is considered as rude shouting and all lower case letters should be left for informal text messaging.

## 2. Accuracy Above All

Misquoting other sources, the use of inaccurate facts, or outright lies results in a bloggers audience disappearing. Blog readers accept that most blogs will contain both fact and opinion, but blog readers will not tolerate dishonesty from a blogger.

## 3. Express an Opinion

Blog readers expect the blogger to express an opinion on a topic of common interest. The bloggers ability to get their readers to think, agree, or disagree creates the sense of community that an ordinary webpage reporting facts cannot provide.

## 4. Credit Where Credit is Due

Bloggers frequently utilize the valuable ideas of other bloggers and traditional writers as a starting point for their own blog posting. Bloggers should always link back to the original blog posting or provide the proper citation for print material they are basing their blog posting on.

## 5. Consistency is Crucial

A good blog does not have to have a great post every time, but it does need to have a consistent schedule. One key to creating a loyal readership is to be consistent in your new posts. At least once a day or once a week at a minimum, even if they are short posts, get readers in the habit of looking for timely topics.

## 6. Brevity

Blog postings tend to be short, one or two paragraphs, with links to supporting resources for those readers who want to explore the topic of the post in more detail. Every blog posting is not going to be of interest to every reader and they appreciate short posts that are not a waste of their time.

