

HINTS FOR WRITING A BLOG



WHY TO WRITE A BLOG?

There are many good reasons to write a blog while studying abroad. Anyone can start writing a blog and it's a fun hobby! You can get hundreds of readers since many students are looking for good blogs about studying abroad directly from our site. Writing a blog is the most convenient way to keep your family and friends updated. You save yourself from sending out dozens of emails about what's going on! If you write your blog entries first as a word document and then copy them to the blog portal, you'll have a nice memory saved on your hard drive after returning home. This is a priceless document through which you can travel to your study abroad destination over and over again. Writing a blog is a journey into yourself and you'll learn a lot on this journey. We are also looking for video bloggers and quality photographs so if you are interested in that, please let us know. Nowadays blogging can even be a profession so featuring your blog on our website is good work experience. Maybe some fame and fortune will come your way, too.

WHICH IS THE BEST PLACE FOR WRITING A BLOG?

If you already have a blog, you don't need to create a new one. Writing two blogs can be time-consuming. If you don't have a blog yet, you can easily create a new one. There are several good and, moreover, free portals for writing a blog. The most popular at the moment is probably Tumblr but Blogger (owned by Google), WordPress and LiveJournal are good options, too. The features and layouts may vary a little bit but basically they are all quite similar and easy to use. When you are choosing the portal you're going to use you should think about making your blog as easy to find as possible. For example, the blogs on Blogger are normally easier to find when using Google than other blogs.

HOW TO START?

1. Give your blog a name! Choose a short name that is both informative and interesting. This can be a lot more difficult than it sounds!
2. Write a short introduction of your blog in a sidebar so that your readers know what the blog is about. You can also put a link to Asia Exchange's website in the sidebar so that others interested in studying in Asia can find their way to more information easily.
3. Choose the language. It might feel easier to write in your mother tongue at first but we recommend at least considering writing in English, too. The blogs written in English will most likely get more readers and blogging in English is also an excellent way to improve your language skills. You can also write your blog in two languages.
4. Create a clean and stylish layout for your blog. Luckily, you don't have to do everything by yourself since all of the blog portals have a great selection of different kinds of layouts which are easy to modify. For example, you can choose a picture of your destination country.
5. Tell your friends and relatives about your blog and share it also on Facebook. Remember to inform Asia Exchange about your blog so that we can link it on our own website. We also recommend you to add your blog on, for example, Bloglovin and other similar blog linking websites so that you can get the maximum amount of readers.

WHAT TO WRITE ABOUT?

Because the theme of your blog is studying abroad in Asia, try to think what you'd like to read in a blog on that topic. Hence, write about things you are interested in (obvious yes, but a good tip nevertheless). Make it look like you, too. There are numerous generic blogs out there, make yours personal. A flowing narrative that is also informative is a good framework for your personal writing style. Most of the readers are interested in both the time spent at the university and the time outside classes. Remember to include posts about your studies and the university, even if the most exciting stuff happens beyond the campus. Your travels, student events and parties as well as current events in your destination and South East Asia are good topics. Pictures and videos are, if not a must, a big bonus. Asia Exchange also wants to remind you that your blog may be read by anybody - completely unknown people, your future friends or even a future employer. So, obey the netiquette. You are representing yourself in the blog so posting inappropriateness etc. gives a bad impression of you.

HOW OFTEN TO WRITE?

Most of our previous bloggers have been updating their blogs approximately once a week. If you want to post more often, go ahead. Blogging takes quite a lot of time, though, and you need time for experiencing and doing things of which you can later write about. Try to update your blog fairly regularly so your readers know when to expect a new post. You can also inform Asia Exchange every time you have written a post. The easiest way to do this is to send a message on Facebook to Asia Exchange: <https://www.facebook.com/asiaexchange/>

FINISHING YOUR BLOG

When the time of departure is at hand, it's a good idea to sum up your experience abroad and compile a list of hints and tips for those readers considering studying abroad. You can share information about practical arrangements, places to visit, details of local transportation, accommodation and shopping. It is always polite to thank your fellow students and the people and organizations that have made the study abroad experience possible for you. If (and after!) you have had the time of your life, encourage others to follow your foot steps and to just get out there!