



Getting Started with Blogging

The Marketing Program Blog Project

During your marketing program at SNHU, you will be working on a program-long blog project. In each course you take within the program, you will be completing one or more blog activities. Blogs are used by companies and individuals to demonstrate knowledge, to share information, and to sell and market products. You will be completing these blogs outside of Brightspace, and you are welcome to contribute to your blog outside of course assignments.

Why Am I Blogging?

This program was developed to provide you with a tangible artifact that you can use to demonstrate your marketing knowledge, writing ability, and critical-thinking skills to your employer or potential employers.

How to Get Started

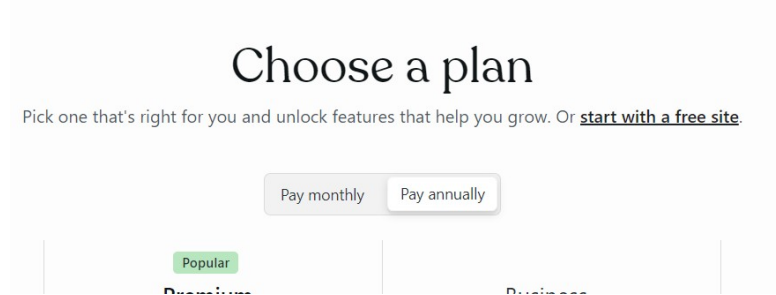
If this is the first SNHU course you are taking with a blog component, you will need to set up your blog. If you have already taken a course with a blog component, continue using the blog you have set up. You are welcome to make changes to your blog settings, appearance, and content whenever you like.

To set up your blog, you will need to use the free version of WordPress as your blog-hosting site.

Getting Started with WordPress

To get started in WordPress, follow these steps:

1. Access the [Let's Get Started](#) page and enter your **SNHU email address**.
2. Choose a domain. You may enter your site's name, or you may use descriptive keywords to search for available URLs.
3. Select an address for free (following the format **name.wordpress.com**). The **free plan** is all you need for your coursework at SNHU.
4. On the Choose a Plan page, click **start with a free site**.



5. Click the **Start Building** link.
6. Under the **Themes** menu, select **Blog** to view the different layout options that you can choose from. Select how you want your homepage to appear. You can preview the various options by hovering over them and clicking **Preview**. Once you've made your selection, hover over your chosen layout and click **Start**.
7. This will bring you to the **Site Setup** page, where you will see instructions on how to set up your site.
8. Review the [Get Started](#) page or the [quick-start guide](#) on the WordPress site for additional support with setting up your blog.