



Developing a personal webpage with WordPress / Academic blogging with WordPress

By far the most prestigious presence to have online is one's own website. Here it is possible to present whichever facets of self that best represent how you want to be perceived. A personal website can be a showcase for your work, serving as a resource for others with overlapping interests. Personal websites are great spaces for opinion-led editorial writing and there are many influential thinkers whose personal websites regularly serve their thoughts to hundreds or thousands of people.

Blogging has many benefits for academics at all stages of their careers. Running a blog, or contributing to a co-authored blog, provides opportunities to air thoughts and findings in a conversational, accessible manner. The nature of blogs encourages discourse. A blog post can be the starting point for a rich conversation between academic peers. Alternatively, blog posts can also extend the potential audience for your ideas beyond the boundaries of academia. Blogs can strengthen existing communities and help to build new ones.

A well-crafted, resource-rich research-based blog can become a popular destination for other scholars. Running a research blog can increase both your visibility and influence. A personal blog enables you to curate your own portfolio of academic activities. If carefully considered, a blog can be the best kind of CV, showcasing all aspects of your research and communication skills. All of which increases the possibility of new people finding and connecting with your work that can, in turn, open a whole range of new opportunities.

By the end of the course you will:

- Have an understanding of how web browsers work
- Know about web servers, website hosting & domain name registration
- Have an appreciation of what makes a website attractive and usable
- Have identified how blogging can serve your personal aspirations
- Understand good practice in terms of blog authoring and design
- Be familiar with the concept of Content Management Systems (CMSs)
- Appreciate the flexibility of CMSs to build different types of website
- Be familiar with the WordPress content management system
- Have a personal website/ blog which you have created yourself

This full day, interactive workshop is suitable for postgraduate researchers, academic and academic-related staff at any career stage.

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