

To: Org Fundraising
Committee Marketing I/C



WEB LOG

(Definition: BLOG [web log] Functions as an online newsletter, blogs can be written by one person or a group of contributors. Entries contain commentary, videos and links to other web sites, and images.)

Creating an Ideal Org is very much a team activity and involving the entire field. To keep everyone active and briefed on what is happening and what is needed and wanted to accomplish the objectives set, an instant form of promotion and communication is needed.

A web log (blog) is a simple way to create an ideal org web site that promotes and forwards the creation of an ideal org in your city. A blog is very much like an online newsletter, it allows one to enter text, photos video and to link to other related sites such as other fundraising sites. Setting up a blog is very simple and takes only a few minutes time. The following are the steps one should take to create a blog using Wordpress (an online service for creating web logs). There are several other free web log services online if you wish to find a different one.

Your blog is to be for your ideal org fundraising and is not to be used to advertise services. Do not mention dollar amounts that people have donated on your blog.

CREATING YOUR BLOG

- 1) Visit www.wordpress.com/signup/
- 2) Enter a desired username where it says "username" (Example: johndoe)
- 3) Enter a blog title. This will appear as the main text in the header of your blog that visitors will see. It should not be too long and should simply state what the blog is about (Example: Los Angeles Ideal Org, John Doe's Blog, etc.)
- 4) Enter in your e-mail address where you regularly check e-mail. This will be used to approve comments made by others to appear on your blog.
- 5) Select the language in which you want your blog to be in. Also select if you would like it to be publicly listed for anyone to find.
- 6) Select the "Terms of Service" check box and then click "Sign Up."
- 7) You'll now be notified that your blog has been set up, but you now have to activate it. Check your e-mail and in it, click the first link that appears in your e-mail from Wordpress. This will activate your blog and give you your username and password. Be sure to write these down.
- 8) Now on that same screen click "Login." You'll be taken to a page and on the right hand side, enter in your username and password and hit "Enter." You'll now be logged into your blog.
- 9) The first screen you see once you're logged in is the "Profile Screen." Here you may enter in your personal information, however, none of this is required. What you enter in the "Nickname" field will be displayed as "Author" when you create a new post. By default it's the name of your blog and you can change this to your real name or whatever you like. At the bottom there is a "Change Password" field. It is recommended that you change it to something you will easily remember. Once you've made all changes to your profile, click "Update Profile" at the bottom right of the screen.

10) Send your new blog to promo@scientology.net and cc andrew@scientology.net.

CREATING A NEW POST

A post is simply adding new information or material to your blog. Here are the steps to creating a new post:

- 1) Near the top of the page there will be a link called "Write," click on this. This will take you to a new page where you will be creating the new post that will appear on your blog.
- 2) First enter the title of your post, then enter the text for the post itself. Once you are done you can click on "Publish" which will make the post display on your blog. If you want to save it and continue later, click "Save." Ensure that you get all blog entries cleared through the org LRH Comm first as you would do with any other promotional pieces. Give the LRH Comm the text and images that will be on the blog to review.
- 3) To view your blog simply click "View Site" at the top left of the page.
Note: Anytime you are on your blog's home page you can return to the "Administration Section" by clicking on "My Account" in the upper right hand corner of your screen.

EDITING & DELETING POSTS

Editing and deleting a post is quite simple. When you are on your blog home page, click "Edit" underneath the post you want to edit. Below is an example on how to delete the post which is automatically made when you start your blog.

- 1) Click "Edit" under the "Hello world!"
- 2) Scroll down a little and you will see a button that says, "Delete This Post." You will get a confirmation box making sure that you want to delete it, click OK. Returning to your blog home page, you will see the post is now gone.
- 3) Editing a post is done in a similar fashion. Click on "Edit" under the post you want to change. On the next page simply type in the changes you would like to make in the title or post itself and then click "Save."
- 4) There is one other way to edit posts and that is done by clicking on the "Manage Link" near the top of the page. This will take you to a page that will list all of the posts that have been made. From here find the post you want to change and either click "Edit" or "Delete" to make changes to it.

CREATING A NEW PAGE ON YOUR BLOG

Pages are separate sections of the blog, they can contain any information that you want (Example: Links to Scientology web sites). To create a new page, do the following:

- 1) In the "Admin Section" click on the "Write Link" near the top of the page, then a new link will appear named "Write Page," click on this.
- 2) Enter in the page title you want and the content for the page.
- 3) Once you've done this, click "Publish" and return to your blog's home page by clicking on "View Site" at the top of the screen. Once on the home page you will see this new page on the right-hand side underneath the search field.
- 4) To edit a page you do the same thing as a post except click on "Pages" under the "Manage" tab.

SAMPLE BLOG PAGE

Craig & Sally Jensen



Craig & Sally Jensen

I have followed the path taped by LRH for 32 years. And, apart from Scientology, what is there in those 32 (the 32,000 or 32 million before those) that gives comfort and hope that everything will somehow come out okay? That someone, somewhere will set right the wrongs that dismay us all? What but Scientology even hits at that hope? If we had ideal orgs in every area 32 years ago, what would life be like today? Shall we wait another 32 years? What are we waiting for? Can we continue to live this way and, in the end, say, "Well, I did my best." No! Our "best" is not good enough if it does not get the product! We must do more, no matter the cost.

What will it take? It will take an ideal org in every area. Not a struggling org, and not even just a Saint Hill size org, but an org that is IDEAL in every way. And not just one such as Flag, but one in EVERY AREA. An org you can call HOME. An org to which you can be PROUD to take your family, your friends and associates, knowing they will see IMMEDIATELY and THIS is where the new civilization is being created.

Why do I contribute? Because I have benefitted from Scientology beyond my wildest dreams. I chose the path to OT over the dwindling spiral. I made the decision to follow the Grade Chart to Clear and OT to total freedom. And with that goes a responsibility to LRH and to my fellow man.

Invest today! Call 626 792 7533E-mail brookester@charter.net/visit the org website at <http://www.scientology-pasadena.org/>

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- [Successes](#)

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Posted by [idealorgs2](#) | [Uncategorized](#) | [one comment](#) | [Edit](#)

About (Edit)

This is an example of a WordPress page, you could edit this to put information about yourself or your site so readers know where you are coming from. You can create as many pages like this one or sub-pages as you like and manage all of your content inside of WordPress.

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