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Something To Talk About Blog

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Why Create A Blog?

Many of the companies that I have interviewed with thus far have asked me for tangible examples of what I am capable of. Rather than explain that I am proficient in Photoshop and InDesign, that I can use a professional level camera, have experience creating a website and have extensive experience in journalistic style writing, they usually ask me to present them with a sample of my work. I would often times submit a photo that I took for an assignment, or an essay from one of my classes, or perhaps an article I wrote for the school newspaper. But, none of the pieces that I had submitted felt personal or unique to me. Each of those submissions had been assigned to me by my professors in order to receive a grade—deleting any of my own personalized style. So, with a goal of writing more of my own personal pieces and taking photographs on my own, I decided to create a lifestyle blog for my senior project. This has allowed me to write freely, demonstrating my writing skills in a more expressive way. And I have also been able to incorporate my photography/photo editing skills on photos used alongside the articles that I have written as well. Creating an attractive blog with a steady list of followers has proven to be appealing to future employers.

Blog Sample

Skills Used to Create Blog

- Creativity
- Organization
- Writing content
- Editing content
- Photography
- Photo Editing

Blog Post Layout

Blog Design & Layout

Overall, my blog has a modern aesthetic; with solid colors, clear fonts, large photos and defined lines. I purposefully pursued this look in an effort to appeal to those who are looking for a blog that is easy to maneuver. Each tab is in plain sight, allowing even those who are rushing through the page, easy access to the most important information. This blog is geared towards men and women (particularly women, though) in their late teens to late twenties.

How This Blog Pertains to My Future Career Goals

Working on this blog over the past two semesters has better prepared me for a career in public relations going forward. Planning content to write each week, writing it in an artistic style that would appeal to readers, and eventually going on to post it for the public, has sharpened and refined my creative writing skills. I am hoping that by practicing my creative writing skills with the blog’s weekly posts, I will be able to write more interesting press releases and prepare information for the media in a way that sets me a part from other publicists in the future.

Additionally, I have used Instagram as a way of promoting my blog, and connecting with readers on a popular social media platform. This directly relates to similar promotional initiatives that I will be working on in a career in public relations. No matter which area of public relations I am in, I will be promoting a brand, or a company using social media platforms in some type of way. Creating the “Something to Talk About Instagram page,” gave me a chance to directly respond to requests and comments from readers in preparation for similar exchanges I will be taking on in the future.

Something to Talk About was created using wix.com. I designed the website essentially from scratch. I chose the layout, colors, fonts, hyperlinks, and tabs all on my own. When pursuing my future career in public relations designing visually pleasing E-blasts, invitations, and advertisements may all be a part of my job description. Thus, my blog has allowed me to demonstrate what I am capable from an artistic standpoint.

At the start of this project, I knew the basic photography skills that were required to handle a DSLR camera. However, after months of toying with lighting, shutter speed, aperture, and ISO I feel that I have a better handle on how to capture appealing photos. I also lightly experimented with Photoshop to edit photos and perfect things like lighting and clarity. Getting a better grasp on photography will certainly be applicable to my future job in that I can take photographs of events or products and edit them without third party help.

Because I created this blog on my own, I balanced many different roles—content creator, editor, writer, photographer, publisher—all of which allowed me to practice multi-tasking while still performing to the best of my ability. I think I managed each of these roles in a way that successfully translated my blog’s image an identity—something that will directly relate to my future career in public relations.

Acknowledgements

This blog was created using Wix.com

Social media promotion was done on Instagram

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