 <b>Clean Energy Insight</b>	Title: Blogging Procedure Rev: 1	Date: May-7-2010
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## 1.0 Purpose

The purpose of this Blogging Procedure is to offer best practices and guidelines for contributing to Clean Energy Insight (CEI).

## 2.0 Getting started

### 2.1 Becoming a contributor

First, you must get a “Contributor” login identity. Email Carrington Dillon and Mike Bloom at [cleanenergyinsight@gmail.com](mailto:cleanenergyinsight@gmail.com) to request a login identity. In the email provide the following:

- 1) Name
- 2) Username (i.e. – jsmith)
- 3) Email (This is where you will be contacted by site administrators. You will also receive automated emails notifying you of comments on your posts at this address.)
- 4) “Posted by” name (i.e. – John Smith)

The temporary password you will use is “**hokies**”

Use this password and your chosen username to sign in and change your password to your personal password. Site administrators will not have access to this information.

Using this information, you will be able to sign into the site blogging system via the “Log In” link on the right-hand sidebar of the website home page (located under the “Meta” category title).

### 2.2 How to contribute posts

#### 2.2.1 Choosing a topic

If you are looking for inspiration for a post, selecting a topic to write about can be done in the following ways:

- a. By visiting <http://news.google.com>, <http://www.World-Nuclear-News.org>, etc. and searching for up-to-date nuclear industry related news and events.
- b. By signing up for NEI Smartbrief (<http://www.smartbrief.com/nei/>) where you will receive nuclear news links daily.

#### 2.2.2 New posts

In order to start a new post, log in to the website “Dashboard” with your log-in information.

Next, click the “Add New” button under the category “Posts” on the left-hand side of the Dashboard page.

Here, you may start writing your new post. To save your post and come back to finish it later, click “Save Draft”.

### 2.2.3 Tags

Enter relative “tags” into the appropriate box on the right-hand side of the Dashboard screen. Examples of tags: (your last name), Yucca Mountain, nuclear waste, and other relative keywords to your story, etc.

If possible, use existing popular tags under the “Choose from the most popular tags” button.

### 2.2.4 Categories

Choose the appropriate post category from the list. If you do not know which category to choose, site administrators will choose one before posting the article.

### 2.2.5 Pictures/Graphs/Videos etc.

Currently, uploading pictures and graphs from a “Contributor” role is not possible. Send files to [cleanenergyinsight@gmail.com](mailto:cleanenergyinsight@gmail.com) for them to be included with your article.

In your submitted blog, leave a space with the (filename.jpg), and a caption for each picture you would like included. If you would like to include a video, include the web address (youtube.com) where you would like the video embedded. The attachments will be included where their filenames are located in the post.

All media is being used under “Fair Use” ([http://en.wikipedia.org/wiki/Fair\\_use](http://en.wikipedia.org/wiki/Fair_use)). You can use copyrighted material because we are (1) not making a profit from its use and (2) posting it on an educational website.

If you are uneasy about using certain pictures for your posts, please utilize Creative Commons image search (<http://search.creativecommons.org/>). Here you can find many images whose authors have explicitly given permission for people to publish freely.

### 2.2.6 Approximate Read Time

At the top of your blog entry, approximate the amount of time needed to read your article. Use the following calculation:

Total words/250 words per minute = “Approx. Read Time”

The total word count is located in the toolbar of the website dashboard.

The approximate read time stamp should look like this:

[Approx. Read Time: 2 minutes]

### 2.2.7 Submitting Posts

When you are finished, click “Ready for Review.” Please complete this the **night before** you plan to have your blog posted. Your post will be reviewed before the Administrator posts the blog.

### 2.2.8 Reviewing Posts

The Administrator will review your post when submitted. Any grammatical or punctuation mistakes in the article will be corrected. Any factual mistakes or misrepresentations give cause for the article to be sent back to the author for correction before posting.

## **3.0 General advice and guidelines**

### **3.1 Topic expertise**

Some contributors with CEI have found niche blogging topics. This makes it easier to blog and to coordinate blogging topics. Stick to a few core subjects such as Vermont Yankee, uranium mining, new plant construction, or modular reactors, etc. Write stories on these topics, as well as follow-up stories. **You will quickly become a valued expert.**

### **3.2 Teamwork**

While planning to write a blog, check out past blogs written by fellow contributors to CEI by using the website search tool. Give the original author credit by linking to their post if they wrote about the subject or a closely-related subject first. **Coordination between contributors is encouraged, looks good, and creates a more focused and effective message.**

### **3.3 Commenting**

Commenting on articles is encouraged. It makes the website look more professional, popular, and engaged. Commenting also encourages other people to comment and get involved in the debate. **It helps everyone.**

### **3.4 Responding to comments**

It is encouraged that the author of each article responds directly to comments on his/her blog post. Remember, you are representing the integrity CEI, NA-YGN, and yourself when you respond to comments.

### **3.5 Top contributors**

Top contributors, distinguished by (1) post hits, (2) quality of posts, (3) amount of comments received, will be featured by site administrators on a regular basis.

### **3.6 Gaining an audience**

Currently, the most effective “advertising” strategies include:

#### **3.6.1 Commenting on outside articles**

Comment on a nuclear energy related article outside of Clean Energy Insight. Be sure to follow the same commenting rules as found here. These rules include etiquette and fact checking. At the end of your comment, be sure to include a link to [www.cleanenergyinsight.org](http://www.cleanenergyinsight.org).

#### **3.6.2 Sending links to family, friends, and colleagues**

An easy way to share Clean Energy Insight is to send a link to acquaintances, and ask them to pass it along as well.

#### **3.6.3 Using social media websites like Facebook, Stumble Upon, Reddit, etc.**

This method has gained massive waves of hits in the past. It also reaches our target audience, younger generations most effectively.

### **3.7 Check your facts**

Be sure that what you are writing is factual. Provide references and links in the blog and at the end of the blog where appropriate.

### **3.8 Proof reading posts**

Please read over your blog to make sure you have a clear and concise message, free of grammatical and punctuation errors. This saves everyone time.

### **3.9 Etiquette**

Steer clear of negativity. Negativity is detrimental to our cause in the long run. It will attract readers that will not add to productive debate. Also, counter negative comments with supportive concern.

### **3.10 Politicking Policy**

In order to avoid supporting political campaigns, avoid showing explicit support for any political candidate; only support their pro-nuclear policies. The same holds for anti-nuclear politicians—show concern for their anti-nuclear policies, while expressing hope that they will eventually understand the importance of nuclear energy.

### **3.11 Updating News**

If possible, stay current with topics that you have written about in the past. If there are any updates to the topic, create a new post if it is necessary. This will be easier if you become a “Topic Expert.”

- END -

## Site Login (See blogging procedure for more details on blogging)

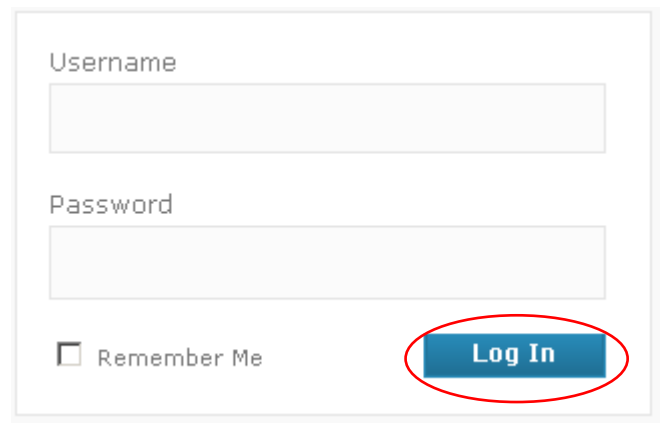
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## Posting Steps



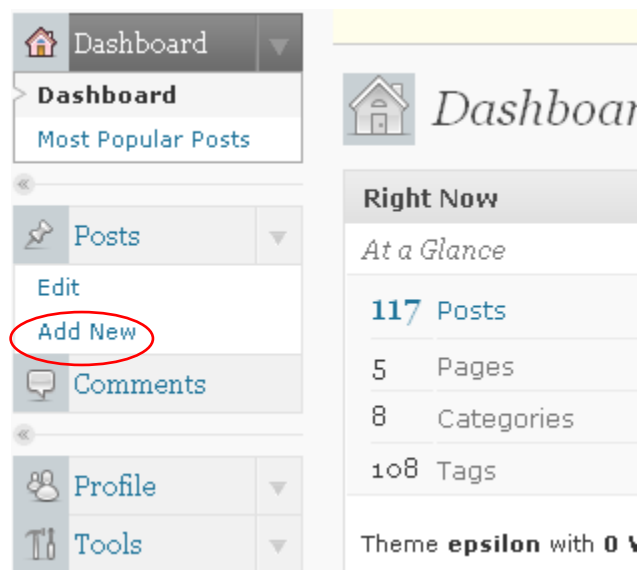
Username

Password

Remember Me

Log In

Login Page



Dash Board Page

Write or paste article here.  
(If you are pasting from word you MUST save as a .TXT before copying from word. )

Add Title

Save if needed and continue work at a later time

Submit when finished

More editing options

Add tags-words or phrases that relate to your article

Select one category (most fitting)

The image shows a screenshot of a 'Add New Post' page with several red callout boxes pointing to specific features. At the top left, a box labeled 'Add Title' points to the title input field. A large box at the top center explains that users should write or paste their article here, and if pasting from Word, they must save it as a .TXT file. To the right, a box labeled 'Save if needed and continue work at a later time' points to the 'Save Draft' button in the 'Publish' section. Another box labeled 'Submit when finished' points to the 'Submit for Review' button. In the center, a box labeled 'More editing options' points to the rich text editor toolbar. Below that, a box labeled 'Add tags-words or phrases that relate to your article' points to the 'Add new tag' input field. At the bottom, a box labeled 'Select one category (most fitting)' points to the 'Categories' list, where the 'Diversions' checkbox is selected. The page includes sections for 'Publish' (with 'Save Draft', 'Preview', and 'Submit for Review' buttons), 'Tags' (with an 'Add' button), and 'Categories' (with a list of categories and checkboxes).

Add New Post Page