



Personal Blogging in Nigeria

by Doyinsola Olawuyi





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Introduction.

--- A lot of us decide to blog for a lot of reasons that differ and vary from person to person. Even at that, we have different messages to pass across to different categories of people (making up the audience).

This ebook is to give insight based on what I have learnt blogging in the past 1 year and 8 months. It is specific to running a personal blog in Nigeria.

From personal experience and watching a lot of great bloggers do what they do.



What is Blogging?

Blogging, simply, is having a platform by which you share thoughts to people on any type and form of topic. This is done **ONLINE**. On any type of platform this days.

A BLOG.

A blog is the shortened form of a weblog. A blog is a website or webpage where content are uploaded on a regular basis.

A blog is different from a website and it is also different from influencing which we have on social media pages. A blogger can be an influencer but an influencer is not necessarily a blogger.



Creating A Blog Site.

When creating a blog site you should consider the following:

- Blogging platform.
- Type of blog.
- Hosting or not.

Blogging Platform

A blogging platform is the software you'd be using in creating your blog. WordPress (wordpress.com or wordpress.org), Blogger, Tumblr, Medium are common blogging platforms.

We also have other blogging platforms that most people refer to as microblogs. We have Twitter, LinkedIn, Youtube, Instagram and Pinterest, majorly.



When choosing any blogging platform make sure it is easy to use. Also, make sure it suits your type of blog. For example, if you want to focus a lot on pictures, Instagram and Pinterest would do you a lot of good. A lot of intellectual content of any topic and you want to share your content easily and very fast, Twitter and LinkedIn are the best bet for you. This applies to microblogging. If want your content to have a touch of social media, you have Tumblr. Having a site on google or other search engine, WordPress and Blogger are the way to go.

Ensure the blogging platform is flexible, easy to manage and cost effective

It should be easy to set up as well.

Personally, I'd recommend WordPress and that you link your social media pages to it. Still, it depends on what you want.

Hosting. Advantages of Free Hosting. Should You Really Self-host?

Hosting is making your blog site accessible to online users. However, hosting is not required on platforms like Medium, LinkedIn Twitter, Instagram.

Best form of hosting you can get is for WordPress hosted blogs; it is flexible and very easy to use. Next to WordPress is Blogger.



Even me, I am wondering if there are advantages to free hosting.

Free hosting helps you build an audience as you go on gradually. Although, there are limits but for a first time blogger, It helps you get the hang of things. Building your blog, audience, deciding on what you want and your vision for your blog. Do not ever rush into self hosting. It is a lot of commitment and when you feel you are not seeing results you get to feel drained. If your main target for blogging is to make money or monetize immediately than self-hosting is the way to go.



Self-Hosting.

Is it really the way to go? Yes, of course. It comes with a lot of freedom to run your blog the way you please. You have access to a lot of tools and facilities. You have a lot of storage space to post whatever you want from books to videos. You own your site. You have domain name.

However, from this point nothing is free. Yes, you might still have access to this but everything from your blog analytics, (seo) to emailing, security comes with a price.

If you are willing to make that sacrifice, cool. You get to monetize, so, why not

I hope you see why free hosting for a newbie blogger is good. You might be restricted but at least you'd have the time to build your blog, audience and engagement till you are ready to take the next step. It comes with a lot access to freebies while you are building. You only get restricted from really owning th blog, so, it pushes you to do more, in other to make your blog yours.

Some kind of blogs however are better self-hosted i.e. news blogs, media blogs etc.



Types of Blogs.

_____ If you are interested in starting a blog part of what you need to research on is the various types of blogs we have.

We have

1. Personal blogs
2. Fashion & Lifestyle blogs
3. Tech blogs
4. Educational blogs
5. Travel blogs
6. News/media blogs
7. Niche blogs which focus on a singular or particular topic like shoemaking, having pets, music, relationships, housing etc.



Personal Blogging.

--- Personal blogging is when a blogger shares experiences on their daily livings, personal ideas, ideologies and intricacies.

They are very peculiar, specific and intricate. The open avenues to discuss on topics as the encounter them thus causing their audience to engage with them on that topic and also how they see it. So, from one are it opens up to a broad range of other ideas on that particular topic. The topic could be a new or old thing to the audience.

It could be something people never talk about or are afraid to.

Personal bloggers speak the minds of their audience. They help them to voice out.

With personal bloggers you can always learn new things. Seeing someone share their experience will help a person understand what they are going through. It gives insight and also helps them to prepare.



NICHES

___ I remember when I just started blogging and whenever I was asked what niche I was in. I kept on saying I ran an still run a personal blog.

Personal blogs are not restricted to any range of topic.

A niche can sometimes restrict you. Talking about another topic is deviating or not being consistent.

However, with personal blogs, no restrictions. It is spontaneous and flexible. You can never run out of ideas or topics.

It is seeing the world through your eyes.

Niches are good, don't get me wrong, they help you focus on topics needed by a set of people.



Difference Between A Personal Blog and A Lifestyle Blog

At this point, it would be good to differentiate between a personal blog and a lifestyle blog. This is because if care is not taken, there is the ability to mix them all up.

We have already discussed what a personal blog entails briefly.

A lifestyle blog is focused more on personal interests than personal stories. A personal blogs has a touch of individual experience like I said it is telling a narrative. It is about how I think feel or see a particular topic after experiencing it or waiting to experience it. Seeing it through my eyes and life

A lifestyle blog does a lot more of interests, feels more *magaziny* and for some lifestyle bloggers, they carve out niches in them. Examples are a food blog, sharing recipes, fashion blogs, travel blogs, interior decor, having pets, designs and construction, art, music, books, parenting, beauty, etc.



PERSONAL BLOGS AND INSTAGRAM

--- Majority of blogs we have in Nigeria are lifestyle blogs especially those on Instagram. We have a lot of bloggers, after tech, education, news and media etc, focused on lifestyle blogging.

More of fashion, beauty and food. Travel blogs are still up and coming.



SHOULD YOU BELIEVE EVERYTHING ON GOOGLE?

Before, starting a blog, the first thing to do is research. Writing and blogging is not everything. That is why you are reading this. When planning to start out a blog, the first point of call to most of us is to check what it entails on google.

That's cool and I am not about to criticise it but to give you a better option.

Most web pages you'd come across are blogs that teach you how to blog. Or better still, would tell you how to blog *effectively*. You should be very careful when reading some of them because you could end up discouraged on whether you should or not.

Visit honeydropsdotblog.wordpress.com

A lot give insight that are meant for pro bloggers and not beginner bloggers. An example is the issue of hosting. You'll feel discouraged, rushed or pressured.

Instead take courses online, take cues especially when the blog is by an already existing blogger in that field and not a retired blogger running a blog on how to blog.

Much more better look for bloggers in the field you want and set them as models or examples. It makes things easier for you and gives you a target of what you and where you want to be and more.

Personal Blogging in Nigeria

Personal bloggers tend to run blogs that focus on how they are experiencing life give people a chance to see life from another angle and are a lot of what they also experience. Personal bloggers enlarge stories. As I write this I feel like I am blogging again. See, it is me sharing my experience with personal blogging.

When you look at vlogs that are made by lifestyle bloggers, you tend to see a lot of try this, blend this, have you come across this?

With personal bloggers you see have you experienced this? This is my story, what is yours?

Personal blogs are on a growing in Nigeria. Take a look at Diary of A Naija Girl, Naija Single Girl, Toke Makinwa, Osas The King, Abimbola Craig... These are personal/lifestyle blogs that share a lot on relationships, health, weight loss, travelling, beauty, taboos, culture...

You see no restrictions.... It is a learning process and a journey for both the blogger and their audience.



Do not confuse influencers with bloggers or personal and lifestyle bloggers especially. That is another are personal blogs are being affected.

Influencers, especially on Instagram, have a large following and engagement. They share photos and discuss on a lot of topics. I have seen a lot of creator or business accounts with the tag 'personal blog' but with careful study you'll find out it is not a blog at all.

A lot of what we have are "popular people" and not really personal blog.

Are personal blogs dying? No. Microblogging is what goes on on Instagram.

Not necessarily actors or actresses now but being popular for setting a trend, maybe using real dope pictures, a model, etc.

Personal blogs are on the rise in Nigeria. Like a lot of us say, blogging is a journey, you should collaborate and not compete.

Personal blogs will soon be on the same level with lifestyle/fashion blogs in Nigeria.



How To Generate Blog Topics

- Blog topics can be gotten from almost anywhere.
 - From trends online, like a popular hashtag.
 - Current societal happenings, like elections, politics, health, feminism.
 - A movie, a line in a movie can spark of a topic or from a song.
 - How you perceive things.
 - Going vintage, talking about taboos, rules, growing up.

- On social media platforms
- Experience
- Discussion with friends.
- A lecture.
- From other bloggers, do not plagiarize however.
- Comments on your previous posts
- Comical videos



How To Publicise Blog Posts and Deal With Growth.

- Start a vlog or make videos
- Join forums like Quora, Nairaland, Yahoo, Google+
- Link your social media platforms to your blog. LinkedIn, Facebook, Twitter, Whatsapp, instagram.
- Your friends. People open links more when they receive it from their friends. Word of mouth from a trusted person is a very effective marketing strategy.



Tips To Aid Your Blog's Publicity.

1. Make sure you link to all your social media outlets, Wordpress makes this very easy.
2. Also, share to friends and family, people would open a link when it comes from a friend. So, tell a friend to tell a friend.
3. So far, Whatsapp for business has been great with automated messages and a well built profile things would turn out right. However, don't spam people. Know when to turn it off and on and who to send it to.
4. Don't forget that as a blogger you are also a content creator. Always create something, be consistent; you are growing a community, don't let that community forget you.
5. Reach out to other bloggers around you even if it is just learn. It's not a contest. Collaborate.



Basic Content Creation Tools

To make blogging easier, as a content creator, make use of tools such as:

Grammarly

Pinterest

Medium

Quora

Vimeo

Inshot

Triller

Viva video

Adobe Photoshop

Adobe Spark

Canva

Snapseed

Snapchat



Note...

- Be you. Don't see yourself finish. You'd be surprised someone needs the knowledge you have.
- Keep you blog simple and sweet.
- Make use colors and amazing fonts.
- Use beautiful images.
- Have fun on the way. Make mistakes. Learn lessons.
- Try out new things.
- Take online courses. Collaborate with other bloggers.
- Get hosting. Respond to comments. Be consistent.
- Your personal blog is not necessarily a diary.
- Develop yourself
- Watch youtube videos
- Blogs are now used as a stepping stone to other things.



ABOUT THE AUTHOR



Visit honeydropsdotblog.wordpress.com



A close-up photograph of several camellia flowers in various shades of pink and red, set against a dark, almost black background. The flowers are surrounded by dark green, glossy leaves. A thin white rectangular border frames the central area of the image. The text 'DO YIN' is overlaid in the center in a large, white, bold, sans-serif font.

DO YIN

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