

# Guidelines for adding a blog on Sharik.ae

## What is a blog?

A blog is a short name for web log also written as weblog. It involves logging records, events, information etc. on the web. This ‘online diary’ existed since the internet was made available to the public in the early 1990s. However, recently, its role and impact has evolved. Now, a blog is not merely a register, but is also an effective eParticipation channel - communicating with people and building bridges. Government entities and officers across the world are utilising this tool to present ideas and seek public opinion.

## Characteristics of a blog

Here are some important characteristics of a blog:

In terms of its subject:

- A blog is not a news piece. However, it may depend on news to convey some ideas, facts and opinions.
- A blog includes new unpublished information. It is an opinion-pieces based on experience, knowledge and insight. It has messages, which the blog writer (the blogger) wants to convey to the readers.
- If a blog includes information in the form of text or media, which he does not own, then he must mention the source of such content.
- A blog writer has to respect property rights in case of publishing pictures, infographics, video or audio clips.
- A good blog is one which contains links for more information about its subject.
- A good blog invites readers to think and comment. It provides a new dimension to issues, raises discussions and asks questions that stimulate readers to think and contemplate.
- A good blog should be within the competence of its writer. It should be driven by the desire to serve the high goals and messages of the writer or the entity he/she belongs to.

In terms of its form:

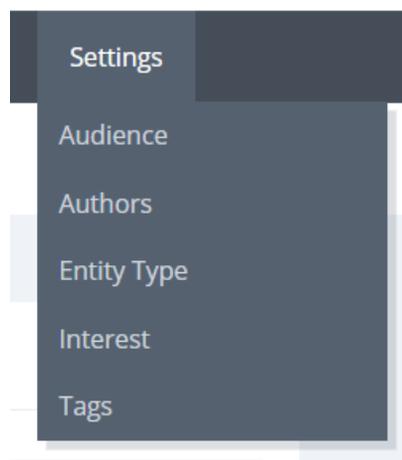
1. A blog ranges from 200 to 300 words depending on its subject.
2. Name of the blogger and his/her employer should be appended to the blog.
3. Comments should be followed up to be published or rejected, if necessary.
4. A blog should be published within the entity, so that employees can make comments, interact with each other and be aware of the entity’s activities on the Sharik.ae portal.
5. The UAE mGovernment invites all government entities to publish at least two blogs per year.

6. After publishing a blog on the Sharik.ae portal, it should be marketed via the entity's official social media channels.

## Steps to publish a blog

Here are the steps to publish a blog on the Sharik.ae portal.

Before starting a blog, go to 'Settings' in the main menu. Click 'Authors' to enter the author's name while editing the blog.



1. An author should be added in Arabic and English.

[+ Add Author](#)

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Add Author ×

Name *	Name in Arabic *
<input type="text"/>	<input type="text"/>

[Add Author](#) [Cancel](#)

2. Start with writing the blog title in Arabic and English. Select an author then select category and entity application.
3. There is a feature to show the blog on the website of the entity and hide it from the Sharik.ae portal.

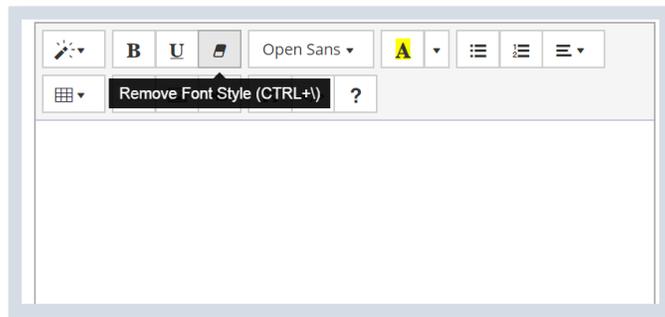
Note: in case of applying this feature, entity does not need an approval to publish its blog.

Hide From Gov.ae

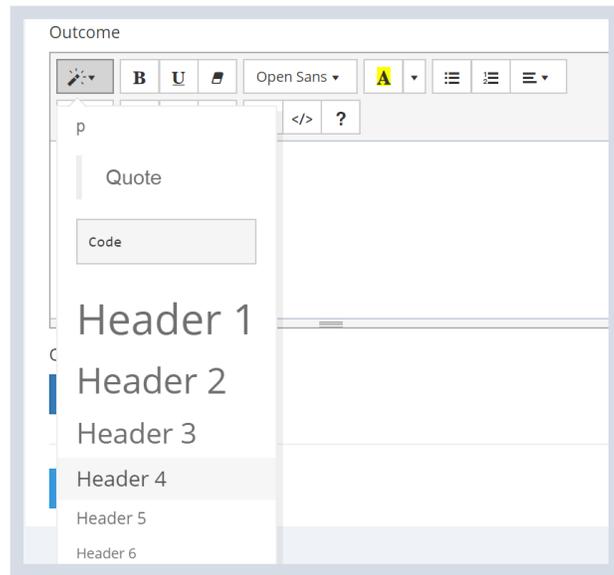
4. After adding a blog, it appears in the list of blogs on the Sharik.ae portal. You can click and open that blog to complete content editing.
5. A related small-size picture can be added to the blog. Picture size should be 250 pixels in width and 103 pixels in length.



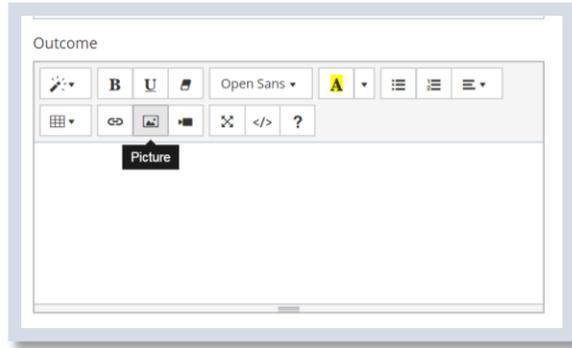
6. Click 'Edit' to complete editing the blog.
7. Select the whole text and click 'Remove Font Style'.



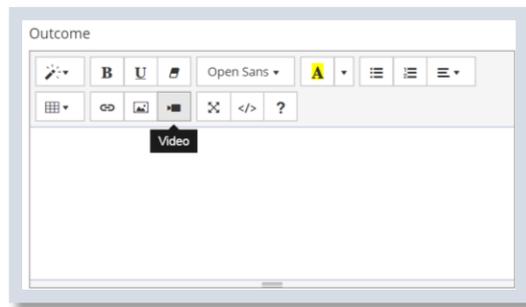
8. Select font size 14.
9. Select Header 4 for title and make it bold.



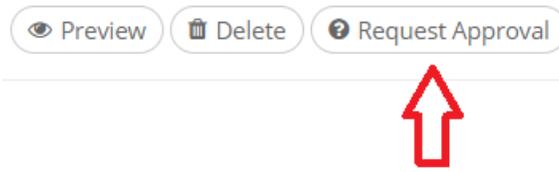
10. You can insert a picture in any part of the blog, provided that the picture's width is not more than 450 pixels.



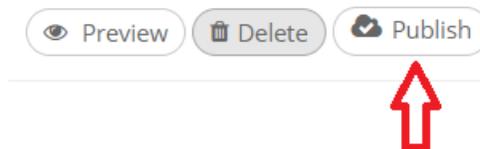
11. You can insert a YouTube link for a video related to the blog. Use camera button to insert video as shown below.



12. After completing editing, select 'Request Approval'.



13. The TRA's competent team will revise the blog. After getting the blog approved, the 'Publish' button will appear. The entity may publish the blog at any time by pressing the 'Publish' button.



14. Finally, the entity should follow up on the status of the blog and its other topics published on the Sharik.ae portal and publish visitors' comments.