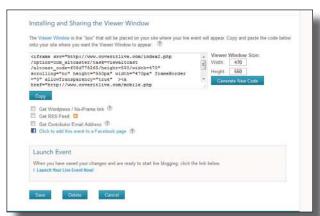# BLOGGING MADE EASY WITH COVERITLIVE

THE BASICS

• CoveritLive is a third-party avenue which allows you to blog and embed to your site easily. Account setup is also *free of charge*.

• Once an event is setup and live, the blogging tool works very much like an instant messaging tool. Tools for a scoreboard, newsflash, polls and more, enhance the effectiveness of CoveritLive in an athletic-related blog.

• Fan interaction is easy and controllable.

• Statistics, both live and postgame, can be used to decide whether blogging a specific event or sport was worth your time. The live blogging window constantly updates on the number of live readers you have.

• CoveritLive can accommodate more than one blogger at a time, if you were to go that route. One person serves as the blog administrator, while the others are panelists. This can be helpful and interactive in conference tournament situations.

• To open a free account, visit **www.coveritlive.com**.

GETTING A LIVE EVENT STARTED

There are countless options available within the CoveritLive tool. I have stuck to the basics, but would encourage exploring what works for you. Fill out the "Event Details" area, which is self-explanatory and go from there.
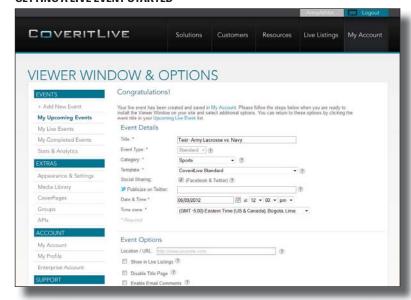
EMBEDDING TO YOUR SITE

This is the easiest way to make your blog available to fans. At the bottom of your options page (above), CoveritLive will provide an embed code. Simply copy it in its entirety and paste it into your website as your normally would for an article. I typically make it the top story on our site when the event goes live, title it appropriately with the word "Blog" and I normally will use the CoveritLive logo over the photo to make it distinctive and recognizable to fans.
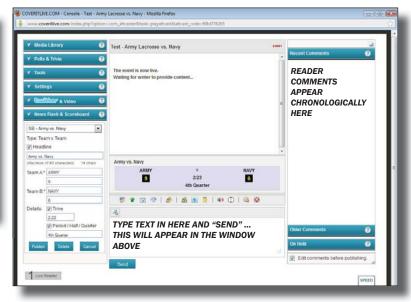

LIVE BLOG TOOL

TYPE TOOL

Depending on the sport, a play-by-play may or may not be necessary. In football, I do a play-by-play. I do not necessarily blog each play for lacrosse or basketball because they are so fast. You will develop your own style.

SCOREBOARD TOOL

The scoreboard can come in really handy to avoid readers constantly asking what the score/time is. Simply update as you can and "publish." It will then appear (as above) at the bottom of the window.

READER COMMENTS

Part of the fun of blogging is engaging the readers or them interacting with one another. One recommendation - always check the "Edit comments before publishing" toggle. This will keep comments from automatically posting to the blog. As the blogger, you can choose to publish only those that are appropriate. This tool also enables the blogger to block a reader from commenting. Private messaging a reader is also an option.

POLLS AND TRIVIA TOOL

Engage your fans with interactive polls and/or trivia. This is located along the left hand side of the live window, along with a bevy of other tool options.

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