

Bloggging Outside the Bubble

How to raise your profile and promote Perl



Mark Gardner, [The Perl and Raku Conference in the Cloud 2021](#)

Step 1: Get a blog!

- Standardized:
 - blogs.perl.org
 - [Dev.to](http://dev.to)
 - [DZone](http://dzone.com)
 - [Medium](http://medium.com)
- More customization:
 - [WordPress](https://WordPress.com) (hosted)
 - [GitHub Pages](https://pages.github.com)
 - Or your preferred hosting provider—look for ready-to-go blogging apps (I use [HostGator](https://HostGator.com))

Step 2: Write!

- Find a topic (this doesn't have to be hard!)
 - Perl Weekly Challenge
 - What are you working on? What would you like to work on?
 - Favorite Perl module or feature?
 - Doesn't matter if someone else wrote about it—
you have a unique perspective!
- Give it a pithy title—be clickbait-y but honest, mention Perl (this might be hard!)
- Write about it—length doesn't matter, one or two paragraphs is fine!

Step 3: Promote!

- Social
 - Twitter (use #hashtags!)
 - Facebook, Facebook groups
 - LinkedIn, LinkedIn groups
 - Reddit—more than r/perl!
 - Hacker News
- Cross-post on other sites, e.g., Dev.to, DZone, Medium
- Perl Weekly—Gábor Szabó

Step 4: Repeat!

- Consistency builds an audience
- Monitor social sites for comments & discussion—participate!
- Comments can drive new topics—even negative ones!
- Automate social posts with plugins, Zapier, etc.

Thank you!

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