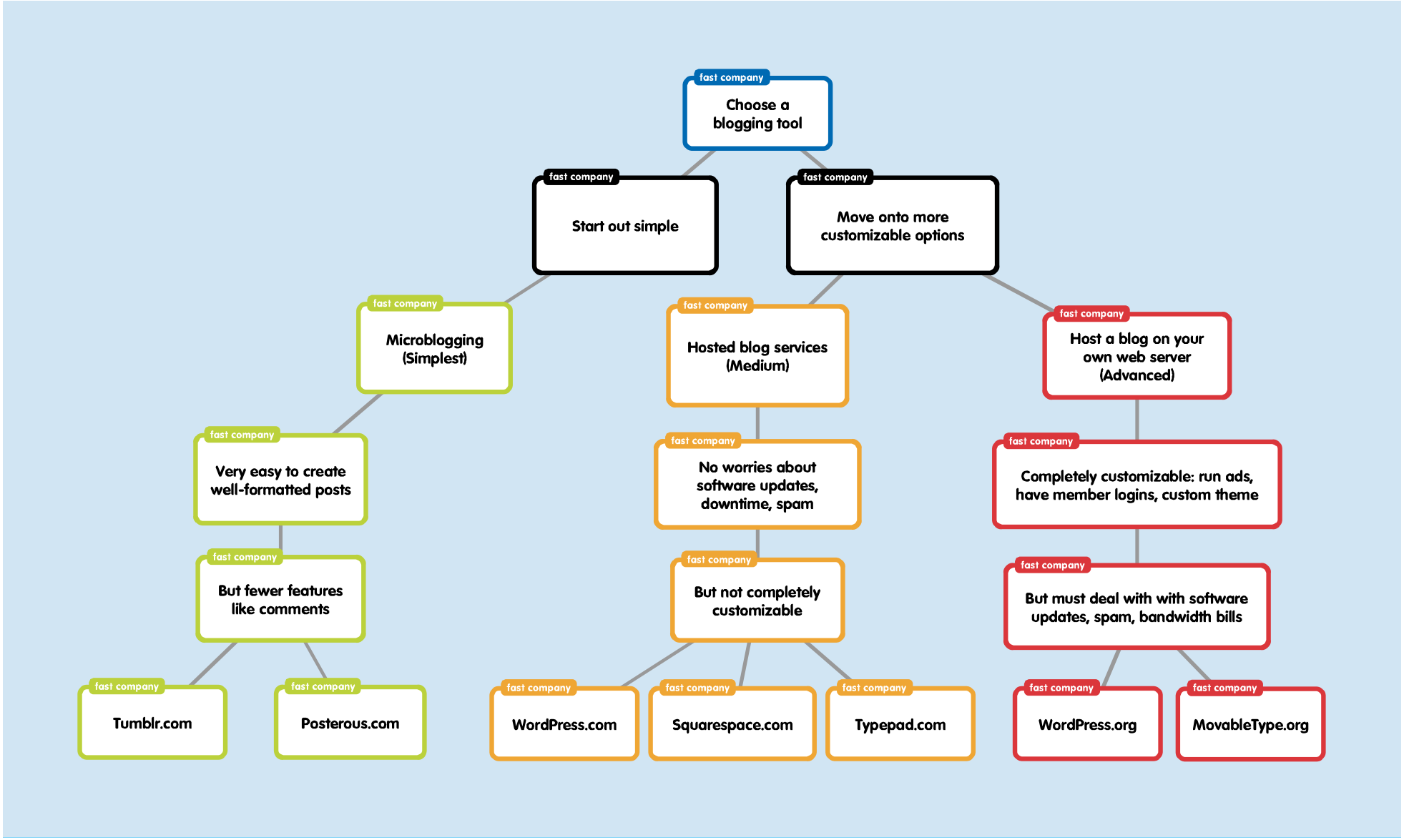
fast company
Choose a blogging tool
fast company
Start out simple
fast company
Move onto more customizable options
fast company
Microblogging (Simplest)
fast company
Hosted blog services (Medium)
fast company
Host a blog on your own web server (Advanced)
fast company
Very easy to create well-formatted posts
fast company
No worries about software updates, downtime, spam
fast company
Completely customizable: run ads, have member logins, custom theme
fast company
But fewer features like comments
fast company
But not completely customizable
fast company
But must deal with with software updates, spam, bandwidth bills
fast company
Tumblr.com
fast company
Posterous.com
fast company
WordPress.com
fast company
Squarespace.com
fast company
Typepad.com
fast company
WordPress.org
fast company
MovableType.org