Bring back personal blogging

In the beginning, there were blogs, and they were the original social web. We built community. We found our people. We wrote personally. We wrote frequently. We self-policed, and we linked to each other so that newbies could discover new and good blogs.

I want to go back there.

The Web 1.0 landscape looked a lot different than the Web 2.0 experience we are used to these days, and personal weblogs or "blogs" were a big part of the evolution of Web 2.0.

In those days, it was really simple. You could sign up for a free site on GeoCities, Yahoo, Blogger, Diaryland, or any of a number of free hosting sites that allowed you to set up your blog, get going with a WYSIWYG editor, and send your thoughts out into the world.

For those who were a little more adventurous, you could purchase an actual domain name, pay for website hosting, and go for it that way.

Whichever model a person chose, they were typing their long and short-form thoughts into a screen and sending them out into the world to be consumed by the masses – whomever those masses were.

Social media wasn't a thing that existed back then, so all our pontificating on various topics took place on our personal weblogs, and the discussions happened in the comments section of said blogs. It was a golden time.

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People were way more connected to each other. There wasn’t a whole lot of anonymity because anyone could look up your WHOIS information and see who a blog actually belonged to. Trolls were simply banned from your comment section, never to be heard from again.

When Twitter came along, it started as a “microblogging” platform where people would go to put out short, frequent missives as opposed to the longer, personal pieces we put on our blogs. It, too, evolved, as these things do, and now it is the hellscape we at once loathe but can’t leave alone.

Watching the demise of Twitter under the helm of Elon Musk has made me nostalgic for the personal blogging days. The decline of Twitter with the current erosion of legacy media has left me thinking we need to bring personal blogging back with a vengeance.

a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a:hover]:shadow-highlight-franklin dark:[&>a]:shadow-underline-white md:text-30″>Personal storytelling is a lost art that needs to return

The best blogs gave us a glimpse into the life of someone we “knew” online. Good storytelling, coupled with a lively discussion afterward, kept us coming back for more day after day.

Twitter threads just don’t do the trick — and neither will Elon’s alleged plan for allowing 4,000-character tweets (I swear, if I see *anyone* tweeting out 4,000 characters, that is an immediate block).

Personal stories on personal blogs are historical documents

when you think about it. They are primary sources in the annals of history, and when people look back to see what happened during this time in our lives, do you want *The New York Times* or *Washington Post* telling your story, or do you want the story told in your own words?