

**Unit 1 Topic 2.2 Page 54**  
**Activity: Research**  
**Using blogs in campaigns**

**Learning objective**

**At the end of this activity you should be able to:**

- understand the advantages and disadvantages of using blogs in a campaign.

A. Use the link below to visit Unlock's blog and answer the questions that follow.

<http://www.unlock.org.uk/category/news-media/unlock-blog/>

1. What information is available on the blog?
  2. Did you find the blog interesting and easy to read? Can you suggest any improvements that Unlock could make?
- B. Using the Unlock blog as an example, suggest how it highlights one strength and one limitation of blogs. Give specific examples from the blog to highlight your points. Summarise the advantages and disadvantages of using a blog as part of a campaign.