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Review:

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Introduction.

With the myriad of blogging platforms available today, business owners often face a dilemma in selecting the most suitable platform to promote, engage, and connect with their expanding audience.

Questions such as "Is the interface user-friendly?" and "How many users can I reach with this platform?" as well as concerns regarding data and personal security are common considerations. Additionally, business owners may wonder, "Can I grant admin rights to others, such as my IT team, to post on my behalf?"

To alleviate this stress, we have conducted extensive research on the major blogging platforms. In this article, we will provide detailed reviews of the following platforms:

I. Tumblr, WordPress, Medium, and Steemit, with an in-depth examination of their features.
II. Exploring the process of sharing editor rights on these platforms.
III. Analyzing the pros and cons of each platform.

1. Tumblr is a microblogging site and a social networking site that allows users to post multimedia and various contents to a short form blog.

2. Users can access the website features via the dashboard interface.

3. The dashboard has a live feed of recent posts from other blogs that the user follows.

4. Through the dashboard users are able to comment, like posts that appear on their dashboard and reblog (reposting a blog on your dashboard).

5. With the dashboard, users can upload texts posts, videos, images, link to a blog and quotes.

6. Connectivity to other social media accounts is possible; Facebook and Twitter, whenever there's a post, it will be sent as a status update on Facebook and as a Tweet on Twitter.

7. Users can follow other user's blogs.

8. Bloggers can make their blogs private i.e. only users who have the blogs password can be allowed access.

9. Posts can be scheduled to a particular time or can be delayed, it can also be spread over several hours or days.

10. There are tags to allow users help their audience find posts about certain topics by simply adding tags.

11. For the tech savvy people who want more flexibility, Tumblr allows users to edit their blog's theme, the HTML codes that control the appearance of the blog, users can also use a custom name for their blog.

12. Tumblr is compatible with multiple platforms, iOS, Android and Windows.

1.2-Setting up editors' rights on Tumblr.

To get posting rights, first you create another blog called the group blog where you can invite members.

In order to set up a blog where others can be contributors that can post from separate accounts to your group blog, you have to create a new group blog, then invite new members to join it. Here's how to get you started:

• Log in to the Tumblr Dashboard of your account.

• Select "Create A New Blog" From The Drop-Down List Of Blogs. Fill In The Blog Information. Click "Create blog" Button.

1.3-Give your blog a name and create a password.

• After clicking the "create new blog" tab, enter a title and domain name for the new blog. There's an option to protect the blog with a password. If you decide to use a password, only people who enter the password will be able to view your blog.

1.4-Invite new members.

• In the dashboard of your new blog, select "members" from the menu on the right panel.

• You can invite members to post on the blog through email or by copying and pasting an invite link. Members that are invited will be able to add content to the new blog, but they won't be able to change settings unless you promote them to be admins of the blog.

1.5-Pros:

a. **Simplicity**: Tumblr is good for starting a blog immediately with minimal prep time. You can set up a functioning blog in a few minutes using Tumblr's readymade customizable themes. This doesn't require tech or design help.

b. **Cost**: Tumblr is a free platform. They offer premium versions that varies from $9 and $49, premium services give the user the ability to customize the blog as they wish, but the free version is also enough for a great blog.

c. Community: By joining Tumblr, you have access to a built in community, making it easy to grow an audience than other blogging platforms. You can gather subscribers, answer questions from readers and re-blog other peoples content all from within the platform.

d. **Self-sustainability:** Tumblr allows you to schedule posts, removing the need for third party apps like Hootsuite and Virtue.

e. **Analytics:** Tumblr gives its users the ability to connect their account to Google Analytics to monitor post effectiveness.

f. Mobile **optimized:** Tumblr is optimized for iOS, Android, and Windows app, meaning your blog is automatically mobile optimized.

g. More tags can be added on Tumblr better than Medium.

1.6–Cons:

a. **Design limitations:** Tumblr's designs are limited, though Tumblr offers design customization for its themes, Tumblr isn't for individual's brands and businesses that have strict brand guidelines or a particular design team.

b. **Functionality limitations:** As mentioned earlier, Tumblr is well-known for its simplicity. Tumblr isn't your best option if you're looking for plugins and widgets.

c. **Users must adapt to its format:** Tumblr has a precise formula that works best on the platform. Light on the copy, more on the imagery and shareable stuff.

d. **Server dependent:** You're mandated by Tumblr server to host your blog, with no option to host using your own website's preferred hosting software. This can be a security concern as well as a technological one. If Tumblr's server goes down or there's a downtime, so does your blog.

e. To read an article on Tumblr, the user has to create a Tumblr account without which the article cannot be read.

2–Wordpress.

1. WordPress is a content management system (CMS) based on PHP and MySQL, it is free and open sourced.

2. For WordPress to function, it has to be installed on a web server on a network host or an internet service host.

3. WordPress features a plugin architecture and uses a template system.

4. WordPress allows users change the look and functionality of the site without changing the site's core code or content with themes.

5. Plugins allow users to extend the functionality and features of a blog or website.

6. WordPress has native applications for WebOS, iOS, Android, BlackBerry and Windows, some of these comes with limited set of options.

7. WordPress has a feature called integrated link management which is the ability to allot multiple categories to posts, search engine friendly, clean permalink structure and supports tagging of posts.

8. WordPress supports Pingback and Trackback standards used for displaying links to other sites that are linked to an article or a post.

9. Posts can be edited in HTML via the visual editor or through plugins that allows a series of customized editing features.

2.1–Setting editors' rights on WP.

WordPress has a user role management system which specifies what a particular user can and cannot do on your site.

To set user roles in the site, you have to be an administrator first, then you can change the role of others by;

i. From the WordPress dashboard go to Users > All users.

ii. Check all the boxes next to the avatars.

iii. Click on the drop down menu Change role to, then select the role you want to assign to the new user.

iv. Click on change.

WordPress has five default user roles:

• Administrator.

• Editor.

• Author.

• Contributor.

• Subscriber.

1. **Administrator:**

• In WordPre.ss, Administrator is the most powerful user role. Users with the administrator role can edit any posts by any users on the site, add new posts and even delete those posts.

• They can install, delete, and edit plugins as well as themes.

• An administrator can add new users to the site, change information about existing users including their passwords as well as delete any user even other administrators.

2. **Editor:**

• Users with the editor role have full control over the content sections of the website. They can add, edit, publish, and delete any posts on a WordPress site including the ones written by others.

• Editors can moderate, edit, and delete comments as well.

• Editors do not have access to alter the settings of the website, install themes and plugins or add new users.

3. **Author:**

• Authors role can write, edit, and publish their own posts. Authors can also delete their own posts, even if they are published.

• Authors cannot create categories when writing posts, though they can choose from previous categories or they can add tags to their posts.

• Authors can view comments even those that are pending review, but they cannot moderate, approve, or delete any comments.

• Authors do not have access to settings, plugins, or themes, so it is kind of a low-risk user role on a site with the only difference being their ability to delete their own posts once they're published.

4. **Contributor:**

• Contributors can add and edit their own posts, but they cannot publish any posts not even posts created by them.

• Contributors have to choose from existing categories because they cannot create new categories but they can add tags to their posts.

• Contributors cannot upload files i.e. they can't add images to articles created by them.

• Contributors cannot approve or delete comments but can only view comments even those awaiting moderation.

• Contributors do not have access to settings, plugins, or themes

5. **Subscriber:**

• Subscribers can only login to your website and update their user profiles. They can change their passwords but they cannot write posts, view comments, or alter any settings on the website.

• Subscribers are useful if you require users to login before they can read a post or leave a comment.

2.2-Pros:

a. WordPress is a Content Management System (CMS) that gives you the ability to update your site without the need for a developer.

b. WordPress is simple to install and operate with no need for learning high level programming language.

c. Websites can be built in a short time depending on the complexity.

d. There are of the shelf plugins and themes not provided by the WordPress core that can add functionality to the site.

e. Due to the open source nature of WordPress, there are various how to tutorial, support forums guides for virtually anything you want to do.

f. WordPress is continuously developed, tested and supported.

2.3–Cons:

a. WordPress is free and open source, its future development or the impact that updates can have on businesses cannot be controlled.

b. It is highly essential that websites be upgraded to the latest versions of WordPress, including its plugins and themes, else problems arise.

c. Since WordPress is open source, it is easy for hackers to find security lapses and plant malicious code.

3–Steemit.

1. Steemit is a social news service which runs a social networking website and blogs on a blockchain database.

2. Steemit produces STEEM dollars and STEEM which are tokens users get for posting, commenting and discovering exciting content.

3. Users can upvote comments and posts, and the authors who's material got upvoted gets a monetary reward in a cryptocurrency token called STEEM.

4. US dollar pegged tokens are called STEEM Dollars.

5. Users are also rewarded for discovering popular content (Curating).

6. Curating is voting post submissions and comments.

7. Steemit uses a reputation system, new accounts start with a reputation of 25.

8. The Steem blockchain has two tokens which are STEEM and STEEM DOLLARS.

9. Steemit also has vested and stored interest called the STEEM POWER, it's strictly for use within the Steem community.

3.1–Pros of Steemit:

I. Steemit is the only social media platform that pays its users for posting and upvoting comments.

II. The community has 200+ members with about 2000 new members signing up everyday.

III. The site is easy to navigate.

IV. Steemits code is open sourced and decentralized.

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V. The website is Ad free.

3.2-Cons:

a. The site is in beta phase for now, it is still under construction.

b. There are features still missing.

c. There is no private messaging system.

d. To open an account takes about 7 days.

e. Normal html tags can't be used.

4-Medium

1.   Medium is an online publishing platform, a perfect example of social journalism, it has a collection of amateur and professional publications and people, publishers on medium or exclusive blogs.
2.   Medium software provides a full What You See Is What You Get (WYSIWYG) user interface when editing online.
3.   When an entry is posted it can be recommended and shared by other people, like Twitter, posts can be upvoted like Reddit and content can be assigned a specific theme like Tumblr.
4.   Medium has a clap feature which readers can click multiple times to signify if they like an article.
5.   Payment to authors is based on how many claps an article receives.
6.   Users can create an account using a email address, Facebook, Twitter, or Google account.
7.   Posts are sorted by topic rather than writer.

4.1-Pros of Medium:

a. On Medium it is easier to get your blog posts discovered, you can subscribe to authors you enjoy based on a recommendation engine.

b. Authors can easily see all the statistics on views, detailed statistics about their stories, shares, views, complete reads etc.

c. Authors can either publish their stories by themselves or join an organization that publishes articles by a number of authors.

4.2-Cons:

a. Mediums WYSIWYG editor is limited.

b. The commenting system on Medium is ambiguous, each time you click reply, you're redirected to a new page and pressing the back button takes you back to the top of the page and not the comment you left.

c. Medium promotes the company's brand and not the authors brand.

d. Impossible to manage editors' rights. Login is via email and gives owner's rights to anyone.

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