

**Project Title: Create your first blog on wordpress platform**

**NM Id: 3397478AA48A2DD8F6C40B8472E0BC36**

**Industry Mentor(s) Name: Abdul Malic**

**BLOG TITLE: DIGITAL 2023**

**CATEGORY: DIGITAL MARKETING**

**TARGET AUDIENCE: All (Men, Women and Kids)**

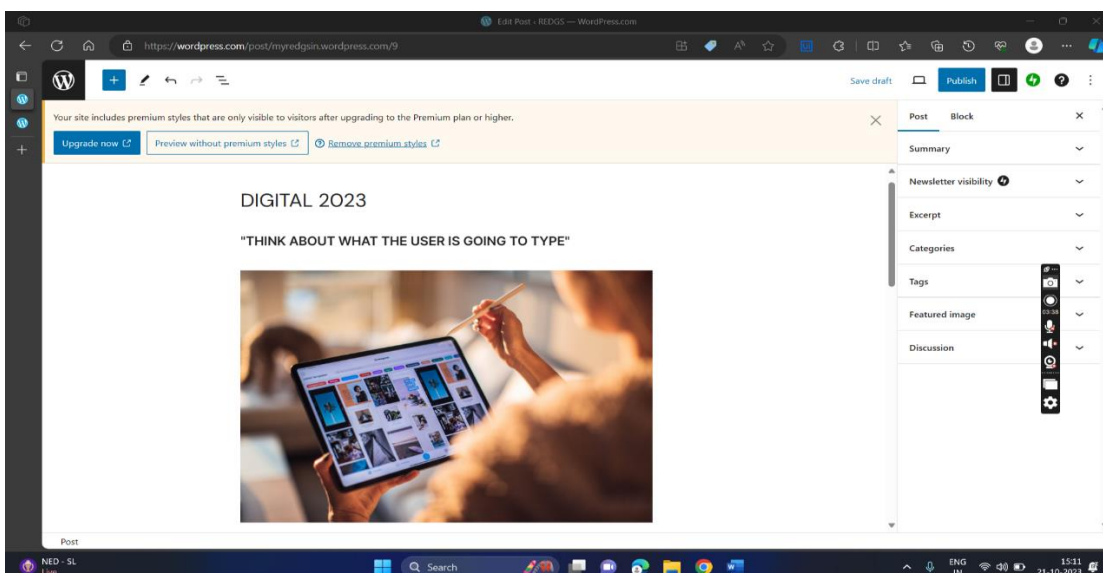
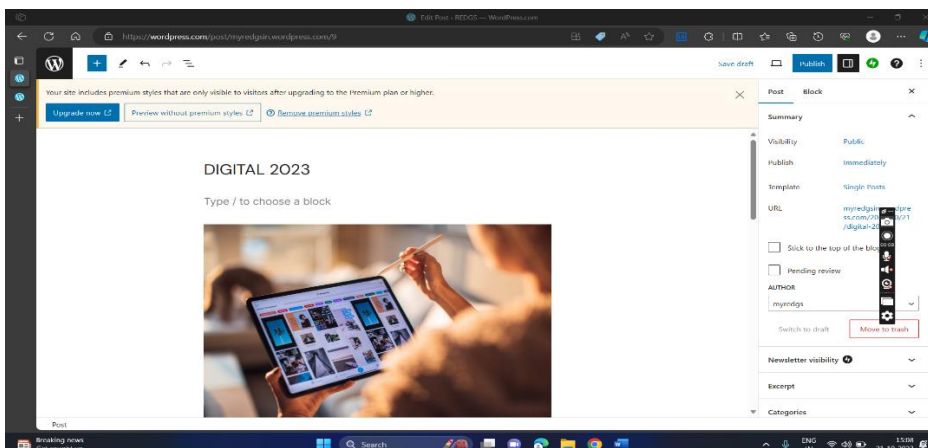
**EMAIL: [esakkimuthu13579@gmail.com](mailto:esakkimuthu13579@gmail.com)**

**DEMO VIDEOS LINK:**

**<https://drive.google.com/drive/folders/1gGQwTi5a4aDAoXoIq3u0vS9b8Yudu-h2?usp=sharing>**

**BLOG LINK: <https://myredgsin.wordpress.com/2023/10/21/digital-2023/>**

**Step 1 :**



## Step 2:

WordPress editor interface showing the editing of a post titled "DIGITAL 2023".

The post content includes the title "DIGITAL 2023" and the subtitle "THINK ABOUT WHAT THE USER IS GOING TO TYPE". Below the subtitle is a large image of a person using a stylus on a tablet displaying a grid of images.

The right sidebar shows the "Post" tab selected, with options for Summary, Newsletter visibility, Excerpt, Categories, Tags, Featured image, and Discussion.

The bottom of the editor shows a "Post" label and a "Publish" button.

The Windows taskbar at the bottom indicates the system time is 15:14 on 21-10-2023, with a temperature of 32°C.

WordPress editor interface showing the editing of a post titled "THE FUTURE OF BUSINESS IS TOWARDS DIGITAL".

The post content includes the title "THE FUTURE OF BUSINESS IS TOWARDS DIGITAL" and a large image of a person using a stylus on a tablet displaying a grid of images.

The right sidebar shows the "Post" tab selected, with options for Summary, Newsletter visibility, Excerpt, Categories, Tags, Featured image, and Discussion.

The bottom of the editor shows a "Post" label and a "Publish" button.

The Windows taskbar at the bottom indicates the system time is 15:15 on 21-10-2023, with a temperature of 32°C.

### Step 3:

WordPress editor interface showing a post titled "CONTENT IS FIRE; SOCIAL MEDIA IS GASOLINE". The main content area displays a large image of various social media and communication app icons (Instagram, Facebook, Messenger, YouTube, Telefon, Uzenetek, Akalmazás, Chrome, Kamera) arranged in a circular pattern. Below the image, the text "CONTENT IS FIRE; SOCIAL MEDIA IS GASOLINE" is visible. The right sidebar shows the "Post" settings panel with options like Summary, Newsletter visibility, Excerpt, Categories, Tags, Featured image, and Discussion. The bottom status bar indicates the temperature is 32°C and the weather is Mostly cloudy.

WordPress editor interface showing a post titled "THINK ABOUT WHAT THE USER IS GOING TO TYPE". The main content area displays a paragraph of text: "The physical world can be reproduced in a digital world, enabling innovative experiences. From the digital world, people are able to do their work." Below the text is a large image of a hand holding a pencil, pointing at a tablet displaying a website. The right sidebar shows the "Paragraph" block settings panel with options like Color, Typography, Size, Dimensions, and Advanced. The bottom status bar indicates the temperature is 32°C and the weather is Mostly cloudy.

## Step 4 :

WordPress.com editor interface showing a post titled "23". The post content includes a paragraph about Instagram usage in India in 2023, followed by a large black image placeholder.

Post Title: 23

Paragraph 1: IN India, Instagram is the most used social media platform in 2023 with 74.70% of the internet users [enrolled](#). There are 516.92 million active Instagram users in [India](#).

Image Placeholder: A large black rectangular area, likely a placeholder for a video or image.

Right Sidebar (Block Editor):

- Block: Paragraph
- Color: Text, Background
- Typography: SIZE (S, M, L, XL)
- Dimensions: +
- Advanced: -

Bottom Status Bar: 32°C Mostly cloudy, Search, Windows Taskbar, 15:25 21-10-2023.

WordPress.com editor interface showing a post titled "DIGITAL 2023". The post content includes a paragraph about digital world reproduction, followed by a large image placeholder.

Post Title: DIGITAL 2023

Paragraph 1: The physical world can be reproduced in a digital world, enabling innovative experiences. From the digital [world](#), people are able to do their [work](#). A total of 5.44 billion people use digital in early [2023](#), equating to 68 percent of the global [population](#).

Image Placeholder: A large image placeholder showing a person using a tablet.

Right Sidebar (Block Editor):

- Block: Paragraph
- Color: Text, Background
- Typography: SIZE (S, M, L, XL)
- Dimensions: +
- Advanced: -

Bottom Status Bar: 32°C Mostly cloudy, Search, Windows Taskbar, 15:30 21-10-2023.



## Step 5:

https://wordpress.com/post/myredgsin.wordpress.com/9

# THE OUTLOOK OF 2023

Type / to choose a block

Image uploaded and inserted.

Image uploaded and inserted.

Copied "Image" to clipboard.

Post

32°C Mostly cloudy

Search

ENG IN 15:34 21-10-2023

Post Block X

Summary

Visibility Public

Publish Immediately

Template Single Posts

URL myredgsin.wordpress.com/2023/10/21/digital-2023

☐ Stick to the top of the block

☐ Pending review

AUTHOR myredgs

Switch to draft Move to trash

Newsletter visibility

Excerpt

4 Revisions

THE OUTLOOK OF 2023

THE rise of creative AI tools like ChatGPT which is the beginning of a coming wave of creative AI.

OpenAI

Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

Try ChatGPT

Post about ChatGPT Plus

Post

32°C Mostly cloudy

Search

ENG IN 15:40 21-10-2023

**Step 6:**

WordPress

+

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https://wordpress.com/post/myredgsin.wordpress.com/9

Save draft

Publish


⏏


⚡

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⋮

More purposeful marketing : people move to more considered internet activity and a desire to aviod "wasting time" will continue to reshape online activities.





Post

Post

Block

×

Summary

VisibilityPublic

PublishImmediately

TemplateSingle Posts

URLmyredgsin.wordpress.com/2023/10/21/digital-2023/

☐ Stick to the top of the block

☐ Pending review

AUTHORmyredgs

Switch to draft

Move to trash

Newsletter visibility

Excerpt

4 Revisions

32°C

Mostly cloudy

Search

ENG

IN

15:43

21-10-2023

WordPress

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☰

https://wordpress.com/post/myredgsin.wordpress.com/9

Save draft

Publish

⏏

⚡

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⋮

Your site includes premium styles that are only visible to visitors after upgrading to the Premium plan or higher.

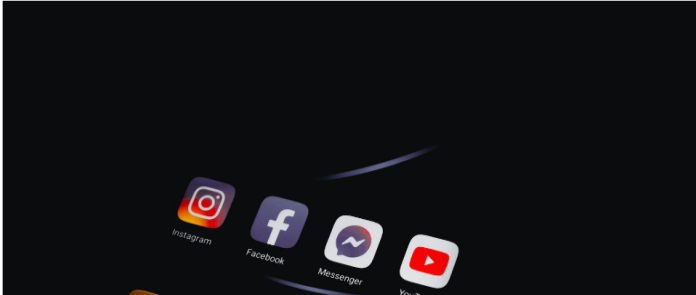
Upgrade now

Preview without premium styles

Remove premium styles

## SOCIAL MEDIA TRENDS 2023

IN India, Instagram is the most used social media platform in 2023 with 74.70% of the internet users enrolled . There are 516.92 million active Instagram users in India . Social media usage behaviors are always changing , sometimes in subtle ways that take a while to become obvious ,but sometimes in fast-moving shifts that rapidly become the norm.



Post

Post

Block

×

Summary

VisibilityPublic

PublishImmediately

TemplateSingle Posts

URLmyredgsin.wordpress.com/2023/10/21/digital-2023/

☐ Stick to the top of the block

☐ Pending review

AUTHORmyredgs

Switch to draft

Move to trash

Newsletter visibility

Excerpt

4 Revisions

32°C

Mostly cloudy

Search

ENG

IN

16:05

21-10-2023

### Step 7:

[illegible]



## Step 8:

WordPress

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https://wordpress.com/post/myredgsin.wordpress.com/9

Save draft Publish


Your site includes premium styles that are only visible to visitors after upgrading to the Premium plan or higher.  
[Upgrade now](#) [Preview without premium styles](#) [Remove premium styles](#)

## SOCIAL MEDIA TRENDS 2023

IN India, Instagram is the most used social media platform in 2023 with 74.70% of the internet users enrolled. There are 516.92 million active Instagram users in India. Social media usage behaviors are always changing, sometimes in subtle ways that take a while to become obvious but sometimes in fast-moving shifts that rapidly become the norm.

**"A lot of people who are social media stars aren't considered to be real stars, and people underestimate the amount of work it takes to edit and upload a video every single day and document your life like that"**

**- SHAWN MENDES, A CANADIAN SINGER AND SONGWRITER**



Post

Post Block

Summary

Visibility Public

Publish Immediately

Template Single Posts

URL myredgsin.wordpress.com/2023/10/21/digital-21/

☐ Stick to the top of the block

☐ Pending review

AUTHOR myredgs

Switch to draft Move to trash

Newsletter visibility

Excerpt

4 Revisions

31°C Mostly cloudy

Search

16:36 21-10-2023

WordPress

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☰

https://wordpress.com/post/myredgsin.wordpress.com/9

Save draft Publish



More purposeful marketing: people move to more considered internet activity and a desire to avoid "wasting time" will continue to reshape online activities. Customers can purchase items from the comfort of their own house or workplace. Shopping is made easier and convenient for the customer through the internet. Through online shopping we promote digital marketing and the developing technologies.



Post

Post Block

Summary

Visibility Public

Publish Immediately

Template Single Posts

URL myredgsin.wordpress.com/2023/10/21/digital-21/

☐ Stick to the top of the block

☐ Pending review

AUTHOR myredgs

Switch to draft Move to trash

Newsletter visibility

Excerpt

4 Revisions

31°C Mostly cloudy

Search

16:50 21-10-2023

## Step 9:

WordPress.com editor interface showing a post titled "THE OUTLOOK OF 2023". The post content includes a paragraph about the rise of creative AI tools like ChatGPT and an image of the OpenAI logo. The right sidebar shows post settings, including visibility (Public), publish date (Immediately), and a "Move to trash" button highlighted in red. The URL bar shows the post URL: <https://wordpress.com/post/myredgsin.wordpress.com/9>.

WordPress.com editor interface showing a post titled "DIGITAL 2023". The post content includes a paragraph about the physical world being reproduced in a digital world, enabling innovative experiences. The right sidebar shows block settings for a Paragraph block, including color, typography, and dimensions. The URL bar shows the post URL: <https://wordpress.com/post/myredgsin.wordpress.com/9>.