

Blogging for Beginners

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COURSE DESCRIPTION:

This class covers the blogging world from all angles, including how-to start, writing and publishing entries, promoting, maintaining, interacting and more. While emphasizing the content of your very own blog, this class will also hone your skills at utilizing your web host, applying the design and widgets to further communicate your ideas to readers. You will also encounter other bloggers and complete assignments to ensure that your experience in this class is helpful in the blogging world.

Blogging basics addressed in this class:

- What, who, why, and how
- Choosing, using the right host
- Posting entries, photos, videos
- Maintaining and promoting

Learning Outcomes:

Upon leaving this class, participants should be able to effectively:

- Create, design, and name a blog;
- Post written entries, photos, video, podcasts;
- Reach a desired audience with specific content (business, hobby, etc);
- Relate and interact with bloggers worldwide;
- Utilize SEO tactics and social media to promote a blog;
- And be able to maintain a successful web endeavor.

REQUIRED MATERIALS:

- Internet access

ASSIGNMENT DETAILS:

Three Blogs:

You will be asked to locate at least three blogs (any theme or topic) you enjoy. After choosing, take a closer look and figure out what you like about the blogs: layout? Color scheme? Writing style? Content?

Blog Posts:

You will be asked to write two blog entries throughout this course: one will be of your choosing, the other must include an image.

A third blog entry will require you to reach out to friends, family, or colleagues to create a guest post. For this assignment, you do have the option to start a "series" post (ex. Post 1 of 5).

CLASS POLICIES:

- Please feel free to email me at any time. I am happy to help you.