Course Outline

Session 1: Your Blogging Plan

Session Summary
In this session, participants will clarify why they are blogging, set some goals and guidelines for success, and finish with a basic blogging plan.

1. Introductions

2. What is a blog?

3. Blogging as conversation

4. What blogging can (and cannot) do for you.

Short break

5. Why do you want to blog?

6. Who is your audience?

7. Who are you online?

Session 2 : Tools and the First Step: Listening

Session Summary
In this session, participants will evaluate which blogging tool(s) will meet their needs and then learn how to identify, join and help maintain the conversations happening on the internet.

1. Why you should choose Wordpress when starting out.

2. Blogging as conversation: listening is key.

Short break

3. Monitoring the conversation: tools and techniques
RSS, Google Alerts, Technorati, etc.

4. Building a listening post: pulling together the listening technologies that work for you.

5. Joining the conversation: do's and don'ts

Session 3: Setting Up Your Wordpress Blog

Session Summary
In this session, participants will set up a blog on wordpress.com, learn the basics of configuring the site, and go through the basics of creating their first posts..

1. Setting up your wordpress.com blog with your unique URL

2. Configuring your blog with a pre-made theme, categories, images etc.

3. Configuring some of the most popular functionality, like twitter feeds, Google analytics, tag clouds and feedburner for RSS and email subscriptions

Short break

4. Creating your first blog post, including text, images, and video

5. Registering your blog with the appropriate search engines

6. The customization process from here: what to expect

Session 4: Writing

Session Summary
In this session, participants will learn the key characteristics of effective blog entries, and how to come up with fresh content while still having time for a life.

1. What goes into a good blog post?

2. The different types of blog posts

3. Your content strategy

Short break

4. Images: how to use them, where to find them

5. Getting Found on Search Engines

6. Dealing with copyright, excerpts and attribution

Session 5: Promotion and Evaluation

Session Summary
In this session, participants will learn how to make sure their message is visible on the internet, and how they can monitor how their audience is finding and interacting with their blog.

1. The Basics of Blogger Outreach

2. Make it easy to follow you: RSS, Twitter, email etc.

3. Linking to your social networks: Integration of Facebook and Twitter

Short break

4. Making sure people can find you: SEO

5. Google Analytics and Webmaster: your friends

6. Identifying what's working (and what's not)