



# **Social and Online Media Virtual Learning**

**Grades 9-12/Blogging - Day 5 of 5**

**May 8, 2020**



9-12/Social and Online Media  
Lesson: *May 8, 2020*

**Objective/Learning Target:**

Students Will Put Together Their Blog and Be Able to Write a  
Strong Blog Post

## **Let's Get Started:**

Open up your blog site/page and review what you have done so far.

Finish cleaning up any writing on your first blog.

## Review: Strong Writing Tips

1. Trim the fat - The more unnecessary words you trim from your writing, the easier it is to understand. Concise writing is lean. And readers can zip through it with little effort.
2. One sentence should only cover one idea - A clear sentence that's easy to understand covers one main idea. But sometimes writers focus too much on sounding smart rather than conveying information in a simple way. This can lead to complex sentences that confuse readers.
3. Sentences don't live in isolation - If you want to craft a compelling sentence, you need to account for its surrounding sentences first. Using the same word in consecutive sentences or covering similar ideas in two different sentences is redundant.
4. Vary sentence length and structure. - Humans crave variety. And just like how short, medium, and long sentences complement each other, simple and compound sentences complement each other too.

## Review: Strong Writing Tips

5. Scrap the cliches - Would it be cliché to begin this paragraph with a cliché? I thought so. That's why I didn't do it. Cliches sap your content's originality.
6. Appeal to the senses - Good fiction writers can make their readers experience the stories they write. By using concrete details that appeal to their reader's senses, they can paint vivid pictures with only words.
7. Let things go - When you write an elegant paragraph or sentence, your inner author latches onto it. But even if it doesn't fit within the scope of your content, you still might try to force it in there. You can get too attached to let it go. If it doesn't work or isn't crucial to your post, let it go.
8. Take a break - Have you ever reread your final draft so much that you can't determine whether it's good or bad? You can even convince yourself that a lousy draft looks great if you've worked on it for long enough. Before you submit your final draft, it's crucial to walk away from it. Forgetting about your work will help you develop fresh editing eyes that can discover overlooked errors and new creative opportunities.

# Review: Editing - The Final Touches

Never do the actual writing within your web or blog site. Create the writing on Google Docs or Word and then copy and paste it into your site.

This is critical as bloggers are often on their own, so they don't have the layers of fact checking and editing that happen at journalistic outlets or a writer gets when working on a novel.

When you edit your own stuff you need to go line by line sifting for mistakes. Pay close attention to common errors easily identified by readers like misspellings and errors dealing with readability like sentence structure.

# Review: Potential Blog Hosts

My first choice for you would be to put your blog onto your digital portfolio somewhere.

You can do this by creating a separate tab/page/link on your portfolio.

If you do not want to do this and would prefer a separate blog site, here are some options:

- [Blogger](#) is a great resource for beginning journalists who are starting their first blog and offers the [Blogger Getting Started Guide](#). It's easy to use, so set up your own account and start writing!
- Sites like [Weebly](#) and [Wix](#) (and other sites we used to create our Digital Portfolios) can also be used to blog. They are fairly simple to use and design on. Both have blog options.
- [Tumblr](#) and [WordPress](#) are slightly more difficult to use, but they have larger readership. Tumblr focuses primarily on image sharing, but there is a place for text on Tumblr as well. WordPress is a content management system that allows its users to create a website from top to bottom, as opposed to a simple blog. But WordPress does have a blog option, as well.

## **Practice: Writing Your Second Blog**

1. Build off of your first blog post and write a second blog post.
2. Make sure both of your intro pieces and both of your blog posts are on your site/page
3. Please share these with your journalism adviser so we can see the great work you have done
4. Continue to add blogs. This is a tool for you to use going forward. Grow your readership and continue to explore your writing.

## **Other Resources**

**What Makes a Good Blog**

**What is a Blog?**

**Reasons to Start (and Not Start) a Blog**