



Social and Online Media Virtual Learning

Grades 9-12/Blogging - Day 1 of 5

May 4, 2020



9-12/Social and Online Media
Lesson: *May 4, 2020*

Objective/Learning Target:

Students Will Understand the Use and Purpose for Blogging

Let's Get Started:

1. When I say blog or blogging, what do you think I mean?
2. What does a blog mean to you?
3. Do you read any blogs? Which ones? What do you enjoy about them?

What is a Blog?

Blogging enables you to reach the billions of people that use the Internet. Blogging can help you promote yourself or your business. Blogging works as a method for attracting an audience because it provides something of value to them before asking for anything in return

In the most common sense, it is a website that contains online personal reflections.

Blogs

- BLOGS allow us to go into deeper detail and to create a more immersive experience for the audience
- Enhances and encourages audience engagement
- Gives the writer an extended platform
- Allows for the information that couldn't be put into a story
- Encourages shared content

Popular Types of Blogs

- Sports Blogs
- Travel Blogs
- Entertainment Blogs
- Teen Blogs
- Health Blogs
- Food Blogs
- E-learning Blogs
- Tech and Gaming blogs
- If there is a topic you are interested in, there is a blog out there for it

Practice: Identifying Blogs

I want you to do some quick research on your own. Find 3-5 blogs (this is as simple as using google, picking a topic, and googling that topic plus blog).

Answer these questions for each blog:

1. What is the blog site name?
 2. What is the main focus/topic of this blog?
 3. What is the headline and subject of the most recent blog post?
 4. About how often do they appear to post?
 5. What is the writing like? How is it different than typical writing you do in school?
 6. Did you enjoy it? Is it something you would read again? Why or why not?
- If you have trouble finding blogs, there are several examples at the bottom of this [linked article about blogging](#).

Other Resources

[What Makes a Good Blog](#)

[What is a Blog?](#)