



Social and Online Media Virtual Learning

Grades 9-12/Blogging - Day 2 of 5

May 5, 2020



9-12/Social and Online Media
Lesson: *May 5, 2020*

Objective/Learning Target:
Students Will Understand What Makes a Good Blogger

Let's Get Started:

After having seen some examples of blogs, let's begin to think about what your blog might look like.

Think of three topics you might want to blog about or focus your blog on.

What is each topic and why do you feel it important to blog about it or make it a focus?

What would you hope to get across to your readers.

What Makes a Good Blog/Blogger?

- A good blog is one that gives its users great content, regularly. Content that enriches those readers' lives, and gives them something to look forward to for the next time.
- A good blog is one that compels the reader to tell all their friends about what they're reading. It inspires or convicts, informs and directs its users, effectively helping them to better themselves.

Most Bloggers are actually just regular people like you and me:

The people who write blogs are everyday people with insight on key issues within a particular area.

10 Major Strengths of Good Bloggers

1. Consistency - The most popular blogs on the Internet maintain their position by posting regularly.
2. Uniqueness - People love seeing new things. In fact, they tend to be attracted by the odd and the unusual.
3. Eloquence - The art of eloquence is something that seems to be lost on many modern bloggers. As writers, our very art, the thing we live for, our passions, boil down to how well we represent ideas through words so that someone reading those words will see what we see. As a blogger, this is a rare and important trait to have.
4. Built on a Niche - Niche bloggers are the ones that develop content within a community that is based around the community's interests. Bloggers that tackle the pertinent issues and topics within their niche are usually respected by their peers for what they do.

10 Major Strengths of Good Bloggers

5. Passionate - Something lots of kids get told today is that they should do what they love for a living. This advice is the truest thing that any kid can get. Bloggers are usually the people who make a job out of something they feel strongly about.

6. Thought-Provoking -The thing that bloggers should seek to do to be regarded well is to provoke thought in their readers. If someone reads a blog post and at the end of it stops and really considers what they read, that is what sets a good blogger apart from a run-of-the-mill one.

7. Detail-Oriented - The details of any particular situation are what makes that situation interesting. While a lot of blogs out there tend to give you the same reports of news slightly changed from one post to another, the odd one out gives you the report and then does commentary on it. This is what we would consider good content because it gives new insight to the reader and also provokes thinking.

10 Major Strengths of Good Bloggers

8. Can Take Criticism - The most successful bloggers are able to spot trolls early on and head them off at the pass. They are able to take criticism well, even though that criticism is simply an outpouring of hate.

9. Good At Networking - Good bloggers use networking as a way to spread their presence and build their own personal brand.

10. Helpful - The most important strength of a great blogger is their ability to be helpful. Good content is all about developing something that helps your readers. A lot of bloggers got started because their aim in blogging was to show off what they knew about this particular topic. When you start from this particular situation, you tend to find a lot of other people following in your footsteps, using your work as a draft for their own success.

Putting it All Together

Being a good blogger is, above all, about providing for your readers.

It's about giving back to your online community. It's about helping those in need.

Being a good blogger online stems from being a good person offline.

How good a blogger can you be?

Practice: Picking the Focus

Think about the topics and answers from the Getting Started Assignment at the beginning of the lesson.

Pick the one you think will be the best one for your own blog.

1. What is the topic?
2. Why is this the focus you chose?
3. What are some possible names for your blog (be creative)?
4. How often do you plan to post?
5. What are some smaller topics you would like to cover first for blog posts?
6. Why would or should people want to read your blog?
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Other Resources

What Makes a Good Blog

What is a Blog?