



Social and Online Media Virtual Learning

Grades 9-12/Blogging - Day 3 of 5

May 6, 2020



9-12/Social and Online Media
Lesson: *May 6, 2020*

Objective/Learning Target:
Students Will Understand How to Write a Blog Post

Let's Get Started:

You have chosen your blog focus. Now, let's get started.

Believe it or not, your first focus should not necessarily be about your topic. Instead, your readers need to know who you are.

Write a quick 5-7 sentence About the Author or About the Blog.

This will let the readers know a little more about what they are going to be reading and more about the person writing it.

Putting the Blog Together

All of your blog posts should tie into your theme at least somewhat. Even if that theme is “things I’m interested in” then it should somehow relate to that. The biggest issue a blog can run into is when the blog posts have no relation to the topic.

People mostly read blogs for a specific brand of content they can’t find anywhere else. That’s another reason you should try to make sure your content stays on brand, because that is what your audience expects from you.

In a world where you were making blogging your living you would want to post something new every day or every other day. Most are AT LEAST one post per week.

This means you’ll need to get used to coming up with ideas for content. One of the best ways to do this is jot down anything you find interesting that might turn into a good post. Even if it doesn’t lead to a longer post now it might lead to something down the road. This also allows you to have a list of possibilities to work off of.

Putting the Blog Together

Posting Structure - Most blogs develop a structure to their posts over time. Some just dive right into the post others have introductions...you can choose either.

The length of a blog post varies wildly and almost always the answer is long enough to tell the whole story but short enough that it remains interesting all the way through. Not all posts are created equal.

Some posts require more information or more explanation so they are quite long, sometimes several thousand words. Other posts are telling succinct narratives or quick thoughts and can run as short as 3-400 words.

A good blog goes as long as needed to tell the story.

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.

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.

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.

Practice: Cleaning up our Writing

Look back at your *About the Author/About the Blog* from the beginning of the lesson.

Let's give it another shot. I want you to have two clear and concise pieces by the end of today.

Build off of what you did earlier, clean up and simplify the writing, and have these two pieces ready to go:

1. An About the Author Post
2. An About the Blog Post

Other Resources

What Makes a Good Blog

What is a Blog?

Reasons to Start (and Not Start) a Blog