

# Blogging

**This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.**

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## **Week 1**

Blog set-up. Adding in content, pictures, graphics, and links.

Assignment: If you don't have a blog: set one up and come up with a creative and interesting name. Create or review your mission statement and profile page. Write 10 blog posts.

## **Week 2**

Creating content for your blog. Tips for finding topics. Creating and using categories.

Assignment: Create 3-5 additional blog posts and add in photos. In addition, you'll post comments on your classmates' blog posts.

## **Week 3**

Tagging, categories, comments, and writing for the Web. Using keywords to help Google, Yahoo, MSN, and other search engines find your blog based on topic, story, or discussion.

Assignment: Create 3-5 additional blog posts using tags, categories, and the writing for the Web topics included in this week's lecture. In addition, you'll post comments on your classmates' blog posts.

## **Week 4**

Adding social media to your blog—get known! How to integrate social media platforms (Twitter, Facebook, etc) into your blog. The benefits of guest blogging opportunities, being an active commenter on other blogs, and promoting other blogs on your blog.

Assignment: Create 3-5 additional blog posts; post messages to your Twitter/Facebook accounts with a link back to your blog.