Patron Training: Blogging 101

Class Outline

**Learning Objectives**

At the end of this program learners will be able to:

* Recognize the parts of a blog
* Be able to tell the difference between a blog and a website
* Know where in the library to find resources and support for blogging
* Understand the purpose of comments on blogs
* Use Wordpress to create a blog
* Customize the look of a Wordpress blog
* Use Wordpress to create and edit a post, including adding images

**Time**: 2 sessions, 2 hours each

**Materials**:

* 1 staff
* Handout
* PowerPoint Part 1
* PowerPoint Part 2:
* Wordpress Blog: <http://westvandigitallibrarian.wordpress.com/>

**Location**: Computer Training Room

**Session 1**

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| **Time** | **Content** | **Materials** |
| 2:00 – 2:15 | **Introductions & Outline**   * Who I am:   + Digital Access Librarian   + Blogged for a library group, personal blog as a teen, travel blog when I went away to school. Current professional blog at the moment. * What the class is for:   + Getting started with sharing your thoughts and expertise online   + Through this process you will learn a bit about how websites are created and maintained as well * Key thing about these two classes, there is just me and I will do my best to help everyone and be quick about it. But there may be times when I need to help people catch up. Your patience is appreciated. * First class hands off, slide on centre screens | PPT Slide 1: Title  PPT Slide 2: “Today” |
| 2:15 - 2:40 | **What is blogging?**  **Mechanics**   * Reverse chronological order * Made up of posts/articles/entries * Can have one contributor or many   **Bit of History**  Blogging has been around since 1994 as a way to display information so that the most current article/post is the one you see first. In 1997 the term “weblog” was coined by someone who had a website that “logged the web”. In 1999 the word “blog” was first used by a computer programmer. Fun fact: in 2005 “blog” was the word of the year.  Blogging didn’t really take off until the late 90’s, and by 2003 there were millions of blogs available online publicly. Several of the first sites where you could create your own personal blog are still around, notably Livejournal and Blogger.  <http://www.webdesignerdepot.com/2011/03/a-brief-history-of-blogging/>  Early Blog post: <http://scripting.com/davenet/1994/10/13/lettertocannavino.html>  Blogs can be as personal as a letter or phone call, or as public as a newspaper article. They cover every topic imaginable, and serve as a key way that information is shared online.  There are lots of options out there to get started but we are going to use Wordpress because:   * Basic blogs are free * Common interface – this is very similar to the way we work with many websites * In fact, wordpress is used to build many popular websites. * Only personal information needed is an email address. You can use pseudonyms, and avoid personally identifiable information.   Parts of a blog:   * Web address * Theme or Frame * Entries * Blog Name | Slide 3: What is a blog  Slide 4: Van Sun |
| 2:40-3:10 | **Blog vs. Website**  Stable vs. dynamic content. Newspaper vs. News ticker.  Wet Coast Wools: <http://wetcoastwools.com/>   * Shop, hours, location, etc. * Blog: sales, patterns, interviews, etc   Web only: Library website: <http://www.westvanlibrary.ca/>   * Content is relatively static, you delete old content and replace it with current content.   Blog: Library App Tumblr: <http://wvmlyouth.tumblr.com/>   * Each new entry appears before the one before | Slide 5: Blog vs Wesbite  Slide 6: Wet Coast Wools  Slide 7: WVML Website  Slide 8: WVMl Tumblr |
| 3:10-3:32 | **Types of Posts / Content**  **Examples**   * Politics: Van Observer, VanCity Buzz, StatCan * Food: CoCo Cake Land, Foodology.ca * Books: 49th Shelf, Canadian Book Review * Sports: Canucks Army, LookOut Landing, Toby Ng * Health: KenMD, The Old Lady in my Bones * Design: Kyla Bidgood * Local: Miss604   For each example, visit site, look at frame, and 2-3 posts. Make note of static pages, ads, | Slide 9: Types of Blogs  Slides: 10-23 |
| 3:32-3:52 | **Demo Wordpress**  Open <http://westvandigitallibrarian.wordpress.com/>  Look at parts.  Go to: wordpress.com  Login in  Create a post. | Slide 24: Demo  Open blog |
| 3:52-3:55 | **Comments**   * One of the reasons that Bloggers to what they do is to get feedback and have conversations with people * Many blogs allow users to comment on posts. * This can range from people agreeing with the poster’s content, to making corrections, to asking questions. They can also be inflammatory. * Comments can indicate a post’s popularity, because is it making people engage with the blog, it can be much easier just to read and move on. * Get people to leave a short “hello” or something on the instruction blog. | Slide 26: Comments |
| 3:55-4:00 | **Review what is next for the following week**   * Think about themes, audience, what you might like to achieve * Your email inbox will have these instructions shortly   + Send them link to instructor blog | Slide 27: Next Week |

**Session 2**

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| **Time** | **Content** | **Materials** |
| 2:00 – 2:05 | **Review and Welcome**   * Ask how people are feeling * Any questions before we get started? * Review tasks for this session * Review Blogs vs Websites | Slide 1: Intro  Slide 2: Today |
| 2:05 – 2:10 | **Go to Wordpress.com** | Username & Password |
| 2:10 - 2:40 | **Create an Account**   * Create an username * Password * Write both down! * Choose a blog name, this is how people will find you – your address * Show slideshow steps * Talk about unique usernames & URLs * Ignore any paid things, there are options for upgrading * Wait for everyone to complete * They will need to access their email for the confirmation step. | Slide 3 – 14 for set-up |
| 2:40 – 3:00 | **Customize the Look of Your Blog**   * Look at free themes * Or customize default themes * Change names and taglines if desired * Other customizations will take place next week * Also look at privacy | Slide 15: customize  Slide 17: themes |
| 3:00 – 3:15 | **Edit Your About Page**   * Go to dashboard * Pages * About * Change the text from the default to something that better reflects you and your blog | Slide 18: About |
| 3:15 – 3:30 | **Creating Posts**   * Go to “Posts” > “Add new” * Copy in your text * Save & Preview * Edit | Slide 19 & 20: creating a post |
| 3:30-3:35 | **Review Tags (optional)**   * Tags are also used to grouped similar content together and describe the type in a post, but are also often used to help discover content between blogs. | Slide 21: Categories & Tags |
| 3:35- 3:42 | **Adding Images**   * Lots of blogs include pictures. From showing steps to build something, to images from an event or trips, they often illuminate a post. * Overview copyright, fair use, attribution * Wordpress will host your images * “Add Media” > Upload image   + Review fields   + Insert into post * You can also include videos from youtube * You cannot edit images in wordpress. For that you would use a different service. | Slides 22 – 26: using images  Slide 27 – 28: adding images |
| 3:42 – 3:45 | **Posting**   * Post post * Check privacy settings | Slide 29 |
| Optional | **Widgets**   * Show how to add a blog widget, like a calendar * (If extra time) | Slide 30 -31 |
| 3:45 – 3:55 | **Marketing**   * Blogging Tips from Miss 604, review from: <http://www.westvanlibrary.ca/blogging-tips> | Slide 32 |
| 3:55 – 4:00 | **Wrap-Up**   * Thank everyone for attending * Answer Questions * Follow-up: post to blog resources and tips, slideshows (email them) | Slide 33: Thank you |