

Week 1: Looking at blogs

Objective

- Be able to describe what a blog is.
- Be able to find blogs that interest you.
- Be able to use a RSS feed to monitor blogs that interest you.

Activity

1. Find out what a blog is.
 - What do you already know?
 - Definition
 - History
 - Why we should blog.
2. Using Google Blog Search, find blogs that may interest you.
3. Find out what RSS is.
 - Join Google Reader or Bloglines.
 - Start to save the blogs you have found in your RSS reader.
4. Join the workshop email forum: <http://groups.google.com/group/opblogworkshop>
 - The email forum will be used to pass on information and continue discussions about issues that arise.

Homework

1. Search for and find blogs that interest you and follow them in your RSS reader.
2. Think about what is going to be the aim of your personal blog.
3. Sort out a digital photo of yourself to bring to next week's session on a memory stick (or Sarah can take your photo with her camera on the night).

Resources

YouTube: <http://www.youtube.com>

- Blog History: <http://www.youtube.com/watch?v=P8FELx6Jvhg>
- Blogs in plain English: <http://www.youtube.com/watch?v=NN2I1pWXjXI>
- Blogging. The staff experience: <http://www.youtube.com/watch?v=7PIiizu4yVg>
- RSS in plain English: <http://www.youtube.com/watch?v=0klgLsSxGsU>
- Adding feeds to Google Reader: <http://www.youtube.com/watch?v=hm8rJuQlsGw>
- Setting up Google Reader: <http://www.youtube.com/watch?v=9thcD3cS1so>
- Managing your feeds in Google Reader: <http://www.youtube.com/watch?v=VskBKGBD6g8>
- How to use Bloglines: <http://www.youtube.com/watch?v=kw4PWrlpYes&feature=related>
- How to use Bloglines 2: http://www.youtube.com/watch?v=J_hlEU8yc54&feature=related

Wikipedia: http://en.wikipedia.org/wiki/Main_Page

Google Search: <http://www.google.co.nz>

Google Blog Search: <http://blogsearch.google.co.nz>

Google Reader: www.google.com/reader

Bloglines: <http://www.bloglines.com>

Sue Waters: Subscribing to blogs and RSS feeds:
<http://aquaculturepda.wikispaces.com/Subscribe>

Vicki Davis: How to be an incredible blogger:
<http://coolcatteacher.blogspot.com/2007/06/how-to-be-incredible-blogger.html>

Christine Martell: How I use Google Reader:
<http://www.astdcascadia.org/BlogCascadia/2007/09/how-i-use-google-reader>

Sacha Chua: The Gen-Y guide to web 2.0 @work:
<http://www.slideshare.net/sachac/the-gen-y-guide-to-web-20-at-work>

Week 2: Setting up a blog

Objective

- Be able to describe the aim and purpose of your blog.
- Have your blog set up with appropriate settings.
- Be able to describe what you will write for your first post.
- Be able to use hyperlinks and upload images.

Activity

1. Review of RSS and any ongoing queries.
2. Using the blogging platform Blogger (<http://www.blogger.com>), set up an account and activate a blog.
 - Set up your profile – think about your online identity or brand
 - Think about the aim of your blog
 - Work your way through all the settings, thinking about privacy, who you want to have access to your blog and how your blog is advertised on the Internet

3. Write your first post.

- Think about how it will capture the reader's attention.
- Think about how the post will be found in an Internet/Google search

4. Upload an image to your post.

- Think about issues of copyright

5. Using a hyperlink, link your post to another web site or blog.

- If you link to another blog, think about how you tell the blogger that you have linked to their blog.

Homework

1. Post the url/address of your blog to the email forum so everyone can have a look at your blog.
2. Write three posts during the week.
3. Put everyone's blogs in your RSS feed and check how everyone is getting on. Try to work out how to leave comments, and help with networking.

Resources

Sue Waters: Use blogs (Beginners):

<http://aquaculturepda.wikispaces.com/blogs>

Sue Waters: Use blogs (Intermediate):

<http://aquaculturepda.wikispaces.com/blogs1>

31 Day Blog Challenge: <http://sarahstewart-eportfolio.wikispaces.com/Completed+Projects>

· In particular, look at:

- Day 5
- Day 12
- Day 19
- Day 22
- Day 28
- Day 29

First five tips for writing better blog posts:

<http://theedublogger.edublogs.org/2008/04/27/heres-my-first-five-tips-for-writing-better-blog-posts-what-are-yours/#comments>

Sue Waters: Subscribe to your own blog:

<http://aquaculturepda.edublogs.org/2008/03/08/do-you-subscribe-to-your-own-blog-feed-maybe-you-should>

Sarah Stewart's blog: <http://sarah-stewart.blogspot.com>

Sue Waters' blog: <http://aquaculturepda.edublogs.org>

The Edublogger: <http://theedublogger.edublogs.org>

Prologger's tips for newbie bloggers: <http://www.prologger.net/archives/2006/02/14/blogging-for-beginners-2>

Flickrcc: <http://flickrcc.bluemountains.net/index.php>

Flickr: <http://www.flickr.com>

Creative Commons license: <http://creativecommons.org>

Michele Martin: Managing your online reputation:
<http://michelemartin.typepad.com/thebambooprojectblog//2008/03/you-can-run-but.html>

The professor as open book: http://www.nytimes.com/2008/03/20/fashion/20professor.html?_r=1&oref=slogin

Michele Martin: Is an online identity necessary?:
<http://michelemartin.typepad.com/thebambooprojectblog/2007/10/is-an-online-id.html>

Christine Martell: What to do with a visually noisy blog:
<http://www.christinemartell.com/2008/05/what-to-do-with-a-visually-noisy-blog>

Lee: What posts stimulates readers to comment? (Make sure you read the comments as well as the blog post): <http://macmomma.blogspot.com/2008/04/what-posts-stimulate-readers-to-comment.html>

Week 3: Commenting and networking

Objective

- Be able to discuss why commenting on other people's blogs is important.
- Be able to describe how to set up a blog to enable comments.
- Be able to follow conversations and discussions on blogs.

Activity

1. Review how people are going with their blogs and answer any queries.
2. Think about the purpose of commenting on people's blogs.
 - Review how you have set up your blog for comments.
 - Make sure your blog is 'comment friendly'.
4. Sign up for a comment tracking service.
5. Comment on a blog that you haven't commented on before.
 - Write a blog post about your experience.
6. Ask a question in a comment as a means to engage the blogger and other readers.
 - Write a blog post about your experience.

Homework

1. Comment in each other's blogs and the blogs you have been following.
2. Write three more posts to your blog.

Resources

31 Day Comment Challenge: <http://sarahstewart-eportfolio.wikispaces.com/Completed+Projects>

2008 Comment Challenge Wiki: <http://commentchallenge.wikispaces.com>

Co.mments: <http://co.mments.com>

CoComment: <http://www.cocomment.com>

Langwitches: What makes a great comment: <http://langwitches.org/blog/2008/06/01/comment-challenge-day-23-what-makes-a-great-comment>

Michele Martin: Inviting people to participate on your blog:

<http://michelemartin.typepad.com/thebambooprojectblog//2008/07/web-20-wednesda.html>

Lee: If you comment you should reveal yourself!:

<http://macmomma.blogspot.com/2008/05/no-name-no-comment.html>

Lee: What posts stimulates readers to comment? (Make sure you read the comments as well as the blog post): <http://macmomma.blogspot.com/2008/04/what-posts-stimulate-readers-to-comment.html>

Week 4: Adding extras to your blog

Objective

- Be able to add widgets to your blog.
- Be able to add a stats counter and discuss why it is important to be able to review your blog statistics.
- Be able to add a RSS feed and discuss why it is important to that people can subscribe to your blog.
- Be able to embed multi media into your blog posts.

Activity

1. Review how people are going with their blogs and commenting, and answer any queries.
2. Add widgets (extra small program) to your blog (Day 10 of 31 Day Blog Challenge) like:
 - Stats counter
 - RSS feed
 - Search facility
 - Flickr badge
 - Delicious link
3. Embed multi media into your blog posts like:
 - YouTube and Blip.tv video
 - PowerPoint presentations
 - Google Maps
 - VoiceThread
 - Animoto

Homework

1. Keep developing blog with 3 multi media posts
2. Comment and network
3. Prepare for the 5th night with something you would like to be shown how to do with your blog

Resources

31 Day Blog Challenge: <http://sarahstewart-eportfolio.wikispaces.com/Completed+Projects>

- In particular, look at:
 - Day 11
 - Day 24

Sue Waters: Use blogs (Beginners):
<http://aquaculturepda.wikispaces.com/blogs>

Sue Waters: Use blogs (Intermediate):
<http://aquaculturepda.wikispaces.com/blogs1>

Sue Waters: Integrating FeedBurner RSS and email:
<http://theedublogger.edublogs.org/tag/feedburner>

31 Day Blog Challenge: <http://sarahstewart-eportfolio.wikispaces.com/Completed+Projects>

Sarah Stewart's blog: <http://sarah-stewart.blogspot.com>

Sue Waters' blog: <http://aquaculturepda.edublogs.org>

The Edublogger: <http://theedublogger.edublogs.org>

Michele Martin: Inviting people to participate on your blog:
<http://michelemartin.typepad.com/thebambooprojectblog//2008/07/web-20-wednesda.html>

Prologger's tips for newbie bloggers: <http://www.prologger.net/archives/2006/02/14/bloggng-for-beginners-2>

First five tips for writing better blog posts:
<http://theedublogger.edublogs.org/2008/04/27/heres-my-first->

[five-tips-for-writing-better-blog-posts-what-are-yours/#comments](#)

Sue Waters: Subscribe to your own blog:

[http://aquaculturepda.edublogs.org/2008/03/08/do-you-subscribe-to-your-own-blog-feed-maybe-you-should](#)

Week 5: Open night

Objective

- To describe one thing you learned about blogging.
- To discuss one area that you wish to continue developing in the future.

Activity

1. Review the last 5 weeks
2. Answer queries
3. Evaluation

Resources

31 Day Blog Challenge: <http://sarahstewart-eportfolio.wikispaces.com/Completed+Projects>

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<http://aquaculturepda.wikispaces.com/blogs>

Sue Waters: Use blogs (Intermediate):
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