

# A Beginner's Guide to Blogging



## Why You Need To Blog

Individuals and businesses need to have as many links on-line as possible. We live in an age where the standard talk, whether personal or business, is all about Facebook, Twitter, and other online social media. Having an effective blog is yet another method of increasing your on-line profile, attracting more business and giving you immediate feedback.

This course will explore the personal and professional value of being able to create and update a blog and understand the many purposes and functions of blogs. Participants will become familiar with blogging jargon (posts, tags, archives, etc.), explore various blogging platforms, learn how to create and update a basic blog, and analyze exemplary blogs.

The course will focus on developing a distinct, consistent voice for the web, generating a steady stream of topics, and writing for a specific audience. Participants will also consider how additional media (photos, videos, sound, external links) can support the text.

## Key Areas Covered on the Course:

- What is Blogging?
- How to Blog
- Setting Up Your Blog
  - Blogger
  - Wordpress
- Blog Layout
- Promoting Your Blog

## Course Duration:

This course will take place over 4 evenings. Each class will be 2 hours in duration.

**To Book – Call *Mohill Computer Training* on (071) 9632024**

