Social Media Boot Camp

Blogging 102
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Review Blogging 101
Why should I blog?

• It’s a content source for all of your social media
• Accounts for 23% of time spent on internet
• Gives you a voice
• Affects readers’ opinions about you
What’s in it for me?

• Fresh content
• More inbound links
• Higher ranking on Google
• More readers >> people read good blogs
The WordPress interface

Title

Toolbar

Body content
Visual vs. text mode

About text mode
- It allows you to blog in (limited) html.
- It has the same toolbar functionality, some different toolbar actions.
- If you’re in text mode, you can tab back to visual mode.
The WordPress toolbar

Other toolbar items include familiar word processing icons/actions such as:

- Bold
- Italics
- Underline
- Strikethrough
- Align left, right or center
- Numbers and bullets
Writing for the digital world

• Put your conclusions at the beginning
• One idea per paragraph
• Use internal subheadings
• Short sentences with action words
• Consider putting lists (items, ideas or people) in bullets
• Integrate marketing messages
• Optimize with media (photo or video)
Headlines and headings

- Goal: tells a story, establish tone, intrigue reader
- Traps to avoid: monotony, generic terms
When you’re in a jam...

• Use a number
• Add an adjective
• Add what, where, why or when
• Make a promise
• Transform this blog headline:
  • Recap of study abroad trip
  • 5 Exciting Weeks in Italy – and What I Learned
  • 8 Fascinating Museums to Visit in England
Best practices: Style settings

- Paragraph: standard body content (default style)
- Heading 1: biggest idea; most likely used at the top of a post or not at all
- Heading 2, Heading 3: most common for internal subheadings
Exercise: Digital writing tips

- Headline
- Internal headings
- Bulleted list
Media matters

Celebrating the joy of commencement
Multimedia content takes center stage on the new website. Photos of the commencement ceremonies provide visual context on the site’s homepage. The photos serve a number of purposes, including:

• Documenting the commencement experience
• Capturing the sense of achievement that surrounds commencement ceremonies
• Inviting students to contribute their own photos to the experience through social media platforms such as Instagram and Twitter
Celebrating the joy of commencement

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Best practices: Photos

- Use Add Media button
- Upload file
- Fill in Alt Text field
- Select desired size
- Select alignment
Exercise: Add a photo
How to: Add a video

1. Place your cursor where you want the video to appear.
2. Use the Add Video function on the toolbar.
3. Drop your video’s url in the Insert/edit video box.
4. In Visual mode, the video will appear as a shaded gray box.
Exercise: Add a video
No newsletter needed

- Real-time
- Cross section:
  - News releases
  - Accomplishments
  - Deadlines and reminders
  - Fun facts
  - Feature stories
# Categories and tags

## Categories

Like a table of contents
- Persistent
- Broad (like outline headings)
- Functional

## Tags

Like an index
- Can be tied to an event or time
- Targeted (like search terms)
- Thematic

## Rules of thumb
- Make it a goal to categorize every post. (Eliminate Uncategorized.)
- Feel free to file under more than one category.
- Tag as appropriate (as much or as little as appropriate).
Example: Categories and tags

Categories
- Student Organizations
- Student Profiles

Tags
- AACSB
- clark
- exceptional faculty
- marketing club
- marketing management
Blogging barriers

• What stories do I have to share?
• Where do I start?
• I’m not a writer!
• Who is going to read this? And why would they want to?
• Why would I take this on? Who has that kind of time?
What stories do I have to share?

• We have the best stories!
• Experts in the field = credibility
• Built-in and engaged audiences
• Wide range of topics
• People on hand who share what they know
Where do I start?

- Short and Snappy workshop
- Handout with writing tips
- What questions do you find yourself answering often? Write posts about them. Direct future questions to those blog posts.
- Do you have regular deadlines or events? Use your blog to let people know about them.
I’m not a writer!

• A good blog is casual, conversational.
• If you can have a conversation about something, you can blog about it!
• Use your personal perspective.
• First and second person are fine.
• So are very short paragraphs. In a blog entry, a paragraph can be just one sentence long.
Who is going to read this?
And why would they want to?

• People are already looking at your website.
• Millennials – in particular – like and trust UGC (user-generated content)
Why would I take this on?

- Recruit students, build reputation, increase awareness
- Google prioritizes web pages
- Improves the face of your department or office