

Missouri State
UNIVERSITY

Social Media Boot Camp

Blogging 102

Lucie Amberg & Nicki Donnelson

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Review Blogging 101



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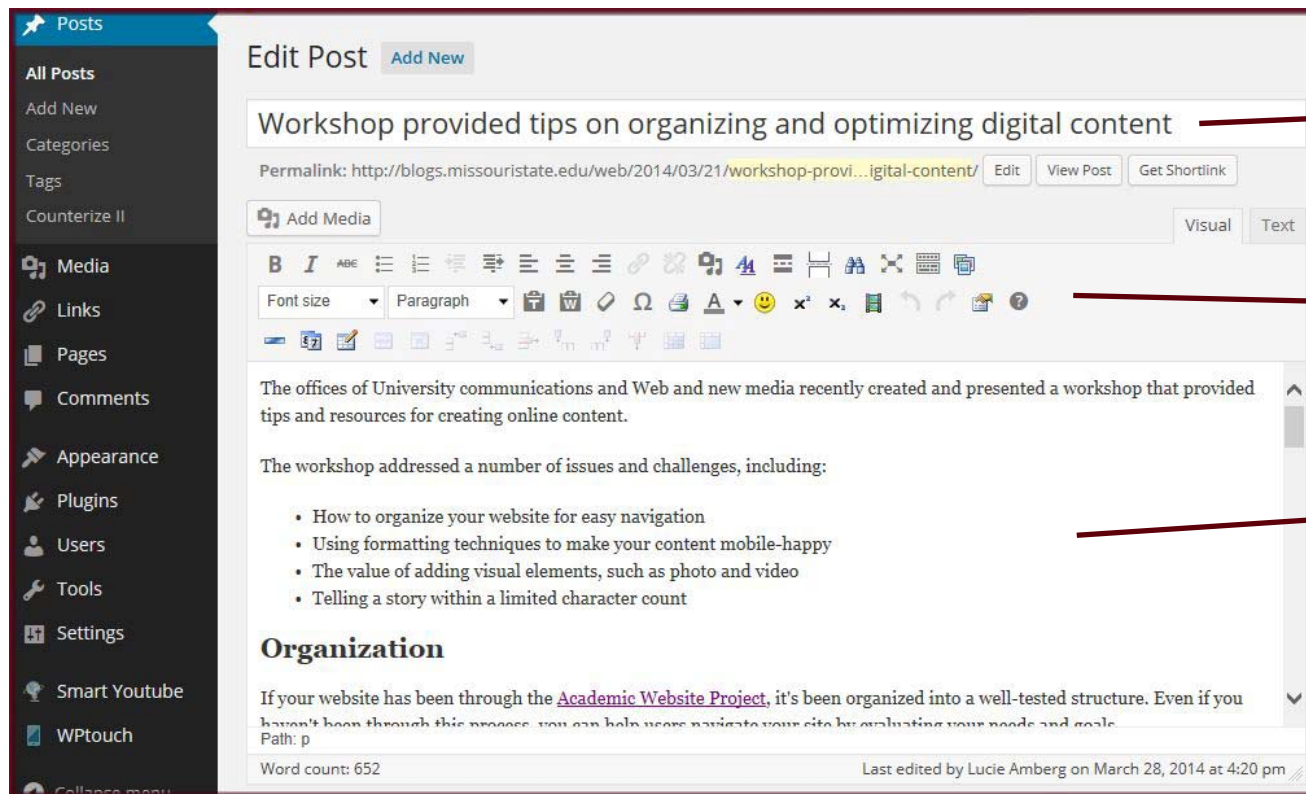
Why should I blog?

- 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



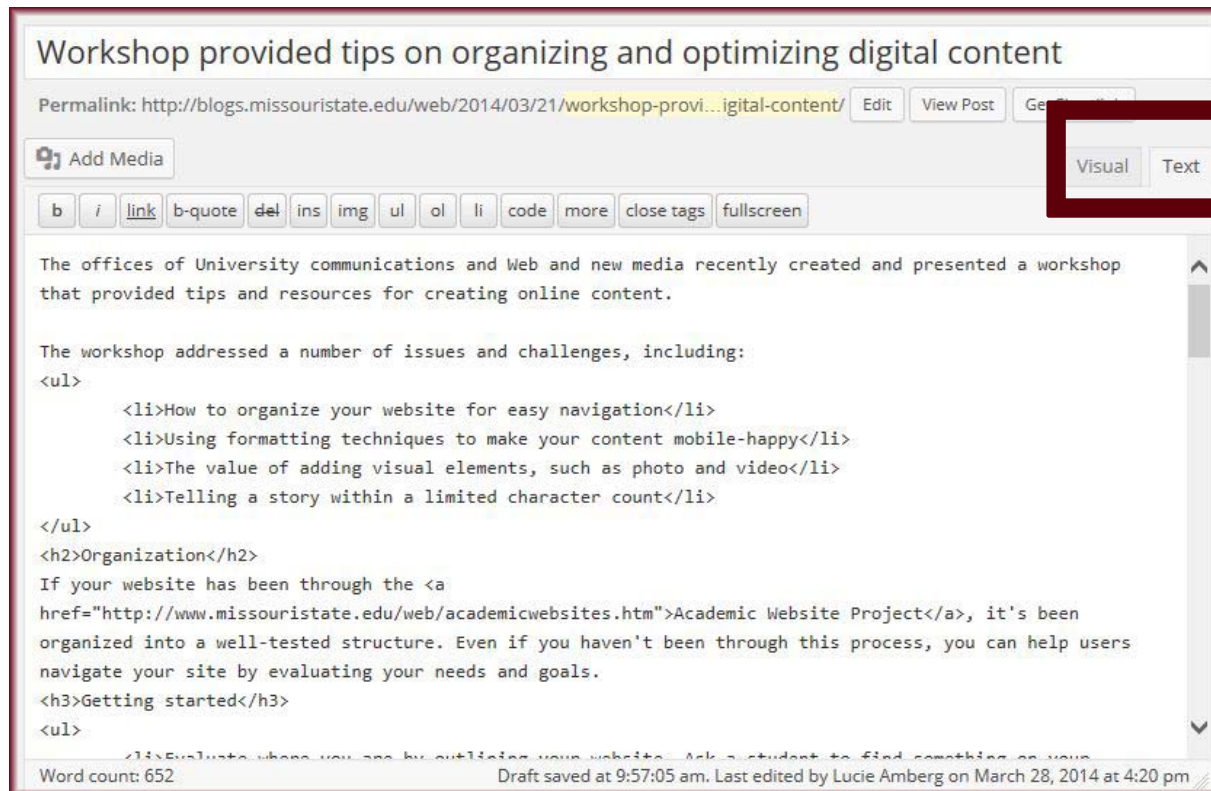
Title

Toolbar

Body content



Visual vs. text mode



Workshop provided tips on organizing and optimizing digital content

Permalink: <http://blogs.missouristate.edu/web/2014/03/21/workshop-provi...igital-content/> Edit View Post Generate Shortcode

Add Media

Visual Text

i link b-quote del ins img ul ol li code more close tags fullscreen

The offices of University communications and Web and new media recently created and presented a workshop that provided tips and resources for creating online content.

The workshop addressed a number of issues and challenges, including:

- How to organize your website for easy navigation
- Using formatting techniques to make your content mobile-friendly
- The value of adding visual elements, such as photo and video
- Telling a story within a limited character count

Organization

If your website has been through the [Academic Website Project](http://www.missouristate.edu/web/academicwebsites.htm), it's been organized into a well-tested structure. Even if you haven't been through this process, you can help users navigate your site by evaluating your needs and goals.

Getting started

- Evaluate where you are by outlining your website. Ask a student to find something on your

Word count: 652 Draft saved at 9:57:05 am. Last edited by Lucie Amberg on March 28, 2014 at 4:20 pm

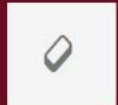
About text mode

- 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



Distraction free writing



Remove formatting



Insert horizontal line



Special characters



Add video

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)

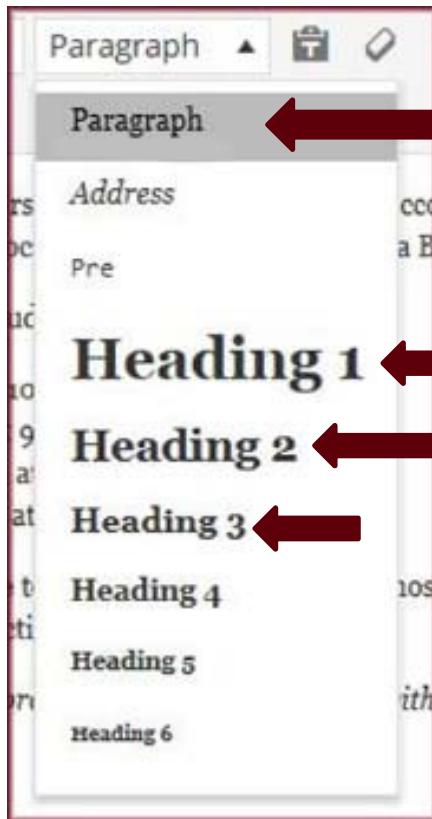
Headlines and headings

- 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

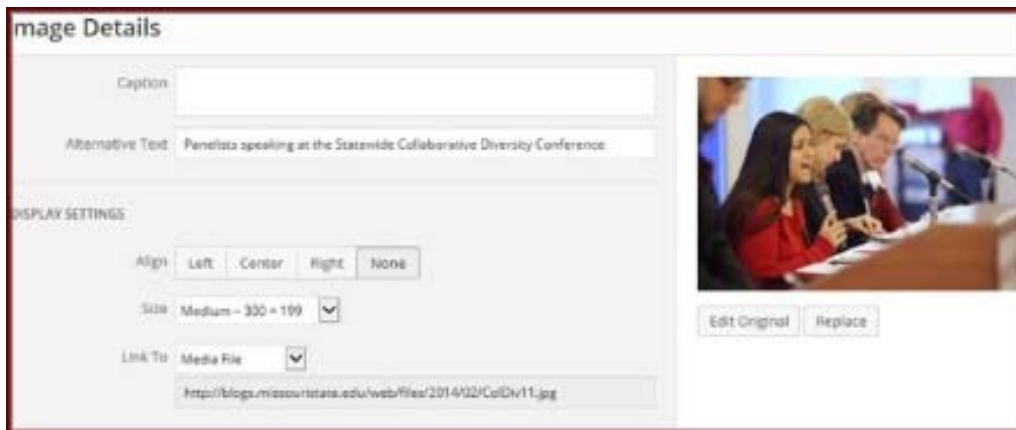
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Best practices: Photos



- Use Add Media button
- Upload file
- Fill in Alt Text field
- Select desired size
- Select alignment

Exercise: Add a photo



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How to: Add a video

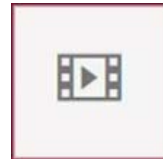
1

Consider using a video for the following purposes:

- Giving a more personal spin on your program's unique benefits
- Telling your story in an unexpected way
- Engaging with your users through a different platform

For example, the following video provides a more visceral impression of the program.

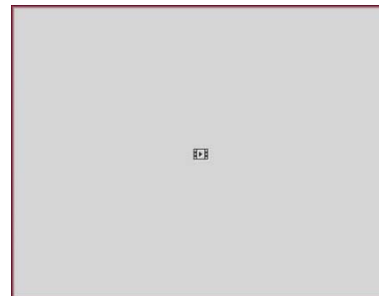
2



3

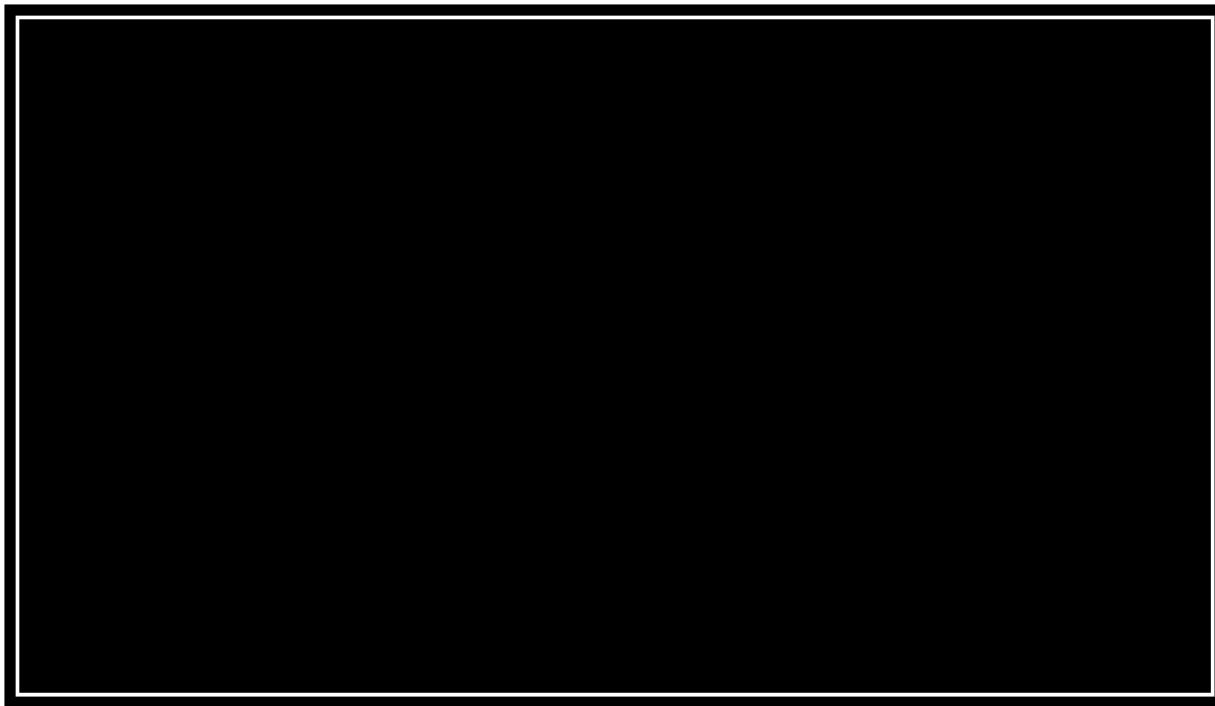
A screenshot of the 'Insert/edit video' dialog box. It has tabs for 'General' and 'Embed'. The 'Embed' tab is active. It contains fields for 'Source' (with a YouTube URL), 'Alternative source', and 'Poster'. Below these are 'Dimensions' (425 x 350) and a checked 'Constrain proportions' checkbox. 'OK' and 'Cancel' buttons are at the bottom.

4



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



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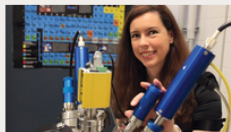
No newsletter needed

Why consider physics, astronomy and materials science at Missouri State?

- You will have one-on-one attention from your professors and advisors.
- You can conduct cutting-edge research using our advanced equipment and facilities. Your research experiences will help you in your post-graduate plans.
- We have strong ties with local companies who are excited to offer internship opportunities and jobs to our students.
- Our program equips our graduates for a multitude of careers in many different fields of research and technological development as well as graduate school.

With guidance from our faculty, you will be prepared to be a meaningful contributor in whatever field you pursue. That's our sole purpose and mission.

SPOTLIGHT



A Materials Scientist with a Promising Future

Michelle Langhoff
Engineering Physics

[See full spotlight](#)

[Missouri State](#) > Physics, Astronomy, and Materials Science Department

DEPARTMENTAL NEWS

[Looking through the dust reveals science of tornadoes](#)

April 1 at 8:17am

March marks the beginning of tornado chasing season, and residents of the Ozarks are all too aware of the devastation tornadoes can cause. According to Dr. Emmett Redd, professor of physics at Missouri State University, the inner workings of this natural phenomenon highlight the principles of physics.

[NASA funding brings student research opportunities](#)

March 10 at 9:13am

The Baker Observatory is one of the facilities associated with the astronomy program at Missouri State University, and it often hosts public observation nights. Recently, researchers were able to see a Jupiter-like planet passing in front of its star at the Baker Observatory. Dr. Michael Reed, professor in the program, explains this exoplanet phenomenon. Two [...]

[See all news](#)

EVENTS

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

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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

Watch Chandler Hoovens Talk about Marketing Club and more

Posted on October 31, 2013 by Hunter Auman

Meet Chandler, a former Missouri State student who studied marketing management and graduated with his MBA in Spring 2013. Watch him talk about the Marketing Club car show, which he started, and how his marketing education has helped him post-graduation. Be sure to follow our YouTube Channel, if you're not already!



Like 0 +1 Pin it Tweet 0

This entry was posted in [Student Organizations](#), [Student Profiles](#) and tagged [AACSB](#), [clark](#), [exceptional faculty](#), [marketing club](#), [marketing management](#). Bookmark the [permalink](#). [Edit](#)

Categories

- Student Organizations
- Student Profiles

Tags

- AACSB
- clark
- exceptional faculty
- marketing club
- marketing management

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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