



JA ACADEMY™

INTRODUCTION TO BUSINESS TECHNOLOGY

Blogging Basics

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Year-long Project

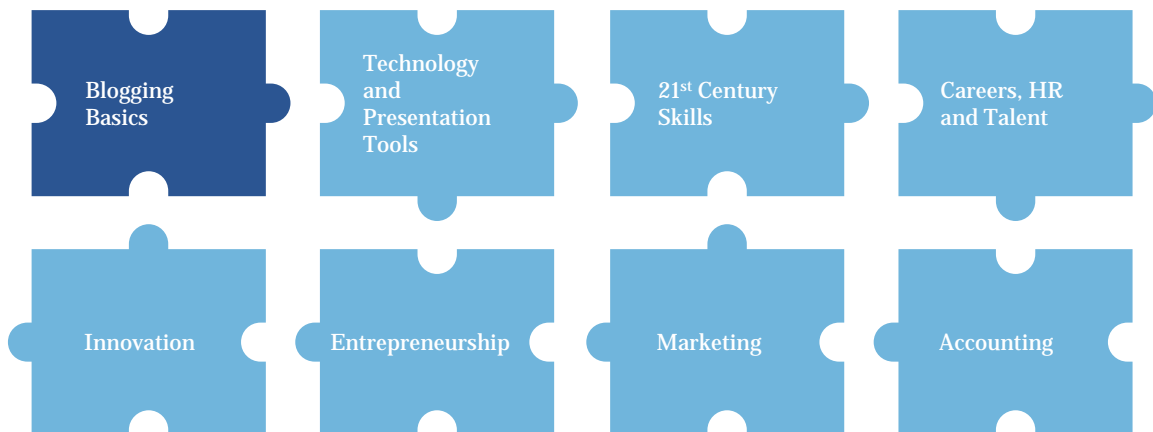
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Objectives



- Investigate the purpose of blogging.
- Review blog features.
- Create e-mail accounts (needed to set up accounts with a blogging site).
- Experiment with a blog hosting site.

Theme Projects and the YLP



Year-Long Project

You are the CEO of an imaginary company.

You know truths and tips that you can share.

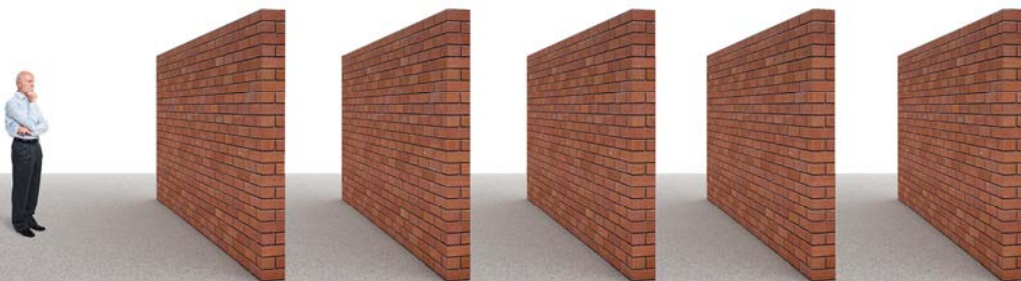
You have advice to give.

Create a blog to share information and your executive perspective with people just entering the business world.



Blogging Basics: Essential Question:

How can I effectively communicate my message about teamwork across multiple barriers?





JA ACADEMY™ | Activity One | Investigate Blogging

What Is a Blog?

Blog

Short for “Weblog” or “Web log”; a personal website, journal, or diary continually updated, encouraging reader interaction and commentary

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Know the Lingo

Blogger

One who writes a blog

Bloggng

The act of writing a blog

Post

An individual blog entry

Why People Blog

- ✓ Sharing information, ideas, and opinions about any subject the writer chooses (educating)
- ✓ Marketing or selling something (making money)
- ✓ Helping people
- ✓ Connecting with family and friends
- ✓ Establishing expertise in a subject
- ✓ Staying active and up-to-date in a field
- ✓ Connecting with like-minded people
- ✓ Having an outlet for fun or creativity

JA ACADEMY ~ Activity One | Investigate Blogging

Anatomy of a Blog 1

URL: www.nameoftheblog.com/blog

Title: THE BLOG

Main Navigation: HOME CONTACT ABOUT HELP

Secondary Navigation: Search

Post Title: Blog post Title

Social Networks: [Twitter] [Facebook] [LinkedIn]

Images: [Image of two people talking]

Main Navigation: (points to the top navigation bar)

Sidebar: (points to the right-hand side area containing search and introduction)

Introduction: (points to the introductory text of the post)

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JA ACADEMY ~ Activity One | Investigate Blogging

Anatomy of a Blog 2

URL: www.nameoftheblog.com/blog

Date and Comments: [Image of two people talking]

Excerpt Text: Vivamus condimentum venenatis metus sed aliquam. Nulla ut dapibus lacus. Morbi tincidunt venenatis laculis. Suspendisse dolor diam, vulputate a odio sit amet, sodales feugiat lectus. Pellentesque sed efficitur orci. Quisque et dolor dictum, elementum tortor tincidunt, egestas ex. Aenean ipsum nulla, convallis id egestas vel, vestibulum finibus risus...

Read More: [Read More]

Date and Comments: Blog post Title

Social Networks: [Twitter] [Facebook] [LinkedIn]

Excerpt Text: Sed laoreet, tortor id mattis mattis, lacus justo bibendum metus, eu pretium diam augue sed velit. Duis euismod pretium tortor, id varius eros tempor sed. Etiam in sodales nunc. Mauris mollis turpis dignissim, rhoncus tellus ut, dictum nulla. Praesent accumsan eu risi accumsan imperdiet. Fusce vestibulum condimentum sem. Nullam nulla dui, ultricies vel urna condimentum, interdum molestie orci. Maecenas risus nibh, fringilla at ligula eu, malesuada pellentesque tortor.

Read More: [Read More]

Read More: [Read More]

List of Posts: Aenean elit nisi, porttitor consequat sem vel, lobortis hendrerit sem. Integer sapien quam, malesuada ut hendrerit ut, laculis id dui. Praesent elementum risus sit amet arcu semper viverra.

Sidebar: (points to the right-hand side area containing recent posts and recent comments)

List of Comments: Recent Posts

- Blog post Title
- Blog post Title
- Blog post Title
- Blog post Title

Recent Comments

- Blog post Title
- Blog post Title
- Blog post Title

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Blog Examples 1



Crusoe the Celebrity
Dachshund

<http://www.celebritydachshund.com/>



Smitten Kitchen

<http://smittenkitchen.com/page/2/>

Blog Examples 2



Cupcakes & Cashmere

<http://cupcakesandcashmere.com/>



Popsugar

<http://www.popsugar.com/>

Blog Examples 3



The Smart
Passive Income

<http://www.smartpassiveincome.com/blog/>



The White House Blog

<https://www.whitehouse.gov/blog>

Begin Creating a Blog

Blogging Basics Project:

You are a CEO.

You are creating a blog to share your expertise.

Your first entry is on the importance of **communication** and **teamwork**.

You want to give your informed views on this subject.

Write a post that contains opinions and examples.

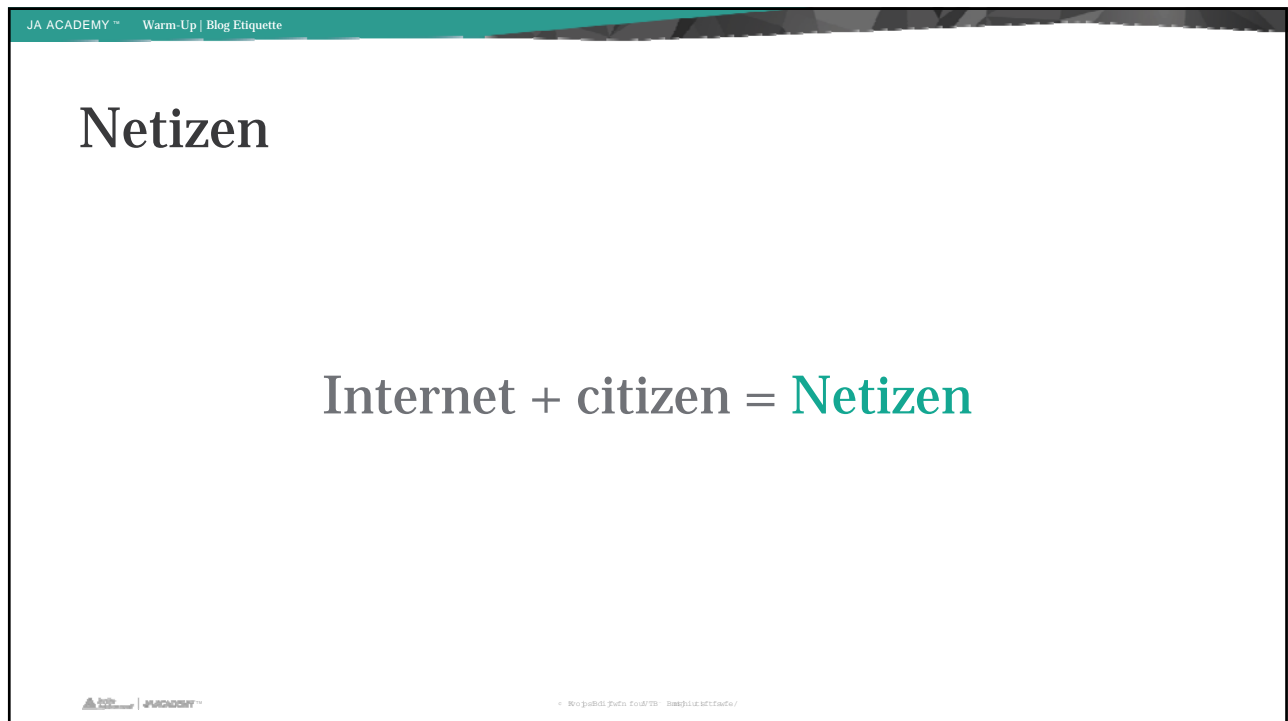
You should also link to two known authorities on the subject.

What Is a Hosting Site?

Hosting site

An online service that allows individuals and businesses to make their content accessible via the Internet

We will use www.wordpress.com



Posting, Commenting, and Replying

Basic Guidelines:

- It is always best to publish original, credible content.
- Be aware of copyright laws.
- Give appropriate credit to sources. In some cases, it is necessary to get permission directly from the source.
- Use of images: Not every image on the Internet is legally available for your use. Use original images whenever possible. Be aware of copyright laws. Some images are available for common use, some can be used for a fee, and some simply can't be used.

Comment Section Basics

- ✓ Be kind and respectful in commenting and replying, even if there is disagreement of opinion.
- ✓ Be specific and stay on topic.
- ✓ Do not use a comment space as a tool for self-promotion by linking to your own blog or website, or by other means of profiting from someone else's space.



JA ACADEMY™ Activity Two | Begin Creating a Blog

Project Specifics: Create Your Blog

- Name your blog.
- Design your blog.
- Create an “About Me” section.
- Create a voice for your blog.
- Include at least two common features of blogs.
- Start your first blog post in response to the essential question. See slide #6.

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Name _____

Date _____

PROJECT CHECKLIST: BLOGGING BASICS


Use this checklist to help you plan your blog and write your first blog post.

Project Overview

You will take on the persona of a CEO (or other executive) of an imaginary company. Your goal is to create a blog to share information and your executive perspective with people just entering the business world. In your position, you know truths and tips that you can share. You have advice to give.

You will use www.wordpress.com to create your blog!

Your first post is on the importance of communication and teamwork. You want to give your informed views on this subject in a paragraph that should contain opinions and examples. You should also link to two known authorities on the subject.

-  **How can I communicate my message about teamwork effectively across multiple barriers?**

Create a Blog

- Name your blog: _____
- Design your blog: Include color, layout, images, and text
 - Include at least two common features of blogs
 - Some form of navigation that is clear and easy to follow
 - Layout contains a header, footer, and content
 - At least one sidebar running beside the content
 - Categories used to sort the posts
 - Access to the archives or previous posts
 - Text, images, video, and other media

- Links to other posts, both within the blog and to the entire Web
- Presentation in reverse chronological order—newest posts appear at the top
- The ability to comment on posts or pages

Create an “About Me” Section

- Develop an About Me section for your executive persona—**not** the real you.
- Include information about who you are, your credentials, and your purpose for having this blog.
- Create a voice for your blog that matches your executive persona.

First Blog Post

- Write a paragraph of 8-10 sentences on the importance of teamwork. Use the voice of your persona, the executive with information to share.
 - Include information on the importance of teamwork.
 - Develop your paragraph with facts as well as opinions supported by relevant examples.
- Link to at least two known authorities on the subject of teamwork
 - Links should be preceded by a brief introduction.
 - What will I find at the link? How is it relevant? How is this person/source an authority on the subject? Link should be active.

Share Your Blog

- Share the link with your instructor via Google Classroom.



RUBRIC: BLOGGING BASICS

Use this rubric to evaluate the Blogging Basics blog post.

Blog Creation

Criteria	Below Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Title	Blog has no title.	Blog title exists.	Blog has an appropriate title.	Blog has a clever title.
Design	Blog has poor design.	Blog has an inconsistent or ineffective design.	Blog has an appropriate design.	Blog has an appealing design, or overall aesthetic is appropriate for the persona.
Blog Features	No common blog features are present, or features are used inappropriately.	One common blog feature is present.	At least two common blog features are present.	Four or more common blog features are present.

“About Me” Section

Criteria	Below Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Persona Information	No About Me section included, or it is not written about appropriate persona.	About Me section is included, but more information is needed.	About Me section for a CEO or executive persona is included with appropriate background information.	About Me section for a CEO or executive persona includes additional information that develops the character more fully.

Voice	About Me is written in a voice that does not match the persona.	About Me is written in a voice that sometimes reflects the persona, but is inconsistent.	About Me is written in a voice that matches the persona and is consistent throughout.	About Me is written in a consistent voice that is clearly different from the student's own.
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Blog Post

Criteria	Below Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Length and Topic	There is no blog post, or the post is not about the importance of teamwork.	There is a blog post about teamwork, but it may move off topic or be shorter than 8 sentences.	The blog post consists of a paragraph of 8-10 sentences about teamwork.	Post may be multiple paragraphs, and it is well-written and coherent with clear transitions.
Supporting Details	No supporting details are included, or those included are not related to the topic of teamwork.	Blog includes some supporting details and links about teamwork, but not enough to fully support the topic.	Blog includes relevant facts, opinions, examples, and two links to experts to support the topic of teamwork.	The supporting details are relevant, strong, and interesting. There are more than two links to relevant experts.
Voice	The blog post is not written in the voice of an executive.	The blog post sometimes uses the voice of an executive, but it is not consistent.	The blog post is written in the voice of an executive, and the voice is consistent.	The blog post is written in the voice of an executive with a clear personality and set of experiences.

Appearance and Presentation

Criteria	Below Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Spelling and Grammar	Multiple spelling and grammatical errors are present.	Minor errors are present that do not interfere with understanding.	Blog is error free.	Blog is error free and demonstrates careful attention to minor details.
Appearance	Blog has sloppy or careless appearance.	Blog is not visually appealing or engaging.	Blog is neat and visually appealing to the audience.	Blog has creative design that shows clear understanding of the audience.

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