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## Blogging: Blog Basics

Blogs are simply web logs. Think of them as online/internet journals, diaries, or interactive logs. They can be used to record everything from science labs to poetry. A blog can be your personal diary, a place to post ideas or photos, or a place to start online discussions with people you know and meet all sorts of new people who are interested in what you have to say.

A blog may contain text, graphics, photos, audio, video, and more. Blogs are normally run by a single author who writes and posts the entries. The blog author may open their blog to comments from members of a group, registered participants, or anyone.

## Blogging: Blog vs. Web site How are they different?

Well, for starters, blogs usually have no sections or sub pages like a web site does. Blog posts (the fancy term for the stuff you write in a blog) are displayed in the order you write them. So a blog is like a big journal or diary. The newest stuff is at the top, the older stuff gets collected in the archives. Often, there's a clickable calendar to help visitors browse the older stuff you've written.

## Blogging: Tags

Another fun way to browse a blog is using 'tags.' Tags are like keywords that blog authors keep their blog organized. Tags also help blog visitors find stuff they're interested in. So for example, if EcoKids writes a post about bears and how they hibernate in the winter, we'll probably use the tag 'bear', 'winter' and maybe 'Canada' because we're talking about Canadian bears. Then next month, if we write a post about winter bird-watching activities, we'll also use the 'winter' tag. After a while, we'll probably have all sorts of stuff that uses the tag 'winter' and if you come along and click on the tag—you'll be able to see a list of all those posts.

## Blogging: Comments

The part that is most fun about blogs is that you can leave comments on any post. Click on the comments link at the bottom of the post to leave your comment. Not only is it fun to leave a comment for the blogger to read, it is likely that the blogger will then come to your blog to ready your posts. This is how you get the traffic moving on your blog.

## TRAITS OF AN EFFECTIVE BLOG POST

### An effective blog post....

- **topic**
  - important, interesting
  - good reasons to blog
- **ideas**
  - minimum of 3 main ideas
  - includes thinking, reactions, experiences, emotions/feelings
  - includes research, "learnings"
  - makes connections
  - ideas are supported - details, examples
  - \* no personal info
- **voice**
  - tone, personality
  - friendly, conversational
  - can "hear" the writer speaking
  - **word choice** - affects voice
  - **punctuation** - affects voice
- **organization**
  - catchy title - related to topic
  - beginning - middle - end
  - intro - engaging (asks ?s, uses humour, etc.)
  - Conclusion - summarizes, ties it together
  - encourages comments
  - paragraphs
  - 200-300 words in length
  - \* - includes pics, videos, etc.
- **conventions**
  - proper spelling, punctuation, grammar

## • Bumping Up your BLOG POSTS

### 1. Brilliant beginning

- "catchy"
- makes the reader want to read

### 2. Interesting ideas

- many thoughts, opinions
- choose topics that are interesting

### 3. Effective or Excellent ending

- "sums" it up
- could leave reader hanging