



Outline: The Art of Blogging

Write Technology offers an interactive 4-hour session: *The Art of Blogging*. This class focuses not on the technology behind blogging, but the writing. The Art of Blogging includes defining an audience, understanding your goals, finding your voice, exploring blog etiquette, and more. We don't just talk at you. The class is an engaging discussion to help you improve your blog.

1. **What is a blog?**

In this portion of the class, we'll define blogging, understanding what makes blogs different from your average web site. We'll discuss what blogs you enjoy, and why. What makes you participate? We'll talk about the ROI of corporate blogging and discuss some successful corporate blogs.

2. **Blogging Goals**

At this point, we'll define goals for your blog. There are a few goals you should always have. What else do you want to get from your blog? What are your ideas for reaching these goals?

3. **Blogging Voice**

In this section, we'll define and understand your audience and your style. What does your audience want to hear? How do they want to hear it? We'll work to understand subtle marketing on a blog and developing your conversational style. We'll also dive into opinions on blog, and whether you want to share them with your readers.

4. **Content**

The most important thing on a blog is content. We'll talk about where to find it and how much to research. We'll talk about consistency, quantity, and quality. Curious as to where to find images that you can legally use on your blog? We'll cover that as well. Finally, we'll review how to deal with proprietary information and blogging about your company.

5. **Blogging Etiquette**

We'll cover the 10 Commandments of Blogging, as well as other tips and tricks, including page breaks, linkbacks, internal links, corrections, and citations. We'll also talk about comment moderation and how will you deal with negative commenters and criticism.

6. **Quick Tips for Growing Your Blog with New Media**

We'll finish the day with the phenomenon of talking to yourself, etiquette for commenting on other blogs, understanding tagging, and some basic SEO principles. We'll also cover RSS feeds in more detail.

Takeaways: A new comfort level and knowledge for maintaining your blog, participant guide, access to a private class-only wiki for continued discussion

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