

# TIPS & TRICKS

## FIVE TIPS FOR BLOGGING



### EXPERIMENT WITH DIFFERENT BLOGGING SITES

- Features and cost may greatly vary
- Some are better suited for younger bloggers
- Administrative control is available for educators on some
- Blogs can be private or public

### DEFINE YOUR PURPOSE & BE CONSISTENT

- Do you want to write about educational issues, classroom activities, personal hobbies, family?
- Are you blogging as a professional or with your students?
- Create a brand
- Readers will return to blogs that maintain a consistent theme

### DECIDE WHO WILL BE YOUR AUDIENCE

- Students, parents, educational colleagues, leaders, or others

### ENGAGE YOUR READERS

- Make it personal by writing in the first person
- Share your experiences, opinions and ideas
- Encourage and respond to comments left on your blog

### LET OTHERS KNOW ABOUT YOUR BLOG

- Share your blog through social media channels
- Post your blog URL on your class web page, newsletters, etc.

**WANT TO GET STARTED WITH BLOGGING IN YOUR CLASSROOM OR PROFESSIONAL LIFE? Join [Powerful Learning Practice for a two-week Blogging 101 eCourse](#) where you will learn:**

- The value of blogging as an educational professional
- Why blogging with students is powerful
- What platform is best suited to your needs
- The importance of branding
- How-to create and improve traffic to your blog
- How-to create activities and lessons that include student created blogs

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