



How to Create Impactful Blogs

Created by Logan Dalton

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INTRODUCTION

BIG QUESTION	<i>How do I write blogs that will be promoted well and impact others?</i>
DESCRIPTION	This course is about creating blogs. You will learn the how-to's of creating a blog, formatting a blog to be aesthetically pleasing, and promoting a blog well.
ABOUT THE INSTRUCTOR	My name is Logan Dalton. I'm an NLC College Freshman Student. I'm also the head writer for the NLC College Blogs. NLC College Blog
@INSTRUCTOR	@nlccollege (Instagram)
WELCOME	Welcome (slide 1)
PERSONAL APPLICATION	Do you read blogs? Whose blogs do you enjoy the most? Even if you have no interest in writing a blog, what is another creative avenue you can use to post content on a topic that you're passionate about?
DISCUSSION QUESTION	<i>What are you passionate about? What gets you hyped up? Have you ever wanted to write about a subject/topic you're passionate about?</i>

1. The Basics of Creating a Blog

DESCRIPTION	How do I create a blog from scratch, without having any previous knowledge about how to do so? This module explains! Read on!
RESOURCES <i>Audio, Video, Text</i>	Squarespace: Build a Website – Website Builder
	The Basics of Creating a Blog (slide 2)
PERSONAL APPLICATION	Think about the audience you are writing to. What do you want them to receive from reading your blogs? Write a short excerpt on a topic you're passionate about.
DISCUSSION QUESTION	<i>Most blogs have a space to leave comments. Go to your favorite blogger's page, and comment on their most recent blog. Let them know how they have had an impact on you! Tell them thank you for being bold enough to write about their passion where the whole world can read it.</i>

2. How to Format a Blog to be Aesthetically Pleasing

DESCRIPTION	This module shows us how to format a blog to be aesthetically pleasing and easy to read.
RESOURCES <i>Audio, Video, Text</i>	How to Format a Blog (slides 3 & 4)
	The Blog Joanna Gaines
	Live Original Blog
	NLC College Blog
PERSONAL APPLICATION	Personalize the excerpt you wrote for the previous module. Give it a title, make the title pop with a fun font, and include pictures that are relevant to what you wrote about. Have fun with it!
DISCUSSION QUESTION	<i>Have someone take a look at the design and format of your blog before you post it. Ask them if there's anything you need to change or add. Go to your favorite blogger's website. In the comments, tell them your favorite design feature that they used for their blogs!</i>

3. How to Promote a Blog

DESCRIPTION	Now that you've got a blog written, how do you let others know about it? Keep reading this module to find out!
RESOURCES <i>Audio, Video, Text</i>	How to Promote a Blog (slide 5)
PERSONAL APPLICATION	Have someone who has skill for posting on social media accounts to help you write a post about your blog. Ask them for advice on how to best promote your writing on social media outlets!
DISCUSSION QUESTION	<i>After you post on social media about your blog, be sure to respond back to anyone who comments on the post. Whether they leave an encouraging comment or have a question about your blog, always be sure to respond to them!</i>

EVALUATION

BIG QUESTION	<i>How did this course help you?</i>
COURSE EXIT FORM	<u>Click and Fill this out to get your certificate</u>

Thank you for taking this course!