Developing a Blog

A blog is the perfect way to share your learning journey with future teachers or employers. Your blog can be formatted in whatever way you'd like and you can include a whole range of media as part of it. It might be the place you store all of your other portfolio evidence, or they might only form part of the narrative, or perhaps this is a separate thing all together – either way, this guide will help you make it.

So, what is a blog? A blog is a series of written, visual, audio, or video entries that comment on a person's experiences, thoughts, or activities. The blog might have one single focus or shifts as the author adds to it. The important thing about a blog is that it is added to regularly and gradually creates an account of the author's life.

This guide is going to offer prompts for you to think about and possibly reflect upon. As a blog is a record of a personal journey, we aren't going to tell you what you need to include, instead, we are going to try and be the inspiration when you need it. But to begin, you need to make some decisions!

As there are different kinds of blog-posts, we need to know what kind you will make. It is possible for your blogs to include a range of different post types. Your options are:

List-based: a list of entries that are not necessarily connected and just appear in chronological order without any formatting, curating, or thematic divisions.

News-based: The blogger highlights a key story or events and provides their comments or perspectives. This could be an account/review of one of the workshops.

Interview: The blogger uses the experiences of other people and presents them as part of a wider narrative on a given topic – this allows for greater perspectives to be shared.

Review: this type of blog provides reviews on things, often providing some demonstration of how they work.

Personal: In a personal blog the author discussed their own experiences and builds a kind of timeline of events. For the purpose of your blog, this could demonstrate the development of your skills.

Explainer: Provided detailed accounts of something, such as a workshop, talking the reader through the experience of taking part.

Image-based: focused on images – this could be an infographic, a collage, montage, or single image with or without explanation.

Before you begin, we need to set up your blog. There are a number of excellent websites that you can use as hosts:

www.wix.com offers a simple to use blogging service. You can either complete a questionnaire and it will do the set up for you, or you can take complete control and do it yourself. Full details on how to use Wix can be found here:

www.wordpress.org while it is considered to be the very best amongst blogging sites, you need to do a lot of building yourself and there is limited functionality on the free version. Some schools do have an educational license though that might give you full access. Full details on how to use Wordpress can be found here:

www.blogger.com has been around for a long time and while it might not be an up-to-date as those above, it offers the most simple and reliable approach to blogging. Full details on how to use blogger can be found here:

Pick a blog name. Now, remember, this is for future employers/educators so make sure it is fun but not inappropriate!

Now we have set up our blog we can start to think about populating it. Let's start with some broad questions...

My blog's theme is going to be.....

It will have at least .... entries.

You can now think about writing a nice welcome to your audience. Perhaps you'd like to include some personal details about you? Or a list of key words? Or an outline of what to expect? Whatever you choose, make sure it is engaging and makes them want to read more!

Now let's think about a blog post. You may want to return to this list of prompts for every post you write. It might be that only some of these prompts are relevant for this particular post, and that is okay, but try working through them and see what you create.

The workshop I am reflecting on is.....

The skills I am going to cover in my blog post are.....

My audience is for this one is.....

The post will be ….......long

I'll make it visually interesting by........

In what ways might I use sound?

I'll think about critical thinking by.......

I'll think about creativity by.......

I'll think about collaboration by......

I'll thinking about communication by.........

I will review......

I will explain.......

I'll share my experiences of.......