



edublogs

TEACHER  
CHALLENGE

WORKBOOK

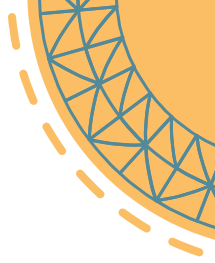
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PERSONAL  
BLOGGING  
for teachers



TeacherChallenge.edublogs.org





# WELCOME

This free self-paced course for educators guides you step-by-step through the process of setting up your own personal/professional blog.

There are 10 steps which include examples to provide inspiration for your own blog.

The activities can be completed at your own pace and in any order!



## WHO IS THE COURSE FOR?

This Teacher Challenge course can help you whether you:

- Are a classroom teacher, a specialist teacher, a school leader, or work in any area of education.
- Have students of your own or are not currently teaching.
- Are very tech savvy or only have basic computer skills.
- Have never attempted blogging before, or have dabbled with blogging but want to start again.

This optional workbook will help to keep you on track and focused as you work through the 10 steps.



## COURSE DELIVERY

Because you'll be learning about blogging, this course is naturally published on a blog. You'll find it at [teacherchallenge.edublogs.org](https://teacherchallenge.edublogs.org)

Each step has its own separate blog post. You will learn by reading through each post and exploring the links and examples provided.

For each step, you'll be invited to complete a task that develops and demonstrates your learning. When your task is complete, you can leave a comment on the post and share your learning with others.

You can use this workbook to keep track of your progress and document additional reflections and questions.

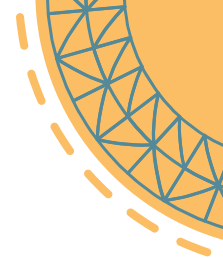
A snippet of the task choices for each step is included in this workbook. Refer to the post for full details.

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## OUTCOMES

We've designed this course so you can build on your skills sequentially over the time frame that suits you.

By the end of the course, you'll have a blog with strong foundations that will set you up to enjoy the many advantages of educational blogging.



## PD CREDIT

All participants who complete our Personal Blogging Teacher Challenge will have access to a certificate that outlines the modules covered and the time frame. You'll find the form to request this certificate in the 10th step of this course.

We have bloggers from all over the world completing our Teacher Challenges. Different schools and districts have different criteria for awarding professional development credit. Therefore, we can't guarantee our certificate will comply with your school's specific PD criteria.



## ADDITIONAL ASSISTANCE

This is a self paced course but you don't have to go it alone.

- If you have questions, you can leave a comment on the post you're working on. Our team monitors comments regularly.
- You're welcome to email our support team 24/7 for blogging help ([support@edublogs.org](mailto:support@edublogs.org)).
- Why not ask a friend or colleague to complete this Teacher Challenge with you?





# 10 STEPS TO SUCCESS

We've broken this Teacher Challenge course down into 10 steps.

If you've got the time, you can work through each step over a period of hours or days. Alternatively, you can work at a slower pace; perhaps completing one step each week while allowing time to fully digest each topic.

**The following overview may help you pick and choose** if you only want to complete certain parts of the course.

## STEP 1: Setting Up Your Blog

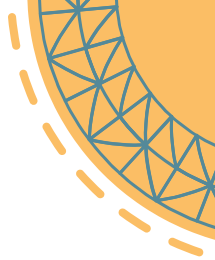
The first step has two main aims. Firstly, you will learn more about what a blog is and why educators use blogs. Secondly, we will help you set up your blog, customize your settings, and change your theme.

## STEP 2: Setting Up Pages

The second step is about setting up pages. We'll help you understand how pages are used on personal educator blogs. We'll then show you how to set up an About page and Contact page on your blog.

## STEP 3: Publishing Your First Posts

In step three you'll be learning how posts are used on personal educator blogs. We'll provide tips on how to write effective posts while teaching you how to publish your first posts.



# 10 STEPS TO SUCCESS

## **STEP 4: Connecting With Others**

When you've developed your understanding of posts and pages, we'll be moving on to commenting and connecting. You'll learn how comments are used on blogs and get ideas for connecting with others.

## **STEP 5: Working With Widgets**

This step explains how widgets are used on personal educator blogs. We'll introduce you to the commonly used widgets, and show you how to add widgets to your sidebar.

## **STEP 6: Images, Copyright, And Creative Commons**

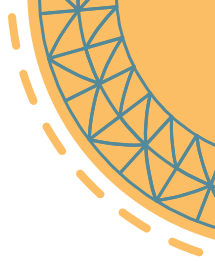
This important step introduces you to copyright, fair use, and using images on blogs. You'll learn how to find and add Creative Commons and public domain images to your blog posts.

## **STEP 7: Cool Tools To Embed**

In step seven, you'll learn about creating content with free online tools and embedding different content into posts and pages.

## **STEP 8: Creating And Using Video**

The aim of this step is to provide an overview of creating and using videos. We'll help you get started with video and teach you how to embed video in your blog.



# 10 STEPS TO SUCCESS

## STEP 9: Working With Plugins

The aim of this short activity is to help you understand how plugins are used to extend the functionality of your blog. You'll learn how to activate and deactivate plugins.

## STEP 10: Sharing And Marketing Your Blog

You've hit the publish button but the work is not done! In this final step we go through four things you can do to share and market your blog.

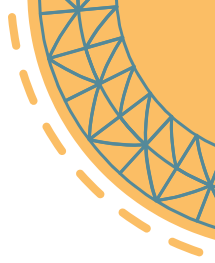


# RECORD YOUR BLOG DETAILS











URL

Username

Email address



# CHECKLIST

-  **STEP 1:** Setting Up Your Blog
-  **STEP 2:** Setting Up Pages
-  **STEP 3:** Publishing Your First Posts
-  **STEP 4:** Connecting With Others
-  **STEP 5:** Working With Widgets
-  **STEP 6:** Images, Copyright, And Creative Commons
-  **STEP 7:** Cool Tools To Embed
-  **STEP 8:** Creating And Using Video
-  **STEP 9:** Working With Plugins
-  **STEP 10:** Sharing And Marketing Your Blog

# STEP 1: SETTING UP YOUR BLOG

## TOPICS

- What is a blog?
- Why educators use blogs
- Choosing your audience
- Examples of educator blogs
- Sign up for your blog
- Create your blog
- Update your profile
- Upload your user avatar
- Check your settings
- Customize your blog theme
- Using the theme customizer
- Using your own background image
- FAQs

## TASK

- Visit some example blogs.
- Leave a comment explaining how your blog set up went.
- Leave the link to your blog in a comment.

## NOTES



## STEP 2: SETTING UP PAGES

### TOPICS

- Introduction to pages
- Why you need an About page
- Examples of About pages
- Create your About page
- Overview of your visual editor
- Making contact easy
- Create your contact page
- Other types of pages
- Setting up links to pages
- FAQs

### NOTES

### TASK

- Create/update your About page.
- Create/update your Contact page.
- Share a link to another type of page you've seen on a blog.

## STEP 3: PUBLISHING POSTS

### TOPICS

- Introduction to posts
- Who publishes the posts?
- Examples of posts on personal educator blogs
- Blog post ideas
- How to publish a new post
- About the visual editor
- PDF cheat sheet: writing posts
- Tips for writing better blog posts
- FAQs

### NOTES

### TASK

- Reflect on Steve Wheeler's video.
- What has been your biggest obstacle to blogging?
- Write a post and share the link.
- Share your thoughts on your blog post style.
- Try incorporating our tips for making your posts easier to read.

## STEP 4: CONNECTING WITH OTHERS

### TOPICS

- Importance of connecting and commenting
- How comments work
- How to add a comment
- Commenting etiquette
- Connecting with others
- Introduction to RSS
- Subscribe to blogs using Feedly
- Connecting to social networks using Flipboard
- FAQs

### NOTES

### TASK

- Leave a comment on another educator's blog.
- Join Twitter.
- Set up Feedly or Flipboard.
- Write a post sharing your thoughts on connecting with others. Share the link to your post.

# STEP 5: WORKING WITH WIDGETS

## TOPICS

- What are widgets?
- How widgets are used
- Examples of widgets
- How to add widgets
- How to remove widgets
- Overview of available widgets
- 'Must have' widgets
- Introduction to categories and tags
- Add widgets using embed code
- Commonly used visitor tracking widgets
- The link widgets
- FAQs

## NOTES

## TASK

- Look at the widget's other educators are using.
- Try adding some widgets to your blog.
- Write a post about your 'must have' widgets. Share the link.

## STEP 6: IMAGES AND COPYRIGHT

### TOPICS

- Introduction to copyright, fair use, and images in posts
- Introduction to Creative Commons
- Flickr Creative Commons images
- Finding Creative Commons images
- Creative Commons and image attribution
- Free and public domain images
- Attributing free and public domain images
- Sources of free and public domain images

### NOTES

### TASK

- Write a blog post that includes images. You might include tips for finding/creating images, a review of image tools, or other information about Creative Commons and images.



# STEP 7: COOL TOOLS TO EMBED

## TOPICS

- Why enhance posts with interactive tools?
- Audio tools
- Brainstorming tools
- Comic and cartoon tools
- Curation tools
- Google Forms: polls, surveys, and quizzes
- Presentation tools
- How to embed in posts
- How to embed cheat sheet
- Where to find more tools

## NOTES

## TASK

- Tell us about a favorite tool that wasn't discussed in this step.
- Try out one of the tools mentioned in this step. Then try embedding your creation in a blog post.

# STEP 8: CREATING AND USING VIDEO

## TOPICS

- Why use video?
- Online video creation
- 3 online tools for video creation
- Offline video creation
- Piece to camera
- Get creative with a green screen!
- 10 filming tips
- Film your lesson
- A note on editing software
- Copyright and videos
- Video hosting websites
- Embedding videos into posts

## NOTES

## TASK

- Add a video from a video hosting site to your blog. Leave a comment with the URL of your post.
- Try one of the video creation tools mentioned in this step.
- Be brave and film a piece to camera!
- Leave a comment with other suggestions for video tools.

## STEP 9: WORKING WITH PLUGINS

### TOPICS

- What are plugins?
- Plugins on personal educator blogs
- How to activate plugins
- Plugins to try on your blog

### NOTES

### TASK

- Activate Compfight, Easy Tables, and the Visual Editor plugins.
- Test each plugin and then write a post to discuss what you learned about plugins or explain which plugin(s) you liked and why.

# STEP 10: SHARING AND MARKETING

## TOPICS

- Why sharing and marketing your blog applies to everyone.
- Strategies to share and market your posts.
- 1) Make posts 'shareable'
- 2) Use social media
- 3) Use email subscriptions
- 4) Be an audience
- Conclusion: Blogging is worth it!

## NOTES

## TASK

- Leave a comment or write a post about your blogging journey or future blogging goals.
- Try out one or more of the methods described to share and market your blog. Comment or post about it.

# More Free Learning Opportunities

## For Teachers

**Blogging With Students** — Learn how to set up a class blog  
(<https://teacherchallenge.edublogs.org/blogging-with-students>)

**Building Your PLN** — Become a connected educator using a range of different tools (<https://teacherchallenge.edublogs.org/creating-a-pln>)

## For Students

**Student Blogging Bootcamp** — This self-paced course guides students through the process of setting up and using their blog.  
(<https://studentchallenge.edublogs.org/blogging-bootcamp>)

**Student Blogging Challenge** — Held every March and October, this supported challenge helps students and classes learn about blogging while connecting with others. (<https://studentchallenge.edublogs.org>)

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