Blogging: “Apathy Busting” or “What’s your beef?” (*this is an* *idiom*)

https://www.lyfemarketing.com/blog/benefits-of-blogging/

# Why blog?

<https://www.huffpost.com/entry/10-reasons-you-should-sta_b_5326353>

Why learning grammar and mechanics are important:

<https://www.gwsmedia.com/articles/5-reasons-why-grammar-and-spelling-are-important-your-website>

# What do you notice about the structure of these blogs? What do you notice about the images, the words, the tone?

# To do:

1. Choose a topic in which you see a problem and have a solution. For example,
   1. Five reasons why hitting should not be allowed in minor hockey
   2. Five elements of social media that needs to be stopped
   3. Five reasons why schools should have a strong Arts program
   4. Five strategies the BC government should have taken to defeat Covid
   5. Five examples of cultural appropriation in your closet
2. Using your Edublog as your medium, write your own blog following the steps below:
   1. Give your blog a creative title
   2. Include an introduction about who you are and why you are writing about this topic.
   3. Write your blog using the criteria below. Play with images and formatting.
3. Due Tuesday at midnight. Copy and paste the URL of your Edublog and post to TEAMS. When you “hand in”, choose “link” instead of “doc”.

# How to write a blog:

* Topics
  + Specific and detailed “*How To Make Money on Instagram”*
  + Niche driven “*Five countries you must visit before you turn 25.”*
  + List driven *“Top 8 Asian Fusion Restaurants in Poco”*
* If you want to have a successful blog, you need to build **trust.** Most readers are there to get information or advice. How do you build trust? By doing your **research** and being authentic. Only write about what you know for sure.
* Style
  + Conversational
  + Informal
  + Can be satirical or comical
  + Informative
* Structure
  + May or may not have a list structure
  + Subheadings are **bolded**
  + Use a variety of font styles
    - **Bold:** emphasizes a point or highlights a key word
    - *Italics*: dampen the phrase to make it sound softer but more articulate
    - ~~Strikethrough:~~ indicates common mistakes and misconceptions
  + Short sentences
  + 2-4 sentences per paragraph
  + Space between paragraphs
  + Frequent images
* Strong, creative domain name (or title for this assignment)
  + Easy to remember
  + Relevant to your content
  + Smart and creative
* Creative, classy images
  + Make sure they are your own OR they are free to use
  + Quality images. No one wants your blurry images.
* Strong Writing
  + Strong grammar and mechanics (No one edits your work)
  + Interesting content
  + Creative voice or tone. What makes you stand out? You!! Let your personality shine through your writing. Make it reflect the content