



Session Name

Blogging for
Community Building
in **Early Childhood Programs** and
Organizations

Speaker

Dawn Braa, M.A.

Date

March 20, 2013



Dakota County Technical College, MN 



Dawn Braa, M.A.

Agenda for this session



You learn something every day if you pay attention ~Ray LeBlond



Knowledge

Learning is a treasure that will follow its owner everywhere. ~Chinese Proverb

Attendees Will...

- Review brief blogging history
- Identify benefits of blogging
- Recognize effective marketing strategies
- View an established blog
- Identify two action items for self/colleagues

History

Early 90s

- ❑ Web pages were regarded as places to read, not places to post/publish
- ❑ In 1994, Swarthmore student Justin Hall created first blog ever, Links.net

Late 90s

- ❑ In 1997, Jorn Barger coined the term “Weblog”
- ❑ In 1999, Peter Merholz shortened “Weblog” to “blog”
- ❑ In 2000, Blogger introduced the first popular, free blog-creation service

Background

What is a BLOG?

- Type of website for frequent updating/publishing of content

Are there different types of blogs?

- Personal and Professional

Which blog software is best?

- Individual choice

▪ HOSTED

- Blogger
- Typepad
- LiveJournal



▪ SELF-HOSTED

- Wordpress
- Moveable Type





HOW ABOUT YOU? POLL

Why Use a Blog?

blog



General

- Easy to Use
- Immediate Updates
- Low Cost Alternative
- Large Audience

PROGRAM

- Parent Engagement!
 - Retention
- Serve as Topic Expert/Resource
- Networking
- Building Community
- Social Media Marketing
- Professional Development

Tom Copeland

“Parents of young children are increasingly looking for information about how their children are learning when they attend a child care program (home or center). One way child care programs can meet this need is by sharing information through an online blog.

Blogs can be used to communicate daily activities, short articles about children and parenting, resources and much more. As many young parents today grew up with the Internet and are very comfortable with receiving information online, **business blogs by child care programs can meet an important need.”**

-TOM COPELAND

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Be a fan of my Facebook page - <http://www.facebook.com/tomcopelandblog>

Blog - <http://www.tomcopelandblog.com>

@AskTomCopeland

Chip Donohue

“Blogs are a great tool for early childhood educators to share ideas, expertise, information, resources, links, classroom practices and activities. A blog is a powerful tool for reflective practitioners, providing a chronological record of thinking and activities and opportunities for others to comment on the public reflections. When you attach a photo, video clip or document a blog can become an ePortfolio as well.”

-CHIP DONOHUE

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Is Blogging Right For Us And Our Families?

- » Dedicated & committed?
(time available/like to write)
- » Passionate about topic?
- » Open-minded to new technology?
- » Willing to take risks

- » **Families**
 - Access?
 - Interested in Content?
 - Commitment?



Resources for You

- » **Web**
 - » Google Search
“Blogging Tutorial”

- » **Library**
 - » Books

- » **Community**
 - » Classes

- » **Friends/Family/Colleagues**





Application

Practice is the best master ~Latin Proverb

How to Begin...

1. Find a provider that you are interested in
2. Look through the gallery of templates and choose one You'll name the blog, etc. while you are signing up.

*Should your site be...

-public (everyone)

-private (families)

*Start Writing!

*Visit other blogs – create blogging circle



Don't be afraid to begin!



- Who's going to contribute?
- What's the general tone, style, etc. of the blog?
- Use compelling content that parents want/need
- Categorize content
 - Topics (scheduling posts)
- Be creative 😊

In The News

Mr. Eliason, who wrote “At Your Service: How to Attract New Customers, Increase Sales, and Grow Your Business Using Simple Customer Service Techniques” after managing @ComcastCares for Comcast, said he believes there are four factors that can help a small business use social media:

- *Be remarkable.
- *Listen to your customers
- *Engage with your customers
- *Make it easy for your customers to have conversations about things important to them.

<http://boss.blogs.nytimes.com/>

Bloggging and small business marketing go hand in hand. As a small business owner, consistent bloggging gives you an oppportunity to build credibility with potential customers, to build up your authority, to create news around your brand, and to woo the search engines.

<http://smallbiztrends.com/2011/05/not-blogging-you%E2%80%99re-the-minority.html>

Extras

- » Photos
- » Guest Speakers
- » Giveaways
- » Links & Widgets



BLOG TOUR!

Blogs.dctc.edu/ecyd

The screenshot shows the homepage of the 'Early Childhood & Youth Development' blog. The header features the organization's logo and name, a search bar, and a navigation menu with links for 'ABOUT', 'PROGRAM INFO', 'PHOTO ALBUM', 'TRANSFER OPTIONS', 'GUEST SPEAKERS', 'BAM! RADIO', and 'NEWSLETTER'. Below the navigation is a 'Home' banner and a 'Subscribe' button. The main content area displays a post titled 'DIY: Window Books' dated Friday, February 22, 2013, by 'Teach Preschool'. The post includes an image of children creating window books and a description of the activity. To the right, there is a 'Subscribe to this Blog' section with an email input field and a 'Like' button. Below that is a language selection dropdown and a 'Listed in the Edublogs Directory' badge. At the bottom right, there is a 'TOP 30 EARLY EDUCATION BLOG' award badge and a link to 'EC Provider Scholarships!'.

EARLY CHILDHOOD & YOUTH DEVELOPMENT
A DAVITA COUNTY TECHNICAL COLLEGE PROGRAM BLOG

ABOUT PROGRAM INFO PHOTO ALBUM TRANSFER OPTIONS GUEST SPEAKERS BAM! RADIO NEWSLETTER

Home /

Subscribe

Site Admin Log out

Home

DIY: Window Books

Friday, February 22, 2013 | by [Leave a Comment](#) [Edit Post](#)



Engage your children in nature- they learn many valuable skills from being outdoors. Look at these fantastic [WINDOW BOOKS](#) from Teach Preschool! What will your children see?

Perfect for the upcoming spring/summer seasons and great for creating nature displays in the classroom. Children can investigate their findings and study their collections over time compared to if not in a 'window book.'

Teach Preschool

Comments: [Leave a Comment](#)

Category: [Misc Blog](#)

Fit 4 You Kit Review

Subscribe to this Blog
Enter your email address below to subscribe to this blog via email.
You may manage your subscription options from your [profile](#).

Early Childhood Ideas & Resources
 Like You like this.

Select Language

Listed
in the Edublogs Directory

TOP 30 EARLY EDUCATION BLOG
TEACHING IN EDUCATION CONNECTIONS

EC Provider Scholarships!



Review New Knowledge

Knowledge is power ~Sir Francis Bacon



- Communication
- Build Community
- Professional Networking
- Marketing
- Connect stakeholders
- Preferred Method
- Cost effective
- Increases Search Engine Optimization

Important Benefits

Next Steps


- What ideas do you have about taking this information back to your setting?
- Identify **two action items** for yourself and/or team



HOW ABOUT YOU? POLL



Questions/Comments

- 
- ❑ http://www.businessweek.com/magazine/content/09_30/b4140074545626.htm
 - ❑ <http://nymag.com/news/media/15971/>
 - ❑ <http://boss.blogs.nytimes.com/>
 - ❑ <http://smallbiztrends.com/2011/05/not-blogging-you%E2%80%99re-the-minority.html>
 - ❑ <http://www.tomcopelandblog.com/2011/02/four-fascinating-blogs-and-websites-for-family-child-care-providers.html>
 - ❑ <http://www.bloggingbasics101.com/2009/08/should-i-choose-a-hosted-or-non-hosted-blogging-platform/>

❑ Photos

- ❑ <http://www.ajaxunion.com/wp-content/uploads/2013/01/Blogging-for-Business1.jpg>
- ❑ <http://www.saifullahbutt.com/wp-content/uploads/2012/07/blogging-mistakes.jpg>
- ❑ <http://blogging.org/blog/wp-content/uploads/2012/06/blogging-blog2.jpg>
- ❑ <http://www.theblogmaven.com/wp-content/uploads/2012/09/Find-your-blogging-voice.jpg>
- ❑ <http://www.yasirsaeed.com/wp-content/uploads/2012/12/blogging-relationships.jpg>
- ❑ <http://webbiquity.com/wp-content/uploads/2010/06/Blog-Platforms.jpg>
- ❑ http://cyberbrethren.com/wp-content/uploads/2013/01/company_blog.jpg
- ❑ <http://all-notes.com/wp-content/uploads/2012/06/blogging-tags.gif>

References



THANK YOU!



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Twitter: <https://twitter.com/mdcteacher>