Session Name
Blogging for
Community Building
in Early Childhood Programs and Organizations

Speaker
Dawn Braa, M.A.

Date
March 20, 2013
Agenda for this session

1. Knowledge
2. Application
3. Review

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

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

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

Attendees Will...
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?

**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

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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
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“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

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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
– 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 😊

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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/

Blogging and small business marketing go hand in hand. As a small business owner, consistent blogging gives you an opportunity 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
DIY: Window Books

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.’
Review New Knowledge

Knowledge is power ~Sir Francis Bacon
Important Benefits

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

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THANK YOU!
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