

TechLab IV:

**Blogging Basics for
Career Services
Professionals**

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National Career Development Association - 2013

#NCDABoston



File Edit View History Bookmarks Window Help

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ON TWITTER

Follow @OC_org

What advice would you give students about dealing with the rising cost of #highered? <http://t.co/1Zzzqdc2> #finaid #onlineed
11 minutes ago

The "networking" box is closing! @Melissa_Venable has tips on how to become a #connector: <http://t.co/Gy3DIAUJ> #career #highered
about 13 hours ago

This list also applies for the teacher/student relationship RT @CareerBright 10 Things Bosses Never Tell Employees: <http://t.co/hUz5mgxF>
about 17 hours ago

@awgonnerman @LadyoftheLib Thank you for the shares =>
about 17 hours ago

ASK MELISSA VENABLE, PHD

If you have a question about going to college online, Melissa can help. Get direct access to our expert on Twitter.

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#IOLCHAT ON TWITTER

A BLOG BY MELISSA A. VENABLE, PHD

An Education Writer for OnlineCollege.org, Melissa's background includes work in higher education – private, public, and for-profit – as an instructional designer and curriculum developer. Melissa is also an experienced instructor, academic advisor, and career counselor... [more](#)



Networking is Out? Connecting is In!

February 16th, 2012 • [Leave a comment](#)

What are your first thoughts when someone suggests that should be "networking?" Networking is often a "what's in it for me" enterprise. For the introverted, like myself, and for those who tend to procrastinate with their career and job search plans, professional networking is something we try to avoid. Asking for help doesn't always come easy. A recent Entrepreneur article introduced me to the concept of connecting and I thought I would pass it along here. For online students engaged in career development and job search activities, the networking process can take a different perspective through participation in social networking systems and online communities. Connecting is a new way to look at networking and its related activities that may lead ...



[Read on ...](#)

We've got a lot to cover!

Part 1:

Create a live blog site with WordPress.com

Perform basic administrative tasks

Publish a blog post

Part 2:

Determine writing goals

Find your blogging "voice"

Develop content ideas

Align with other career-topic bloggers

Part 1: Getting Started

WordPress.com (vs. WordPress.org)

Account Set-up

Dashboard and Main Menu

Publishing a Post

You should have:

- Ideas for a blog title
- Draft document (.doc, .docx, .txt)
- Image file – optional (.jpg, .jpeg, .gif, .png)

Account sign-up

<https://en.wordpress.com/signup/>

- 1. Choose a blog address.** All accounts will end with ".wordpress.com". Since there are millions of WordPress blogs, your first, second, and maybe even third choices may be taken. Keep trying until you find a name that you like, that is available, and remember you can change it later if you decide to do so.
- 2. Choose a Username and Password.** These will not appear on your blog anywhere, but will allow you to access the administrative side of your new site. You will also need to enter your email address here.
- 4. Click on "Create Blog" to open your *free* account.** The next screen will prompt you to check your email to complete the registration process. You will also be prompted to enter information to create your profile, you can complete this now, but you'll also have the opportunity to do this later.
- 5. Activate your blog.** You can do this from your email (you will receive an activation message from WordPress). Once you activate your blog, you will be taken to the next steps...

Get started with WordPress.com by filling out this simple form:

E-mail Address

We'll send you an email to activate your account, so please **triple-check** that you've typed it correctly.

Username

Your username should be a minimum of four characters and can only include lowercase letters and numbers.


Password

Hide

Great passwords use upper and lower case characters, numbers, and symbols like !"£\$%^&().

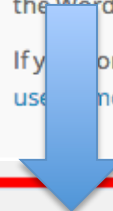
Generate strong password

Blog Address

 .wordpress.com Free 

Choose an address for your blog. You can change the WordPress.com address later.

If you don't want a blog you can [signup for just a user name](#).



You agree to the [fascinating terms of service](#) by submitting this form.

Upgrade

Save 41%!

Create Blog



STEP 1

Set up your blog

Blog Title

melissaavenable

Tagline (optional)

This WordPress.com site is the bee's knees

In a few words, explain what your blog is about.

Language

en - English

Which language will you be blogging in?

Next Step →



STEP 4

Create your first post

Let's create the first post on your blog. What would you like to post?



Text



Photo



Video



Quote



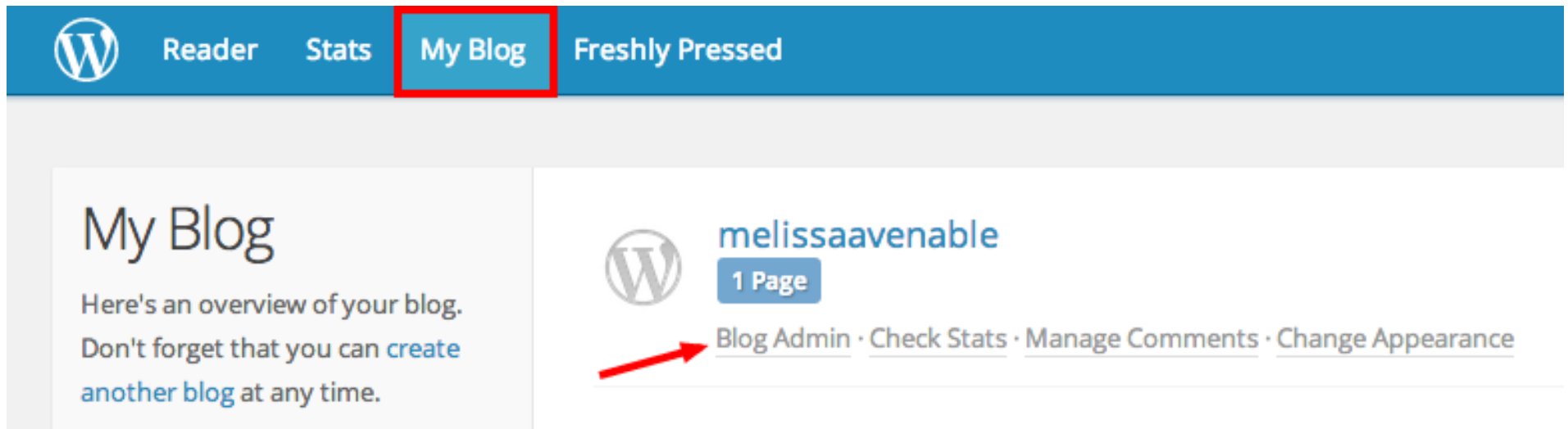
Link

Looking for inspiration? [Inspire me!](#)

← Back to previous step

Finish

Dashboard and Main Menu



The image shows the top navigation bar of the WordPress dashboard. The 'My Blog' tab is highlighted with a red box. Below the navigation bar, the 'My Blog' section is visible, featuring a WordPress logo, the username 'melissaavenable', and a '1 Page' badge. A red arrow points to the 'Blog Admin' link in the navigation menu.

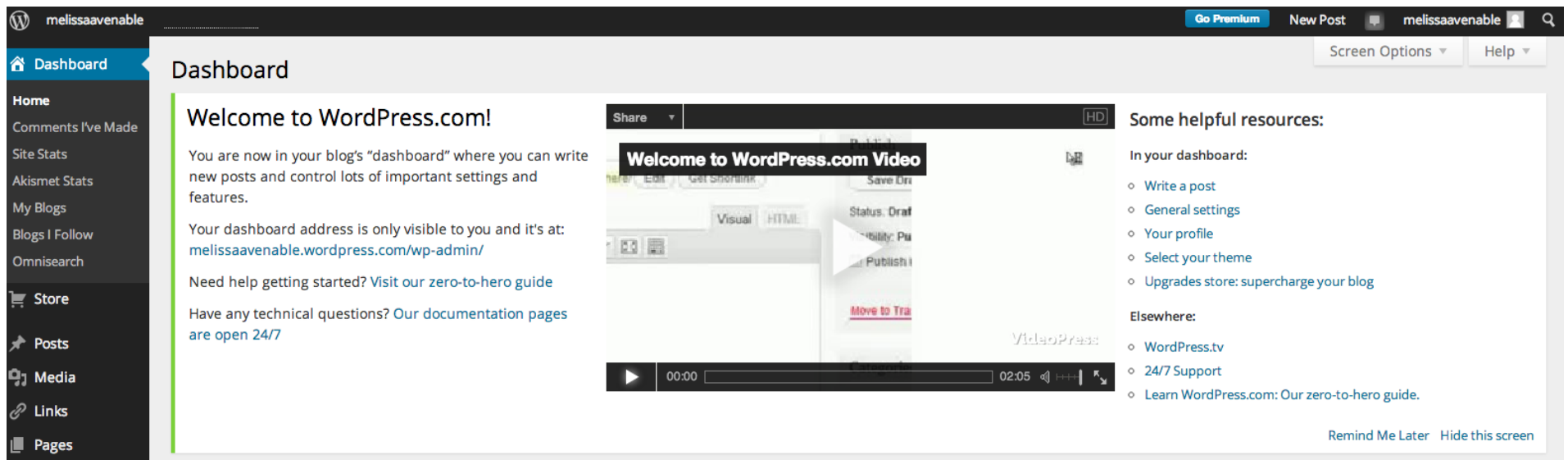
Reader Stats **My Blog** Freshly Pressed

My Blog

Here's an overview of your blog.
Don't forget that you can [create another blog](#) at any time.

melissaavenable
1 Page

[Blog Admin](#) · [Check Stats](#) · [Manage Comments](#) · [Change Appearance](#)



The image shows a screenshot of the WordPress dashboard. The left sidebar contains navigation links for Home, Comments I've Made, Site Stats, Akismet Stats, My Blogs, Blogs I Follow, Omnisearch, Store, Posts, Media, Links, and Pages. The main content area displays a 'Welcome to WordPress.com!' message, a video player for 'Welcome to WordPress.com Video', and a list of helpful resources. The top right corner shows the user's name 'melissaavenable' and a search icon.

melissaavenable

Go Premium New Post melissaavenable

Dashboard

Dashboard

Home

- Comments I've Made
- Site Stats
- Akismet Stats
- My Blogs
- Blogs I Follow
- Omnisearch
- Store
- Posts
- Media
- Links
- Pages

Welcome to WordPress.com!

You are now in your blog's "dashboard" where you can write new posts and control lots of important settings and features.

Your dashboard address is only visible to you and it's at: melissaavenable.wordpress.com/wp-admin/

Need help getting started? [Visit our zero-to-hero guide](#)

Have any technical questions? [Our documentation pages](#) are open 24/7

Share [HD]

Welcome to WordPress.com Video

Visual HTML Status: Draft

VideoPress

Some helpful resources:

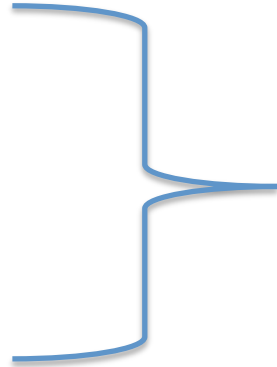
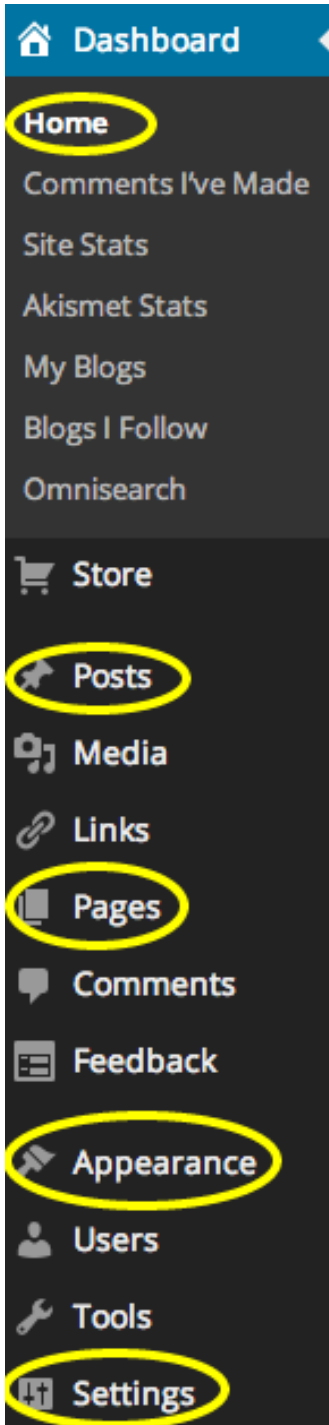
In your dashboard:

- Write a post
- General settings
- Your profile
- Select your theme
- Upgrades store: supercharge your blog

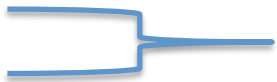
Elsewhere:

- WordPress.tv
- 24/7 Support
- Learn WordPress.com: Our zero-to-hero guide.

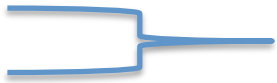
Remind Me Later Hide this screen



Main menu to access comment tracking, statistics, spam, etc.



Add new, categories, tags, view list of all



Add new, view list of all

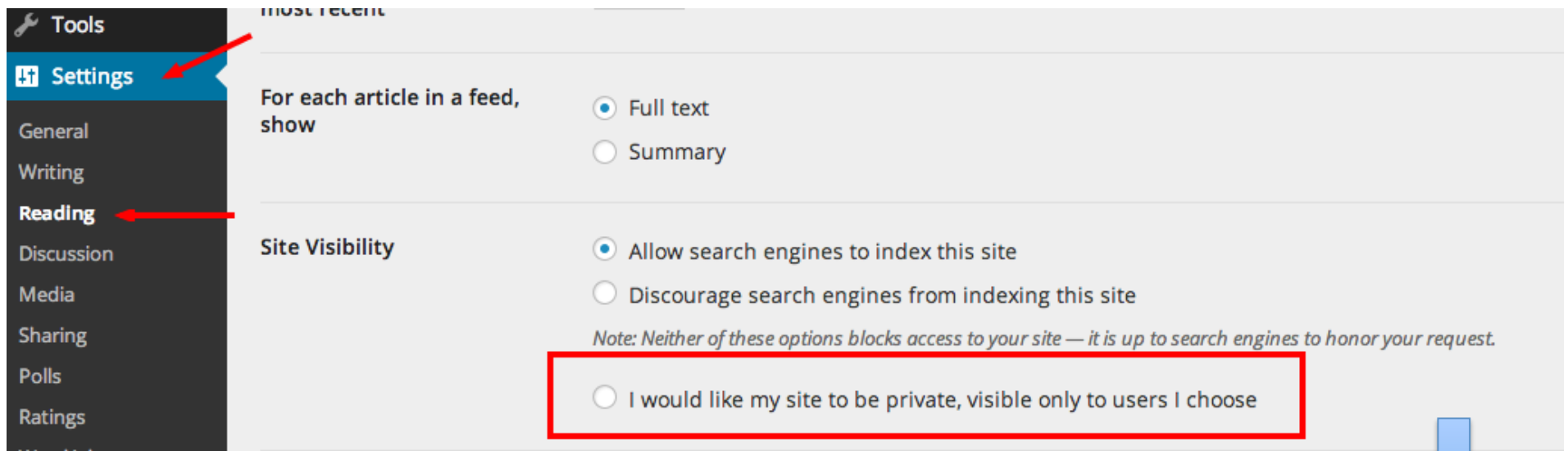


Themes, widgets, header, background, etc.



General, privacy, social media sharing, etc.

Before we go any further ... check your new blog's privacy settings!



The screenshot shows the WordPress settings interface. On the left, a dark sidebar contains a menu with 'Tools' at the top, followed by 'Settings' (highlighted in blue), 'General', 'Writing', 'Reading', 'Discussion', 'Media', 'Sharing', 'Polls', and 'Ratings'. Two red arrows point to 'Settings' and 'Reading'. The main content area is titled 'most recent' and contains two sections: 'For each article in a feed, show' with radio buttons for 'Full text' (selected) and 'Summary'; and 'Site Visibility' with radio buttons for 'Allow search engines to index this site' (selected), 'Discourage search engines from indexing this site', and 'I would like my site to be private, visible only to users I choose'. A red box highlights the 'private' option. Below the 'Site Visibility' section is a note: 'Note: Neither of these options blocks access to your site — it is up to search engines to honor your request.' A large blue arrow points from the 'private' option down to a 'Save Changes' button in the bottom right corner.

Mark it as “private” so that the site won’t be “live” while you are working on it.

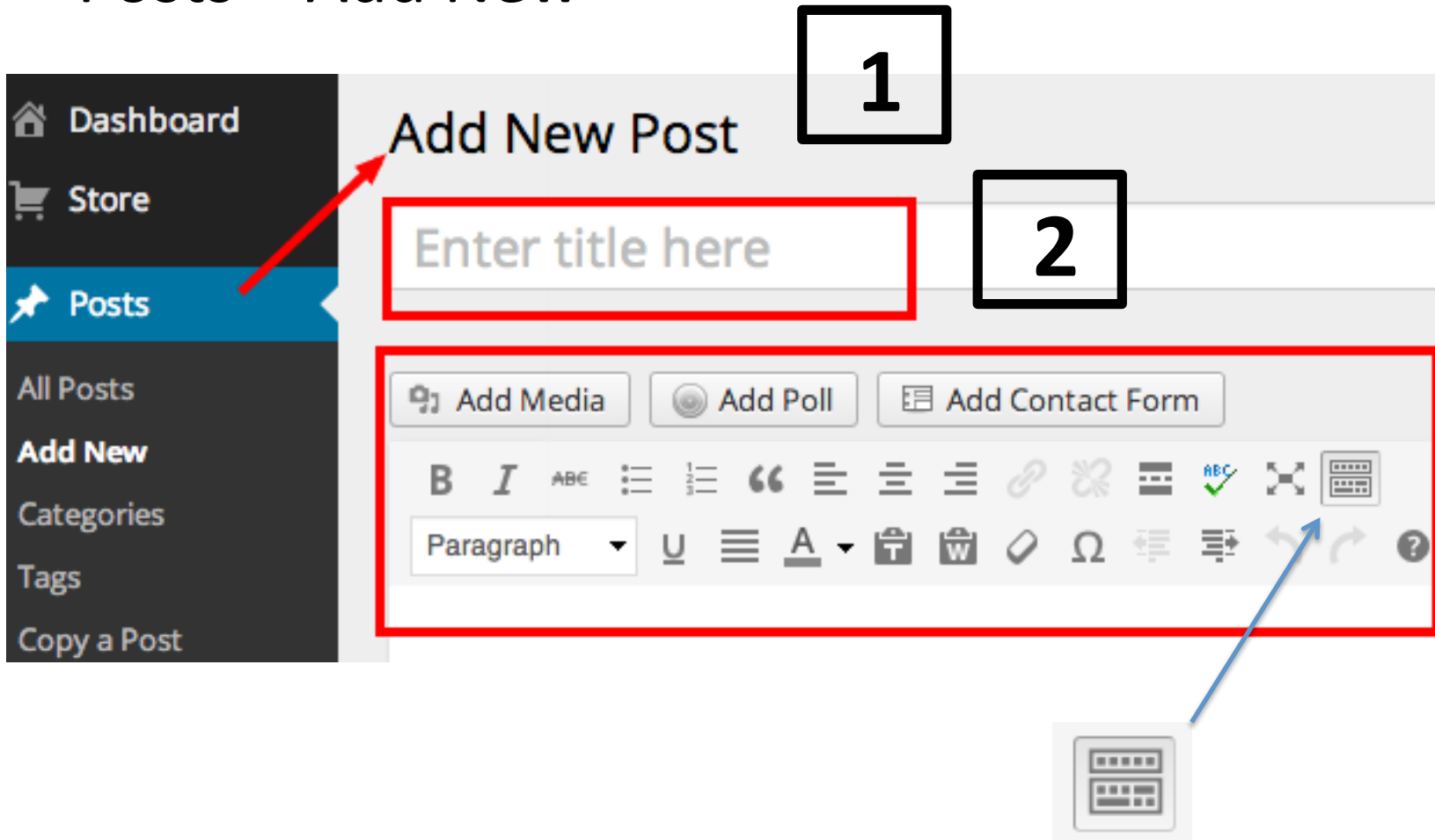
Save Changes

Publishing a New Post

1. Open new post draft
2. Enter title
3. Copy/Paste from existing document
4. Upload image
5. Add a link
6. Save draft
7. Preview
8. Publish!

From the Dashboard:

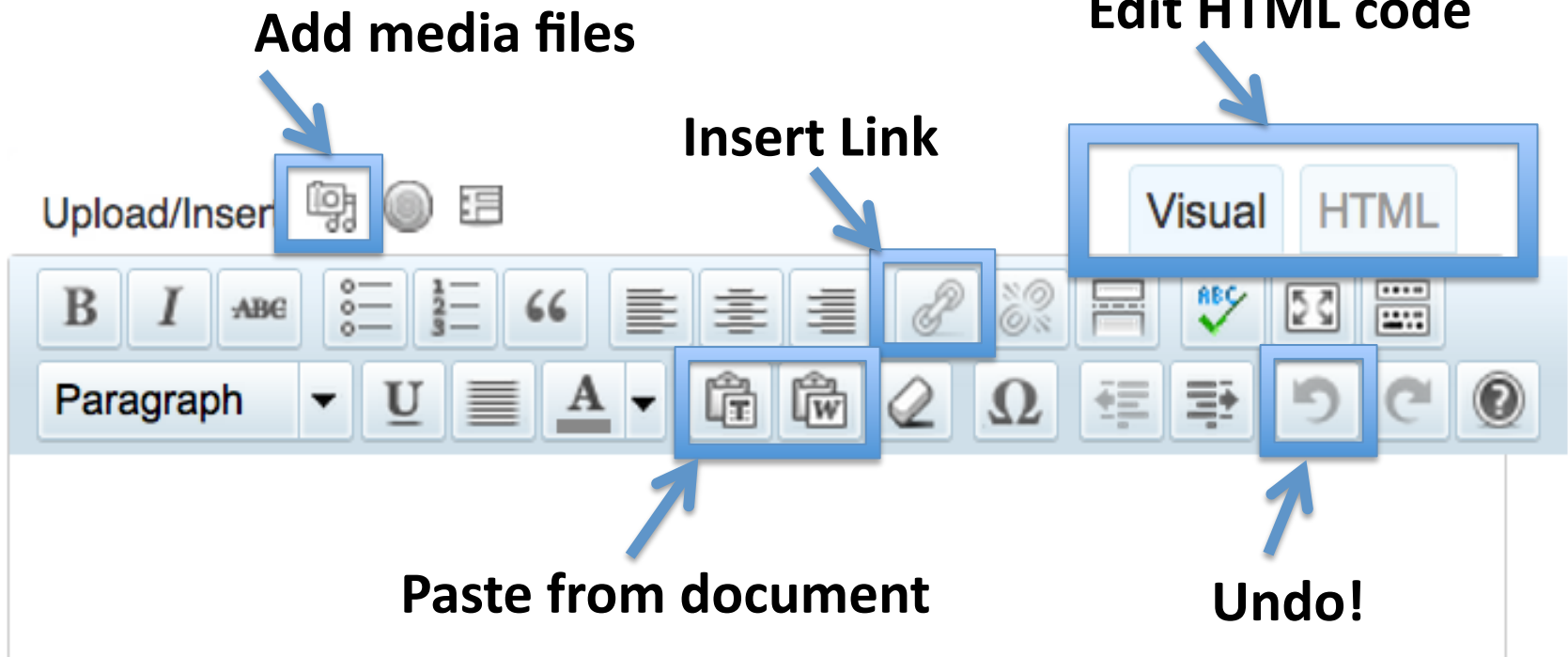
> Posts > Add New



The “Kitchen Sink” icon opens/hides the full list of editing options.

Add media files

Edit HTML code



Insert Link

Upload/Insert

Visual

HTML

B

I

ABC

Paragraph

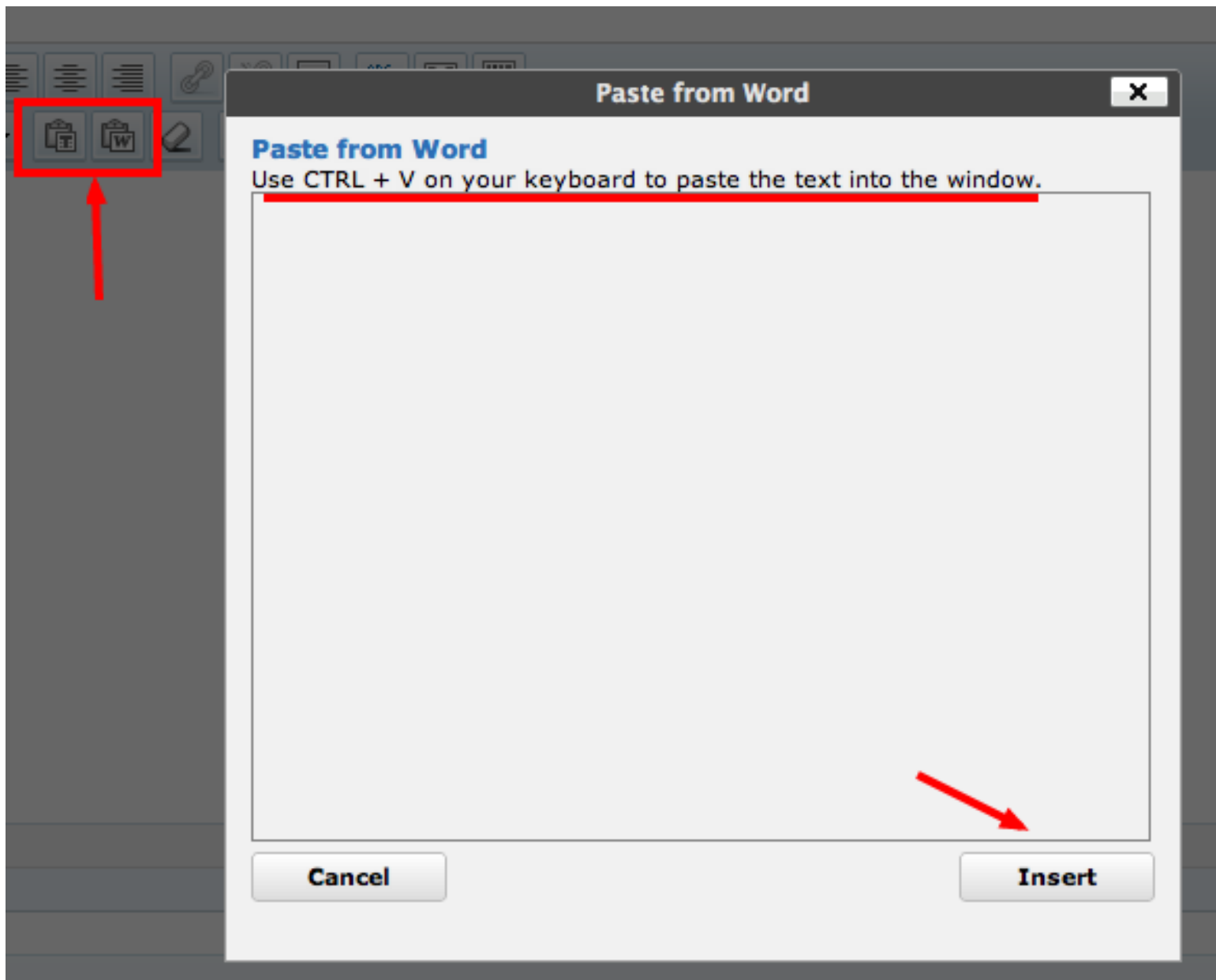
U

A

Paste from document

Undo!

3



4

The image shows a screenshot of the WordPress 'Add Media' dialog box. The dialog is titled 'Add Media' and has three tabs: 'From Computer', 'From URL', and 'Media Library'. The 'From Computer' tab is selected and highlighted with a red underline. Below the tabs, the text 'Add media files from your computer' is displayed. A blue-bordered box highlights the text 'Allowed file types: jpg, jpeg, png, gif, pdf, doc, ppt, odt, pptx, docx, pps, ppsx, xls, xlsx.' Below this, there is a large dashed box containing the text 'Drop files here' and 'or' above a 'Select Files' button. A red arrow points to the 'Select Files' button. At the bottom of the dialog, there is a note: 'You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.' Below that, it says 'Maximum upload file size: 1GB. After a file has been uploaded, you can add titles and descriptions.' At the very bottom, it shows '152.7 kB used, 3.0 GB (100.0%) upload space remaining. You can upload mp3, m4a, wav, ogg audio files and increase your available space with a [Space Upgrade](#). You can upload videos and embed them directly on your blog with a [Video Upgrade](#).' The background shows a dark WordPress interface with a 'Add New Post' header and a toolbar with various icons.

5

ty's Center on Education and the Workforce (CEW) published a study of postsecondary certificates earlier this month. One of fill the gap in research about

Insert/edit link [X]

Enter the destination URL

URL

Title

Open link in a new window/tab

► Or link to existing content

[Cancel](#) **Add Link**

6

Publish

Save Draft **Preview**

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

 **Publish immediately** [Edit](#)

This post is super-awesome

[Move to Trash](#) **Publish**

7

8



Let's check in ... How is it going so far?



Part 2: Content Creation

What is “content, exactly?”

- Determine writing goals
- Find your blogging “voice”
- Develop content ideas
- Join the career blogging community

Set Your Goals:

- Find a creative outlet
- Journal your thoughts
- Learn something new
- Address a burning issue
- Share your knowledge
- Build authority
- Join a community
- Start a business

*Think about
purpose.*

*Year / Month /
Week / Day*

*Put your goals
in writing!*

*Draft your
About Page*

Find Your Voice:

Where is your expertise?

What are you interested in?

What do you have to say?

Be authentic.

*"Brainstorm
10-20 personality
attributes -
narrow to 3-5." -
ProBlogger*

*"Love your
reader." - Don
Miller*

Able Active Adventurous Alert Attentive
Bold Brave Brilliant Busy Calm Careful
Cautious Confident Daring Decisive
Dependable Diverse Encouraging Energetic
Excited Fearless Funny Happy Honest
Imaginative Independent Intelligent Loyal
Mature Nice Optimistic Positive Proper
Responsible Satisfied Serious Silly Skillful
Smart Strange Talented Thoughtful
Tolerant Trustworthy Useful Warm Wise

More here: <http://bit.ly/18tJ7E4>

Content ideas:

What will you write about?

Topic

Categories

Post ideas

Be realistic.

*Use Categories:
Identify 3-5*

*Try an Editorial
Calendar.*

*Create idea
"pitches."*

Job Search Process

Resume Writing

Interviews

Formatting
Dos &
Don'ts

Social
Media
Options

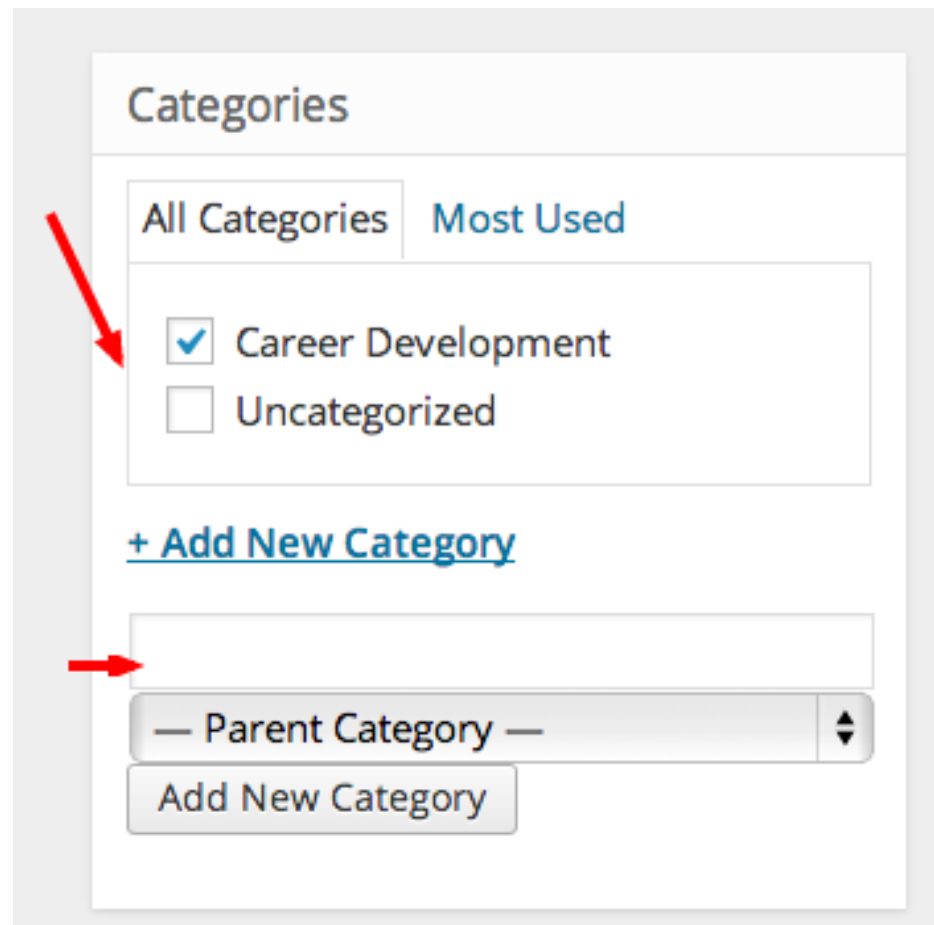
Common
Questions

Questions
You Can
Ask

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----------------|---------------------|---------------|---------------|-----------------|---------------|-----|
| 1 | 2 Resume- 1 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 Intvw-1 | 12 CovLtr- 1 | 13 | 14 |
| 15 | 16 Resume - 2 | 17 | 18 | 19 | 20 Fair- 1 | 21 |
| 22 | 21 | 22 Intvw-2 | 23 | 24 Fair -2 | 25 | 26 |
| 27 Resume -3 | 28 | 29 | 30 | 31 CovLtr-3 | | |

Add a Category to your new post!

Dashboard > Posts > All Posts > Edit



Categories

All Categories Most Used

Career Development
 Uncategorized

[+ Add New Category](#)

— Parent Category —

Add New Category

Join the community:

New bloggers

Established bloggers

All-star bloggers

Look for similar:

- Topics
- Audiences

*Connect via
Social Media*

*Set up a new
reader (e.g.,
Feedly)*

*Read as much as
you write.*

*Leave thoughtful
comments.*



Career Counselor Technology Forum (CCTF)

Connecting Career Professionals to Technology

[About](#)

[Blog](#)

About

Note: Our discussions will continue to be held in the [LinkedIn Group](#) in the future – this website was created as a holding place for



Recent Blog Posts

6 Ways to Learn More about Technology and



National Career Development Association (NCDA)

[Discussions](#)

[Members](#)

[Promotions](#)

[Jobs](#)

[Search](#)

[More...](#)



The top blogs in one place

[Home](#)

[blog Rank](#)

[Submit your blog](#)

[Blog Rank FAQs](#)

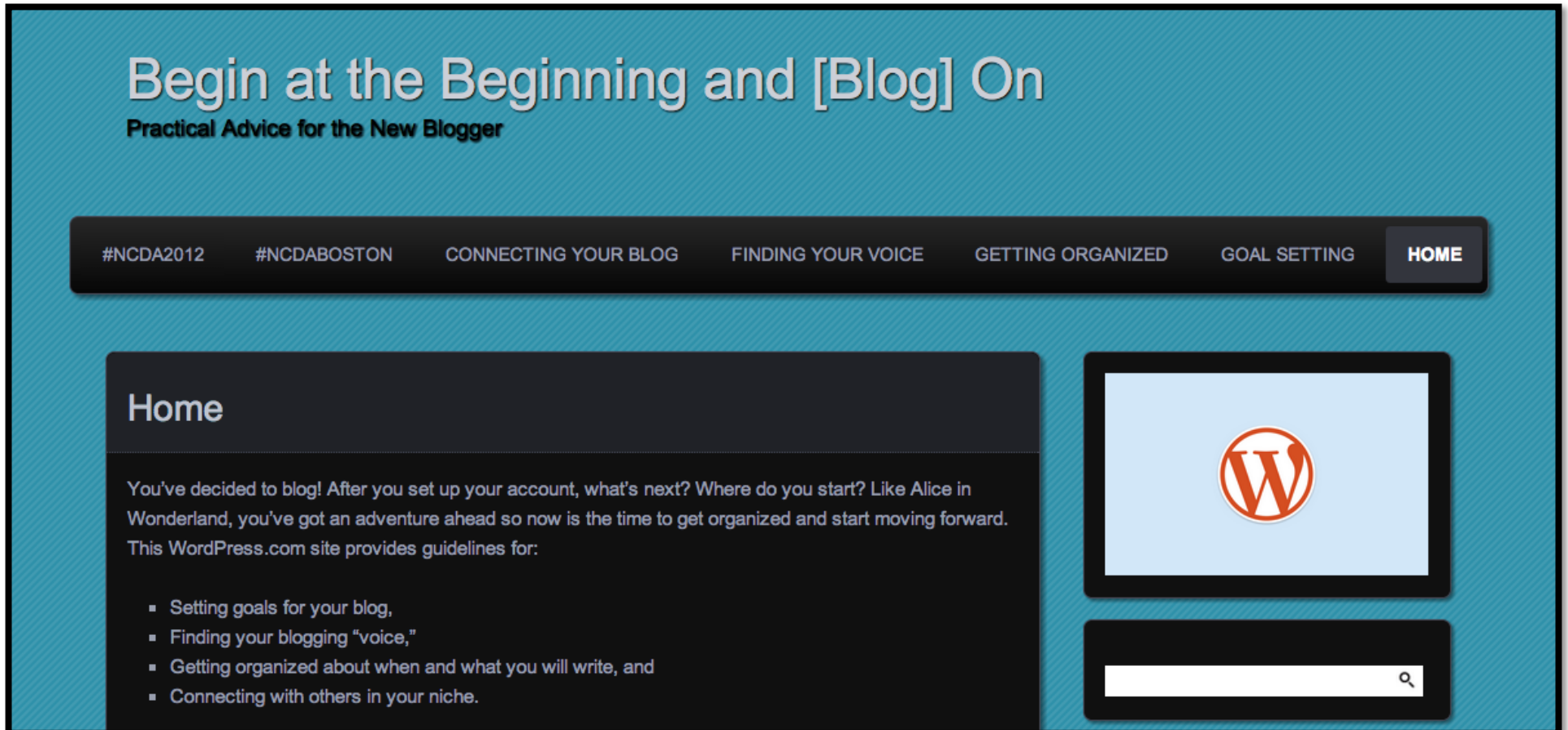
[Support](#)

Top 50 Careers blogs

[Add your blog to our list](#)

Time for Q&A!

CareerBlogBasics.wordpress.com



The image shows a screenshot of the CareerBlogBasics WordPress site. The background is a teal color with a subtle pattern. At the top, there is a dark blue navigation bar with several menu items: #NCDA2012, #NCDABOSTON, CONNECTING YOUR BLOG, FINDING YOUR VOICE, GETTING ORGANIZED, GOAL SETTING, and HOME (which is highlighted). Below the navigation bar, the main content area is divided into two columns. The left column has a dark blue header with the word "Home" in white. Below the header, there is a paragraph of text: "You've decided to blog! After you set up your account, what's next? Where do you start? Like Alice in Wonderland, you've got an adventure ahead so now is the time to get organized and start moving forward. This WordPress.com site provides guidelines for:". Below this paragraph is a bulleted list with four items: "Setting goals for your blog," "Finding your blogging 'voice,'" "Getting organized about when and what you will write, and" and "Connecting with others in your niche." The right column features a light blue square with a dark blue border containing the WordPress logo (a white 'W' inside a red circle). Below this square is a dark blue search bar with a white input field and a magnifying glass icon on the right.

Begin at the Beginning and [Blog] On


Practical Advice for the New Blogger

#NCDA2012 #NCDABOSTON CONNECTING YOUR BLOG FINDING YOUR VOICE GETTING ORGANIZED GOAL SETTING **HOME**

Home

You've decided to blog! After you set up your account, what's next? Where do you start? Like Alice in Wonderland, you've got an adventure ahead so now is the time to get organized and start moving forward. This WordPress.com site provides guidelines for:

- Setting goals for your blog,
- Finding your blogging "voice,"
- Getting organized about when and what you will write, and
- Connecting with others in your niche.



Thank you!!

Contact me:

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@Melissa_Venable

Inside Online Learning Blog: <http://bit.ly/V89jL6>

#IOLchat: <http://bit.ly/IOLchat>

Resources: CareerBlogBasics.wordpress.com