

## **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**



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



## Knowledge

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

Dawp Braa

Attendees Will...

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 blogcreation 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



BloggerTypepadLiveJournal

#### SELF-HOSTED

WordpressMoveable 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

## **Tom Copeland**

"Parents of young children are increasing 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

Tom Copeland tomcopeland@live.com #651-280-5991 Be a fan of my Facebook page - <u>http://www.facebook.com/tomcopelandblog</u> Blog - <u>http://www.tomcopelandblog.com</u> **@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

Chip Donohue, PhD Dean of Distance Learning and Continuing Education TEC Center Director Senior Fellow, Fred Rogers Center

Erikson Institute Graduate school in child development 451 North LaSalle Street Chicago, Illinois 60654-4510 312 893-7227 (Tel) 312 755-0133 (Fax) www.erikson.edu @chipdono

## Is Blogging Right For USAnd 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**

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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

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WAR NOWN CONDUCT

#### 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 contentTopics (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/

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



#### **BLOG TOUR!**





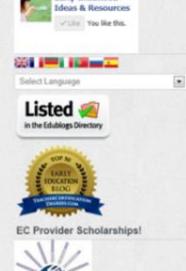
Teach Preschool

Engage your childron in nature- they learn many valuable skills from being outdoors. Look at these fantastic <u>WINDOW BOOKS</u> from Teach Preschooll 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.'

Comments Leave a Comment Category Mas Box

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## **Review** New Knowledge

Dawp Braa

#### Knowledge is power ~Sir Francis Bacon



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

#### **Important Benefits**



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**

Dawe Braa



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## References

# **THANK YOU!**

**Speaker Name: Dawn Braa** 

**Speaker Title: Early Childhood Instructor** 

Phone: 1.651.423.8315

Email: dawn.braa@dctc.edu

Blog: http://blogs.dctc.edu/ecyd

Facebook: http://www.facebook.com/EarlyChildhoodIdeasResources

Twitter: <a href="https://twitter.com/mdcteacher">https://twitter.com/mdcteacher</a>