

# Contribution to Class Blog

Overview: The blog is designed to be a resource for you, but also to showcase the topics and thinking going on in the class.

Contribution to the class blog will allow you to explore your perspective on an issue or topic that you find interesting and create a short piece of thought leadership on that topic.

Assignment Objective: To contribute a written, audio or video post to the course blog once during the quarter.

Blog URL: <http://www.prosintraining.com/ssm>

Process:

1. Choose a date for your blog contribution. Sign up week 1.
  - i. Choose a day during a week in which we'll cover a topic that looks interesting. One person per day. <http://bit.ly/J412W12Blog>
  - ii. The topic should be related to that week's lectures and guests in the class.
  - iii. Post, or schedule your content to post, your content on the date that it's due.

Formatting Requirements

Posts can be written, audio or video

- b. Written: 300 - 400 words.
  - i. You must include external links (hyperlinked in-text)
  - ii. You must have a "feature" image of some kind (stock image or custom image). This is required for the template/theme to look right. See the on-line tutorials for instructions on adding a feature image.
  - iii. You must include one piece of multimedia (photo, video or audio link)
- c. Audio: An audio post should be 3 - 5 minutes and be treated as a short podcast. For tips on podcasting visit: [http://delicious.com/Tiffany\\_Derville/podcasting](http://delicious.com/Tiffany_Derville/podcasting) and <http://delicious.com/kellimatthews/podcasts>
  - i. An audio post should include resources and links and needs to be hosted on a third party service (and then embedded on the class blog). The post must include a short description of the content and any external links referenced in the audio.
- d. Video: A video post should be 3 - 5 minutes, edited (not just 5 minutes of you sitting in front of your Web cam), include resources and links and be high quality.

<http://www.prosintraining.com/ssm>

- i. The video post should be hosted on YouTube, Vimeo or similar and then embedded on the class blog. The post should include a short description of the topic (2 - 3 sentences) and external links to resources referenced in video.
- e. Assign the post the category of "student work." Be sure to include tags.
- f. All posts must include your full name. Also include links to your own blog, Twitter ID, LinkedIn, etc.

Post your content!

- a. <http://prosintraining.com/ssm/wp-admin>
- b. get login from Kelli
- c. Include your full name at the beginning of the post
- d. TIP: You can write your post in advance and schedule it to update on the date that it's due.
- e. Tips for blog post writing: <http://www.prosintraining.com/2010/01/creating-compelling-blog-posts-a-checklist.html> and <http://www.prosintraining.com/2009/04/beautiful-blog-posts-have-great-bone.html>
- f. If you need technical help, please visit me during office hours.

Comment!

- a. Comment once a week on your classmates' blog posts.

Grading criteria:

- Is the post complete and on time? Does it meet the format requirements?
- Insightful? (demonstrate understanding, add a fresh perspective)
- Did you comment and engage in conversation on your classmates' blog posts?
- Proper grammar and style? (no major spelling, grammar or style errors; more than three will result in one letter grade reduction)