Year 6 Spring 2 – Blogging 2Blog

Audience – In this case the readership of the blog.

Blog - A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

Blog page – A webpage onto which blog posts are hosted.

Blog post - A piece of writing or other item of content published on a blog.

**Collaborative** - Produced by or involving two or more parties working together.

Icon - A symbol or graphic representation on a screen.

IMPORTANT FACTS

Each month, approximately 409 million people view more than 20 billion pages.
There are about 70 million posts being published each month by WordPress users.
77 million new blog comments are generated by readers each month.
71% of WordPress sites are written in English.
The average blog post takes 3.5 hours to write.
43% of people admit to skimming blog posts.
36% of readers prefer list-based headlines.
Websites that also have a blog are shown to have 434% more indexed pages.
Blogs have been rated as the 5th most trustworthy source for gathering online information.

Sequence of learning:

- To identify the purpose of writing a blog.
- To plan the theme and content for a blog.
- To understand how to write a blog
- Children understand the approval process that their posts go through and demonstrate an awareness of the issues surrounding inappropriate posts and cyberbullying.
- To peer-assess blogs against the agreed success criteria.
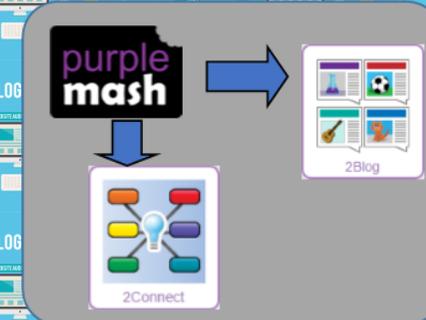
Create a new blog

Title of the blog — Name

A description the tell the reader what the blog is about — Description

An image to illustrate what the blog is about — Icon

Cover image to go in the blogging header

Final outcome:

Use 2Blog to make create a blog. The children will have researched a topic that they wish to blog about and when they have created their blog they can assess their own work and that of their peers against a success criteria.

Key Skills

Identify the purpose of writing a blog and its key features.
Plan the theme and content for a blog and write the content.
Consider the effect upon the audience of changing the visual properties of the blog.
Understand the importance of regularly updating the content of a blog.
Understand how to contribute to an existing blog.
Understand how and why blog posts are approved by the teacher.