Key Learning

To identify the purpose of writing a blog and its key features.

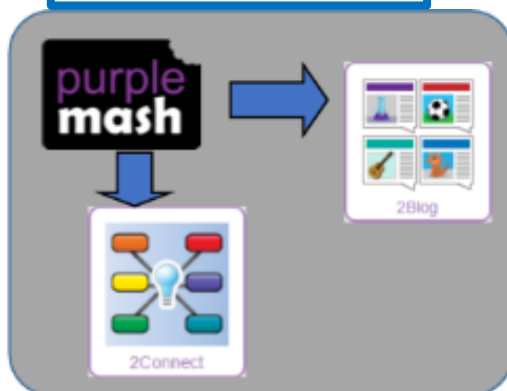To plan the theme and content for a blog and write the content.

To consider the effect upon the audience of changing the visual properties of the blog.

To understand the importance of regularly updating the content of a blog.

To understand how to contribute to an existing blog.

To understand how and why blog posts are approved by the teacher.

Key Resources

purple mash

2Blog

2Connect

Key Vocabulary

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.

8 hours over Spring Term

2 Type Activity	Online Safety Digital Footprints	Online Safety Digital Footprints

Lesson 1 To identify the purpose of writing a blog. To identify the features of successful blog writing.	**Lesson 2** To plan the theme and content for a blog.	**Lesson 3** To understand how to write a blog. To consider the effect upon the audience of changing the visual properties of the blog. To understand the importance of regularly updating the content of a blog.

Lesson 4 To understand how to contribute to an existing blog. To understand how and why blog posts are approved by the teacher	**Lesson 5** To understand the importance of commenting on blogs. To peer-assess blogs against the agreed success criteria.