Using Blogs to Share Your Knowledge

With your online community helper Sharon Conley ☺

NASN

National Association of School Nurses

What is a blog?

Short for Web log, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author. (Webopedia.com)

A blog is a type of website that is usually arranged in chronological order from the most recent 'post' (or entry) at the top of the main page to the older entries towards the bottom. (ProBlogger.net)

Types of blogs

Personal: Includes topics like politics, music, family, travel, health, you name it.

Business: Professionals ranging from realtors to lawyers share expertise.

Schools: A way for teachers and students to collaborate on classroom projects.

Non-profits: Foundations, charities, and human rights groups use to raise awareness.

Politics: Political parties, government agencies, and activists connect with constituencies.

Military: Members of the military report what they see happening in various parts of the world and to stay in touch with their families.

Private: Share photos and information within families, companies, or schools.

Sports: Teams, athletes, and fans use to express and share their passion for various sports.

How-to, tips and reviews: Cooking, games, music, books, movies, and so on.

Why might you want to blog?

- Share your knowledge.

- Reach and teach a wide audience.

- Express yourself and share your passions.

- Refine your writing skills.

- Improve your communication and technical skills.

- Help you make professional connections.

- Build an online portfolio or repository for your knowledge.

- Become an authority in your industry or field.

Blogs draw more traffic and are favored by search engines.

Copyright considerations

SchoolNurseNet code of conduct

https://schoolnursenet.nasn.org/codeofconduct1

Law and Technology Resources for Legal Professionals

http://www.llrx.com/2006/02/bloggers-beware-debunking-nine-copyright-myths-of-the-online-world-updated/

DailyBlogTips

http://www.dailyblogtips.com/copyright-law-12-dos-and-donts/

Google's Copyright information page

https://support.google.com/legal/answer/3463239?hl=en

Safeguarding privacy

FERPA

http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html

FERPA definition of PII

http://ptac.ed.gov/glossary/personally-identifiable-information-education-records

HIPAA for professionals

http://www.hhs.gov/hipaa/for-professionals/index.html

HIPAA guidance regarding methods for de-identification of protected health information

http://www.hhs.gov/hipaa/for-professionals/privacy/special-topics/de-identification/

Creating your blog on SchoolNurseNet

Where to start:

    SchoolNurseNet > Browse > Blogs > Create a New Blog Post

    Browse to any community > Select the Blog tab > Create a New Blog Post

- Give your blog a title
- Review the blog post link
- Add text
- Add visuals
  -Snipping tool (Windows)
  -Grab tool (MAC)
- Add links
- Insert links to files you upload
- Embed YouTube videos

- Select publishing options:
  -Meta tags
  -Canonical URL
  -Associate w/ community
  -Who can read
  -Who can comment
  -Tags

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Miscellaneous resources

Higher Logic: Tips for choosing good images

http://blog.higherlogic.com/this-not-that-images-for-your-online-community

Technical Blogging: Reasons professionals blog http://technicalblogging.com/why-every-professional-should-consider-blogging/

Huffington Post: Benefits of blogging http://www.huffingtonpost.com/gary-dekmezian/why-do-people-blog-the-be_b_8178624.html

Excerpts from NASN blog guidelines

Blog length: Between 250-500 words [focus your writing; shorter is better].

Title: Start with a working title. It needs to convey your message, but be very succinct and catchy.

Blog Intro: Grab your reader's attention; tell them the purpose and how the blog helps them address a problem or accomplish something.

Audience: Keep your audience in mind. This is a blog for them. Write about the topic in a way that is meaningful and valuable to the reader – making it a tool and resource.

Include links to related resources, information and/or definitions.

Include a visual such as photo, image, or graph.

Style: it needs to be from your voice, conversational, informal, Be Yourself – that when we're reading it, we know it's you.

Thank you for joining me!

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