Wordpress Blogs

For Cornell Fellows

What is a blog?

blog
bläg/

     noun

1. **1**.
    2. 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.

verb

1. **1**.
    2. add new material to or regularly update a blog.
    3. "it's been about a week since I last blogged"

Why are you blogging? For whom?

- **Document your experience and reflect**
  - Accountability for yourself, your faculty member, and Fellows program about what you're doing and getting from the experience

- **Show current donors the impact of their gift**
  - Make them feel involved in the experience

- **Advertise the program to future donors and Fellows hopefuls**

- **Serve as a professional, public representation of your work**
  - Although blogs may be less formal, they should still demonstrate good writing and portray you, Cornell, and your site in a professional tone

Cornell Fellows Common Blog vs. Individual Pages (categories)

- Notice how feature images enhance both common and individual blogs
- Feature images really need to be horizontal
- Center other images and add captions (don't assume we know what's going on in pic)
- Realize that many who read this aren't as familiar with your site and industry as you are, so provide explanation and definitions when necessary
- Embrace the edits that staff may request from you

Creating a Post in Wordpress

- Log into [WordPress blog](#)
- Mechanics- Title, date, length (500-800 words),
- Formatting: Use horizontal feature images, center other pics, use captions
- <u>Categorizing</u> under YOUR NAME to ensure it sends to your page (uncheck "uncategorized")
- Click SUBMIT to turn in or SAVE DRAFT if you're still working and not ready to submit
- Images- feature images, horizontal, high resolution, captions
  - Save the best pics in high res format to BCI or in Google Drive folder if you know it's going to be a good marketing shot, should have 5-10 best shots by the end
- Write/submit your posts on Friday afternoons or over the weekend to avoid starting another week without closing out the last. Staff will try to publish Mon/Tues.

Blog entries should include:

1. Title: Week 1: Descriptive Phrase (be sure to use the number and a colon)

2. Date you wrote it.

3. A general **summary** of the previous week's activities. NOT daily log.

4. 1 or more of the following:

- Explain: How did you find this experience? Where are you living? (Your blog audience doesn't know this yet)
- Reflect: What are you learning? How has Cornell prepared you for the experience?
  - How is this fellowship influencing your personal and professional plans?
  - What types of networking might you be doing outside of work? Are you having discussions with your site mentor, colleagues, and the broader people in the community that help expand your knowledge about possible careers?
  - Think about what you are learning about the history of the field, the culture of the organization, and the environment you are in and how that influences the work you are doing and how you are learning.
  - How are you growing personally? What are you doing in your spare time? Have you told us about what your housing is like and what it's like to live in this new city? What are you learning about yourself in terms of preferences you might have for what you'd like your life to be like after college?

**These prompts are also listed on your checklist!! Refer back to it if you aren't sure what to include

Edit Post Add New

Week 0: Getting used to Wordpress

Permalink: http://blogs.cornellcollege.edu/cornell-fellows/uncategorized/week-0-getting-used-to-wordpress/ Edit

Add Media

Add pictures

Paragraph ▼ **B** *I* ≔ ≔ " ≡ ≡ ≡ 𝒫 ▦ ▦

ABC — **A** ▼ 📋 ⊘ Ω ≡ ≡ ↰ ↱ ❼

date you write on

Center photos

Write/edit caption

Thanksgiving Dinner

DIV » DL » DT » IMG

Publish

Save Draft   Preview

Status: **Draft** Edit

Visibility: **Public** Edit

Publish **immediately** Edit

Readability: **Needs improvement**

SEO: **Not available**

Submit for review or **save as draft** to come back later

Publish

Categories

All Categories   Most Used

☑ Uncategorized
☐ 2009-2010
  ☐ David Boussios '09
☐ 2010-2011
  ☐ Dan Kise '11
☐ 2011-2012
  ☐ Ben Alleva '13
  ☐ Chase Nowak '12

Deselect "uncategorized" and mark your name instead
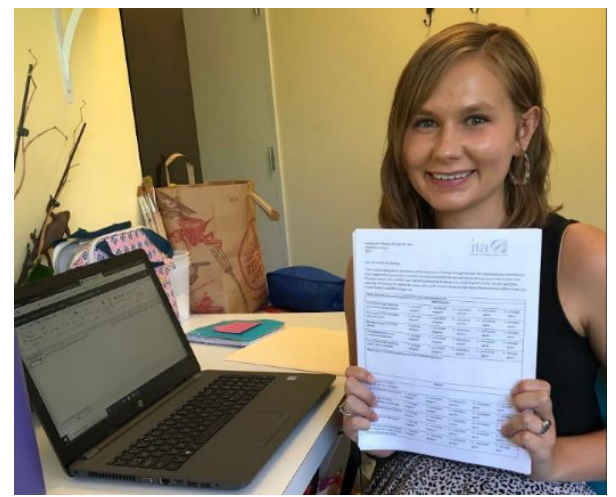
+ Add New Category

Pics/Blogs to watch: Elissa Karim

*Notice mix of horizontal and vertical pics, use of signage and landmarks to create quality marketing shots that tell a story even without a caption.

Other bomb marketing shots:

When in doubt, go horizontal with your photo. Working at a computer all day? Show us your work space (with you in it!), company signage, or stage a pic of you giving that presentation even if you forgot to take one in the moment.

Other bomb marketing shots:

Trying to respect the privacy of the clients you're working with? Ask a coworker to help you get a photo of you facing the camera and the clients' backs so their faces aren't in the picture.

You can share pics of you experiencing the local area and what you do in your free time also.
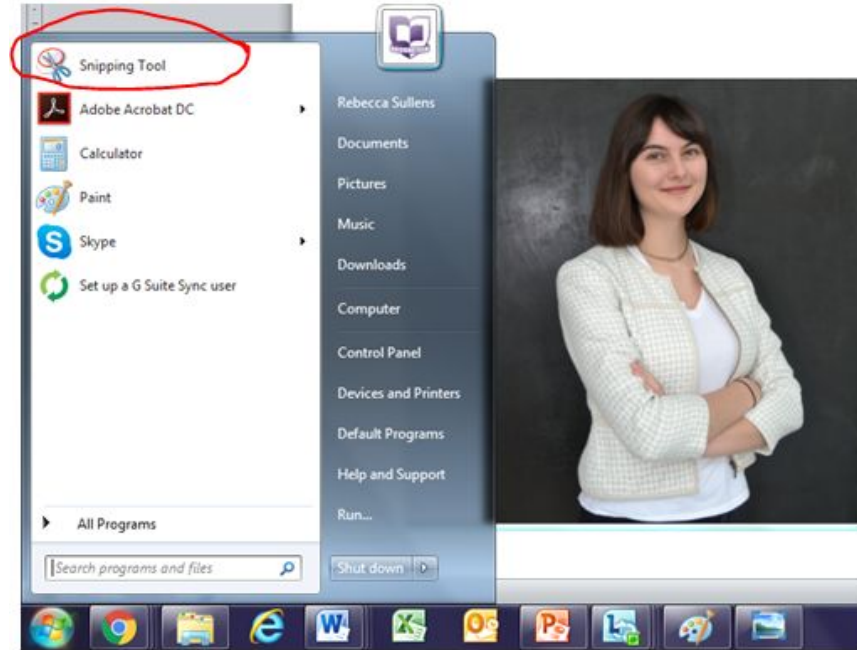
When in doubt, take a horizontal photo

We can always crop it vertical if necessary and you can use horizontal photos for feature images.

A note about photo sizes:

- Please don't upload your high resolution/large files to Wordpress (it overloads the server)
- Use your computer's screenshot, snip, or grab tool to take a lower resolution screen shot of the picture you wish to upload to your blog, save it in a folder, then upload that version to Wordpress.
- Save larger versions of the best shots somewhere else where you can find them, email to Lindsey Meza or upload to Google Drive folder at the end of your experience.

Deadlines & logistics

- Timing- deadlines- Complete before you start a new week, try to complete **by Sunday.**

    - Drafts, Pending, Published
    - If you need to make edits after publishing, you'll need to email BCI to change to DRAFT again
    - Dates will be used to set as the Publish date.
    - Blogs may not get published in real time, so tell friends and family it might be 1-2 weeks behind due to approval process.

Check yourself...this is the INTERWEB:

All Cornell Fellows should have a conversation with their site mentor at the start of the fellowship to determine whether or not the organization is comfortable with the student posting Blogs about their fellowship experience.

Cornell Fellows who are working with confidential, proprietary, or otherwise sensitive information at their fellowship site are exempt from the weekly Blog.

As Blogs are a **very public medium** and access to the posts is widely available across the globe

- Exercise a high level of good judgment
- Be diplomatic when describing challenges - What if your boss read your blog?
- Protect your privacy and other people's by not providing MORE detail than you need to (names, locations, etc)
- Questions about the boundaries of appropriate and inappropriate entries should be referred directly to Berry Career Institute staff.

Additionally, Cornell Fellows who are experiencing significant difficulties in their fellowship environment or are otherwise put in uncomfortable situations while at the fellowship site should be in immediate contact with Lindsey Meza.