# 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"

# <u>Why</u> 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**
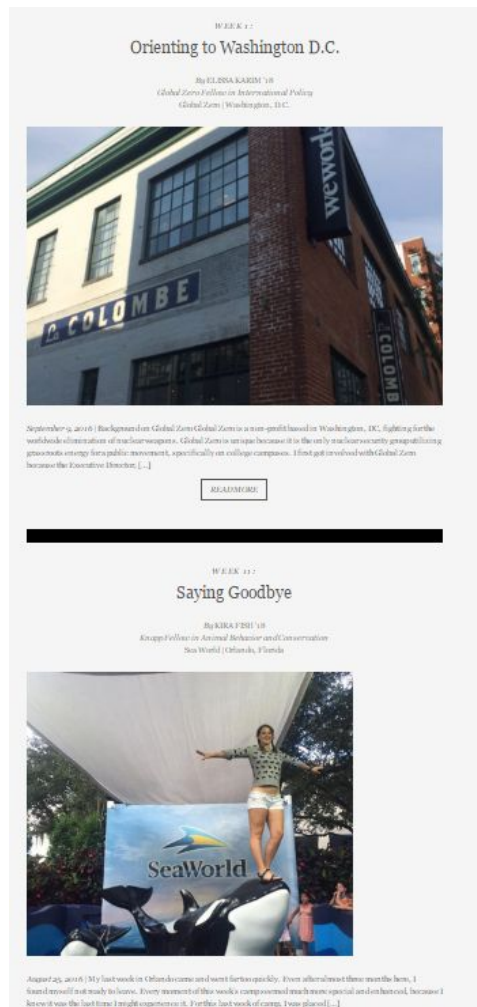
# Creating a Post in Wordpress

- Log into [WordPress blog](#)
- Mechanics- Title, date, length (500-800 words),- *sample post*
- Formatting: Use 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 to DROPBOX folder in high res format 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. Reflect: What are you learning? How has Cornell prepared you for the experience?

5. How is this fellowship influencing your personal and professional plans?

6. 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?

7. 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.

8. 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

# Pics/Blogs to watch: Elissa Karim

*Notice horizontal and vertical mix of pics, use of signage to create quality marketing shots, etc.

# Pics/Blogs to watch: Leah Bossom

# Other bomb marketing shots:

# 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 Rebecca 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 after all:

**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 Rebecca Sullens.

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 Rebecca Sullens.