

# Online Mini-Module: How to create your own blog

Presented by Enterprises University of Pretoria

The introduction of Web 2.0 gave companies opportunities to directly interact and exchange ideas with a larger customer base. Blogs, often viewed as digital diaries, have become a social media tool for organisations that wish to foster internal collaboration between employees as well as relationships with potential consumers. Some of the advantages of using blogs in the workplace include increased creativity, more product development ideas, cost-efficient marketing, and higher levels of employee engagement.

Blogging is one of the tools at your disposal that you can use to express your ideas, stimulate conversations, and make a difference. The purpose of the **Online Mini-Module: How to create your own blog** is to teach you how to conceptualise and create a blog, thus extending your capacity to engage with community and society.

In this mini-module, you will be guided through 5 simple steps to create your own blog.

Our series of short, bite-sized, and easily digestible online learning modules are designed to provide casual learning opportunities on specific learning points whenever you have some spare time. The modules deliver the 'how to' to right away – leading to a specific performance outcome.

A mini-module will take approximately 1–2 hours of online learning. You will receive a digital completion record upon completion of the course.

## Course content

In this mini-module, we will guide you through 5 simple steps to create a blog:

1. Pick a blog name. Choose something descriptive.
2. Get your blog online. Register your blog and get hosting.
3. Customise your blog. Choose a free template and tweak it.
4. Write and publish your first post. The fun part!
5. Promote your blog. Get more people to read your blog.

## Learning outcomes

After successfully completing this mini-module, you will be able to:

- Know the concept, purpose, and advantages of a blog
- Identify and apply what makes a useful and effective blog, using the guidelines, techniques, and tools provided
- Design, build, and host a blog that addresses a particular topic, subject, or interest
- Write compelling blog posts
- Understand how to use search engine optimisation and tagging to promote your blog and increase readership.

## Who should enrol?

This online mini-module is ideal for anyone who wants to learn how to create a blog.

## Course fees

**R250.00 per delegate (VAT incl.)**

Course fee include all online course material.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

## Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. The University is registered as a multipurpose, public training provider in the higher education and training band. Delegates who successfully complete a course and comply with the related assessment criteria are awarded certificates by the University in recognition of their professional skills development.

## Registration and enquiries

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