

Blogging for Business

Blogging has become an essential part of the social interaction with others online, to help a business engage with its online customers or audience from a personal, opinion and review.

This Blogging for Business short online course focuses on those who want to learn more about how to create and write blogs in a professional capacity. Writing a blog for a business is a specialist skill and requires a lot of thought to be put into it before publishing to a large customer based audience. It's vital that a business blog has the correct tone for its audience, it can be all too easy to alienate through bad social etiquette which could spell PR disaster for a business.

Aims and Objectives

This course has been put together to offer and guidance on how to write engaging, professional business blogs. By the end of this short course, you will be well placed to go on and start a new business blog.

Course Content

This course covers all the essentials areas you need to know before getting started with your blog. The three main areas you'll look at are:

Finding out about blogs: which include the different types of blog, typical elements of a blog site and blog post, interesting blogs, blogs to follow, commenting and sharing on blogs, how you could use a blog, what to post and when.

Designing a blog site: which includes the different ways to present a blog, adverts, colours and contrasts, images, accessibility issues and will also look at the different blogging software options.

Maintaining the blog site: which will look at creating a plan, identifying good post content, writing the content, registering with search engines, distributing posts, sharing and marketing posts and measuring impact.

Whilst you have access to the online learning platform, you will also be able to view additional tutorial sessions which will help you look at Wordpress, Blogger or Tumblr blog sites so that you can gain extra tips and guidance on creating your blog site.

Designed for

This course is great for anyone that is thinking of starting an online blog for their own business or that has been asked to write for their employers blog.

It's a great course to take to get you up to date skills on another one of the most popular social media platforms. Having this blogging certification on your CV will give you an additional skill which could help you get your dream job working either in Marketing or PR, as a Social Media Guru/Specialist, Journalist, EA, VA, PA or Office Manager.

Prerequisites

A basic knowledge of computers and the internet.

Duration

The Blogging for Business course runs over 4 hours. An online course, with the content split into sections, you can take it a step at a time, or blitz it!



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