



## Blogging for Professionals Workshop

Sample Agenda for an In-House Workshop on Blogging suitable for beginners who want to blog consistently as part of their work. Agenda can be adjusted to reflect client priorities.

### Agenda

Commence 10am, aim to finish by 4pm.

10.00 Introductions

1. What is Social Media?
2. What is a Blog and how does it work?
3. Measuring What Matters

11.30 Tea/Coffee

4. Your Audience
5. Topic Generation (We create blog themes, topics and post content)

1.00 Lunch

6. Getting Started (We write our first blog posts)

15.00 Tea/Coffee

7. Review
8. Sharing and Etiquette
9. Implementation and Support

16.00 Close

Participants in the workshop will receive:

1. A personal workbook containing all the notes and links from the session and in which to record and develop your thoughts during and afterwards;
2. Free membership of the Just Practising Blogging Workshop Attendees Group on LinkedIn which will share links to useful resources and through which participants can provide each other with on-going support in a private group exclusively for workshop attendees.

### Want to Know More?

For more information contact Su Butcher at [www.justpractising.com](http://www.justpractising.com) or call 07815 935736.