



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT III – SOCIAL MEDIA OPTIMIZATION (SMO)

TOPIC 18 – How to use blogs, forums and discussion boards

Reshaping Common Mind & Business Towards Excellence

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What is blog?



Blogs are informational sites that are present on the internet. The sites include information about various topics, and the writing style of blogs is similar to a diary or a journal. These posts are structured in reverse order, from last to first.

Blogs contain information about topics such as Religion, science and technology, political debate, sports achievement, etc. Then there is personal blogging where an individual posts about their day-to-day activity. This is done form connecting with people or other bloggers.



What is Blog used for?



- 1. To Share Individual Viewpoints and Start up a Conversation**
- 2. An Opportunity for Businesses to Promote Their Products**
- 3. Raise Awareness**
- 4. To Educate People on Various Topics**



What is a blog used for



How to Make blog interest?



- 1. High-Quality Blog Content**
- 2. Catchy headlines**
- 3. Up-to-date content**
- 4. Reader Engagement**
- 5. Smooth user interface**
- 6. Glitch-Free User Experience**



Types of Blog



Personal Blog



Business Blog



Education Blog



Company Blog



Niche Blog



Professional Blog



What is a Discussion forum?



- ✓ A Discussion Board forum (online discussion forum) is an area in your online course where information can be shared
- ✓ Join the discussion forum and get to know others on the course- make new friends!
- ✓ You wont feel isolated if you actively participate in our discussion forums
- ✓ Your comments are posted and stored for anyone to read and respond to



Why use a Discussion Forum?



- ✓ You won't feel isolated if you actively participate in our discussion forums
- ✓ Your comments are posted and stored for response to
- ✓ Others may be able to help you and **together** you will learn more



How does it work?

- ✓ We have created a forum for each week of the course to provide you with an area to discuss the material you have covered on a weekly basis.
- ✓ Students and your eTutors can post comments and responses and read others' contributions
- ✓ Students are not required to be online all at the same time in order to participate in a discussion.
- ✓ Join the discussion forum and get to know others on the course, make new friends!
- ✓ You won't feel isolated if you actively participate in the weekly forums





Where are the Forums?

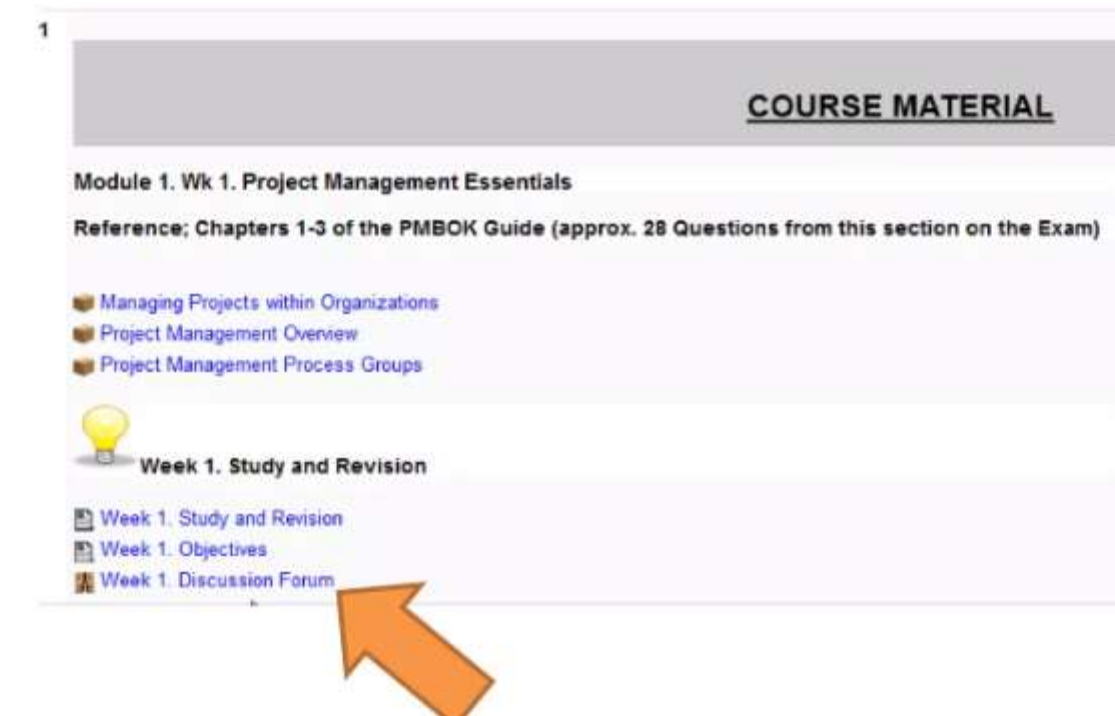


- ✓ All the Forums are contained within the Learner resource area



Where are the Forums?

- ✓ The weekly forum can be found within the Weekly Study and revision section





Where are the rules in Forums?

- ✓ Include the name of the topic in your discussion to avoid confusion
- ✓ Respect other users of the forums
- ✓ Participate actively in the discussions
- ✓ Make your threads and responses substantive
- ✓ Post appropriate comments and questions
- ✓ Avoid duplication





Where are the rules in Forums?

- ✓ Use correct spelling and punctuation
- ✓ Be polite
- ✓ Refrain from inappropriate language
- ✓ Do not post inappropriate materials
- ✓ Be careful how you say things
- ✓ No personal information or messages should be posted remember everyone can see your discussions



What do I do next?

- ✓ Join a discussion forum and get to know others on the course and make new friends!
- ✓ Click on the forum Button or join in the weekly Forums as you complete the material each week!
- ✓ See you in the forums!!!