

# How to Blog and Podcast

A weblog, or simply "blog", is a Web site or Web page that is used as an online journal, commentary, news or information source, or opinion. Blogs are often written and maintained by a single person, though some blogs for a company or large organization are written and maintained by several people.

Podcasts are usually relatively short (<10 minutes) audio or video clips about a specific topic. They can be as varied as the magazine rack of your local book store.

This course will walk you through the Who, What ,When, Where, Why, and How of blogs and podcasts.

## How You Will Benefit:

- You will learn a bit of the history of blogs and podcasts
- You will learn what you should NOT post in your blog
- You will understand some of the reasons why you might want to make a blog or podcast
- You will go over some of the equipment needed to create a blog or podcast
- You will learn how to post new material so others can read/hear/watch it

## What You Will Cover:

- ▶ What is a blog?
- ▶ What is a podcast?
- ▶ What equipment do I need?
- ▶ What do others NOT need to know?
- ▶ Who creates blogs/podcasts and why?
- ▶ How often should I create a new blog or podcast?
- ▶ Where do I post blogs and podcasts?
- ▶ How do I write a blog post?
- ▶ How do I post podcasts?
- ▶ How do others find my material?

SETA : 12255  
Bankseta : Bank-Corne180502

## What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

## Pre-Registration Form:

### How to Blog and Podcast

Yes  Enroll me now



[www.cornerstonehr.co.za](http://www.cornerstonehr.co.za)

Address: 310 Oak Avenue, NBS Building 3<sup>rd</sup> Floor  
Randburg. Tel: 011 038 6367/ 011 038 6630

[www.cornerstonehr.co.za](http://www.cornerstonehr.co.za)

Email: [stephane@cornerstonehr.co.za](mailto:stephane@cornerstonehr.co.za)

### Banking Details

**Account Name** : Cornerstone Supreme  
**Account Number** : 62653109283  
**Bank** : FNB  
**Branch Code** : 620