# BLOGGING 101

## (& OTHER TECHNICAL STUFF)

WITH **TAMMY**

Tuesday, February 9, 2016

"CHANGE IS GOOD, DONKEY."

Shrek

# AGENDA

1. Context for Change

2. Current club technologies

   ‣ [Wordpress blog](#)

   ‣ [Flickr](#) photo sharing

   ‣ Wild Apricot - [current membership directory](#)

   ‣ [Eventbrite](#)

3. Blog vs. Website - What's the Difference?

4. How to Participate?

‣ *Questions/discussion/applications throughout . . .*

# LIMITATIONS OF 2011 WEBSITE

▸ static - single administrator, shared leadership difficult

▸ navigation complex

▸ focus on *COPA Flight 10*, less room for *RAA 4901* and *PPAC* interests

▸ curation of club photos challenging

# TIMING

▸ *COPA Flight 10* website expired January 29, 2016 - cost had doubled!

▸ Cory Cox had idea of Wordpress blog . . .

# COPA FLIGHT 10 & RAA 4901 BLOG

▸ title and domain better reflect who we are - www.copasaskatoonraa.com

▸ *HOME PAGE* with blog posts - information for everyone - latest news is at the top of the page

▸ *MEMBERS ONLY LINKS* at footer of pages link members to club Flickr group and PPAC Wild Apricot directory

▸ *STATIC PAGES* for separate organizations (COPA Flight 10, RAA 4901 and PPAC; contact forms at the bottom of each page are set to email club executive when forms are submitted

▸ *STATIC PAGES* for members who have lapsed and would like to rejoin (Membership Renewal) and for new members to initiate membership (New Member Registration)
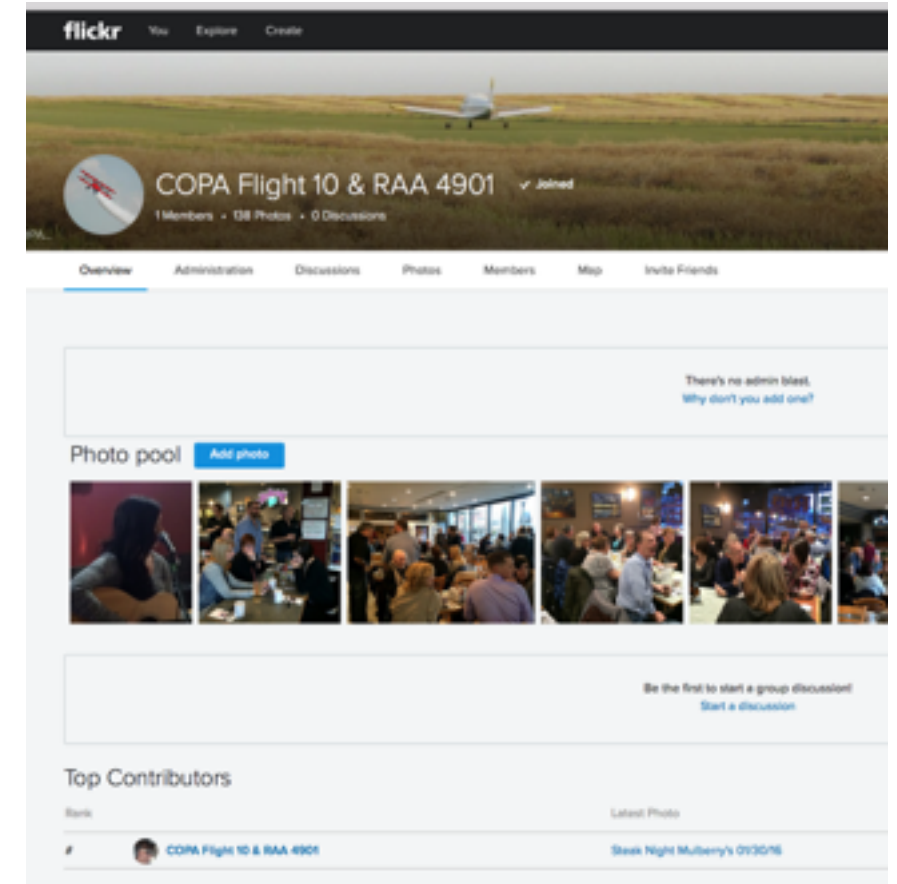


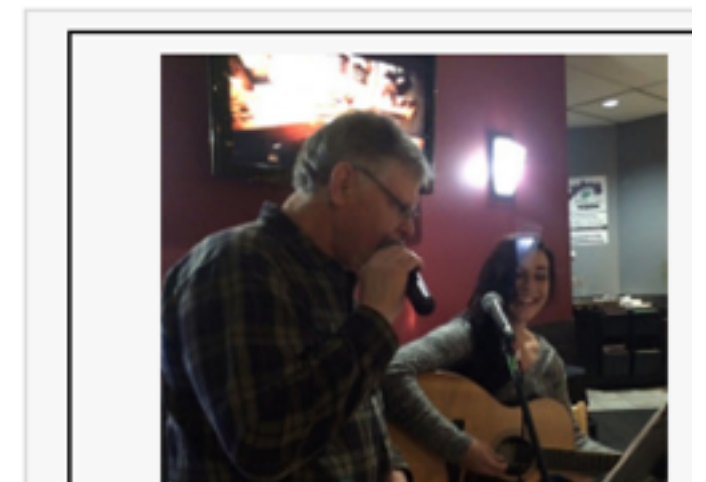new blog home page

# FLICKR



COPA Flight 10 & RAA 4901 Flickr Group
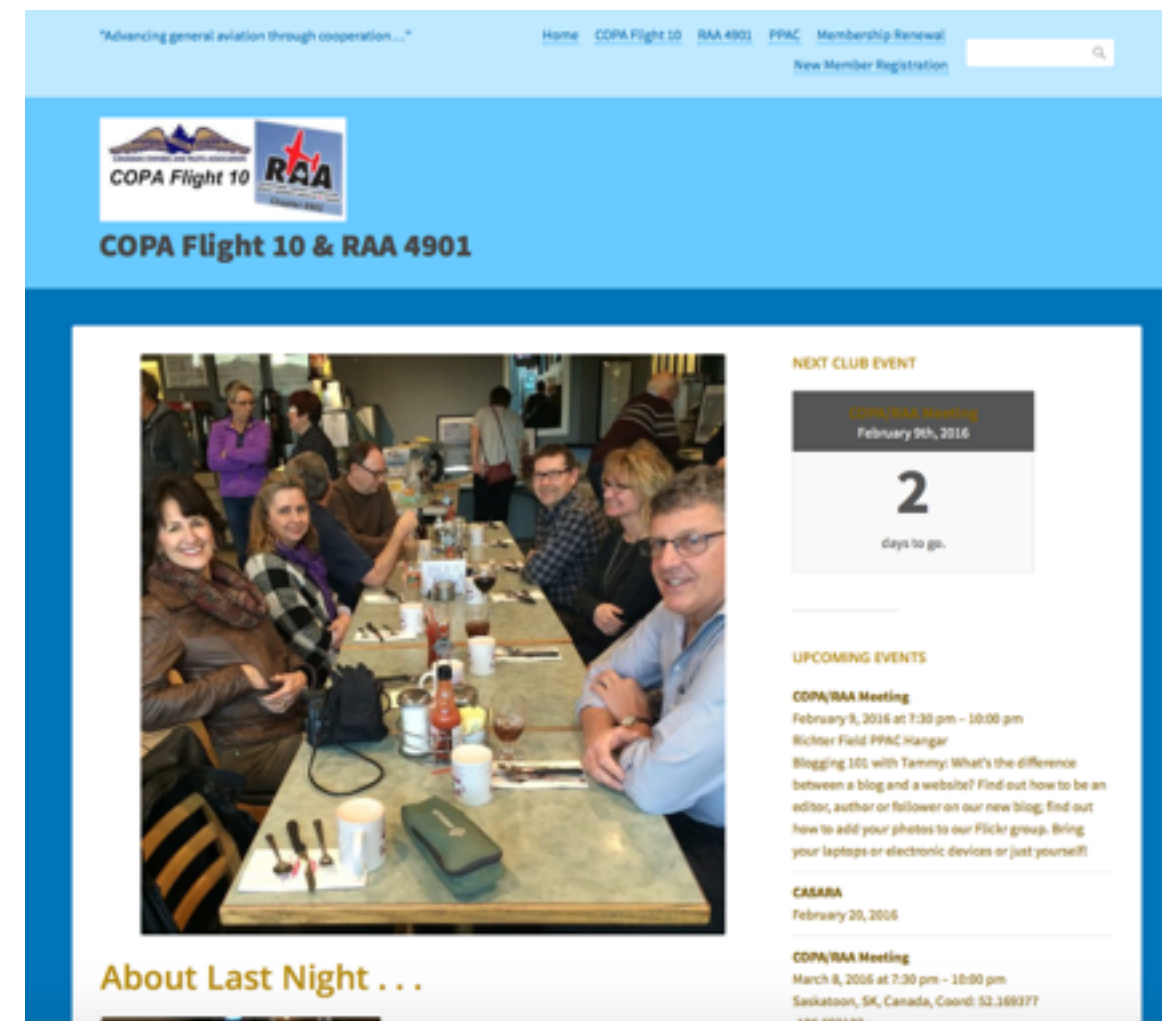
▸ solution to sharing aviation photos by and with club members online (If there is a better solution, please let me know - Flickr is new to me, too!)

▸ sidebar widget on home page of the blog supports one person's feed and it cannot be a group feed - mine (iflygirl) is there now. My feed includes only photos related to club events and it is public - however, they are all taken by me . . .

▸ To view &/or to upload your own photos to *COPA Flight 10 & RAA 4901 Flickr group,* follow these steps (all free):

1. get a yahoo email account

2. get a Flickr account and upload photos

3. join the *COPA Flight 10 & RAA 4901 Flickr group* (current members have been sent invitations)

4. copy selected photos from your Flickr account to the *COPA Flight 10 & RAA 4901 Flickr group*

▸ And the question is - will it work?



sidebar widget on blog home page

# WILD APRICOT PPAC DIRECTORY

▸ I did my best to simplify the directory - the link to *PPAC Wild Apricot Membership Directory* is under *Members Only Links* in the footer of the blog pages.

▸ Use the email you have given us and click on "forgot password." Wild Apricot will send you an email with instructions on how to set your password.

▸ Once you are in, I have included tips on how to use the directory as well as how to create your own email distribution list.

▸ You may change your own personal information in the directory (includes adding own picture).

▸ The directory can be viewed only by current PPAC members from both clubs.

▸ Only current members of both clubs can be seen in the directory.



PPAC Wild Apricot Membership Directory log in page



"Directory Tips" once you log in

SAT, 9 APR AT 9:00 AM, MARTENSVILLE, SK

# Rust Remover 2016

By: COPA Flight 10 Saskatoon

$21.80–$53.60    **GET TICKETS**

Join us at the Canalta Martensville for COPA Flight 10's Rust Remover 2016. Sessions include:

**WHEN**
Saturday, 9 April 2016 from 9:00 AM to 3:00 PM (CST) - Add to Calendar

**WHERE**
Canalta Hotel - 611 Centennial Drive South Martensville, SK S0K 0A2 CA - View Map

**TAGS**
Martensville, SK Events    Class    Auto, Boat & Air

**SHARE WITH FRIENDS**
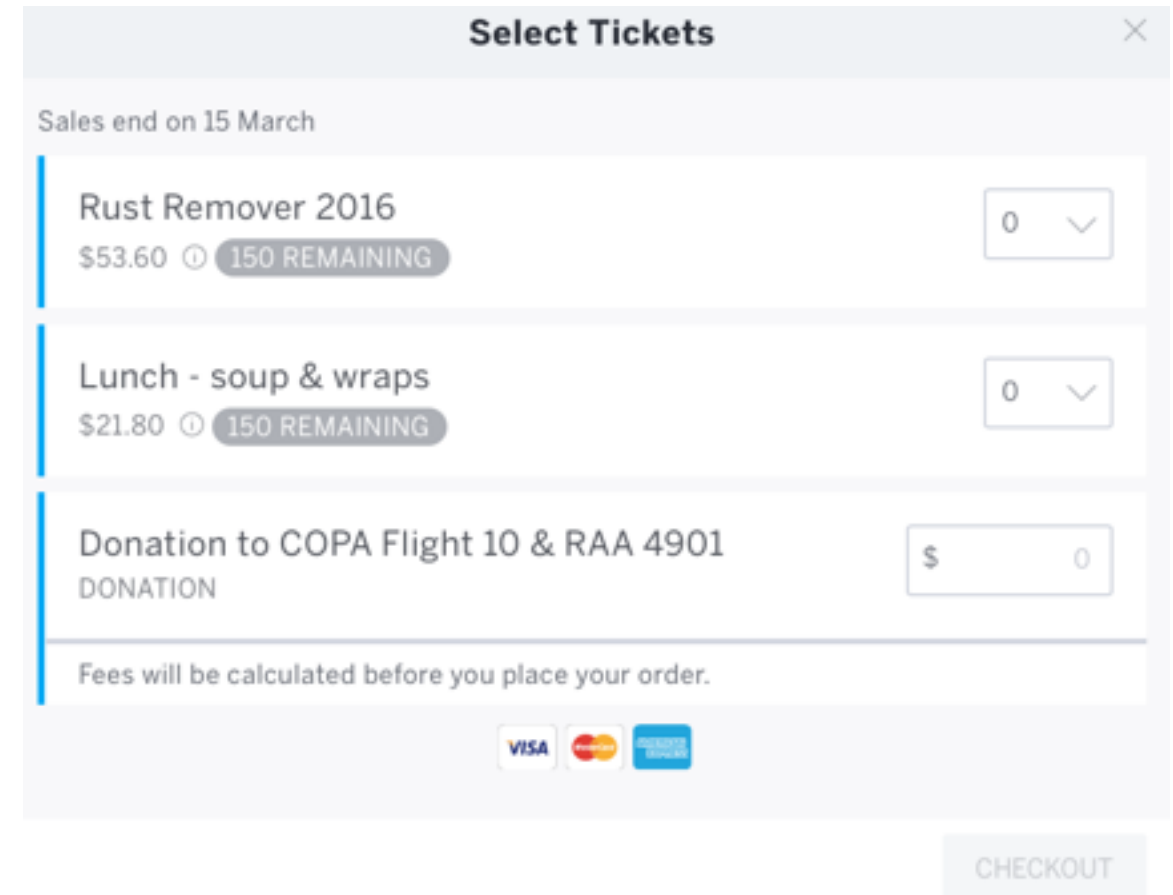
**FRIENDS ATTENDING**

proposed Eventbrite page for rust remover

## WOULD YOU LIKE TO PAY FOR OUR UPCOMING RUST REMOVER ONLINE?

# INTRODUCING – EVENTBRITE!

# EVENTBRITE

▸ Eventbrite works with our Wordpress blog.

▸ Registrants can pay with VISA, MasterCard or AMX.

▸ Money deposits into our bank account 5 business days after the event.

▸ *COSTS:*

   ▸ service fee (3.50% + $0.60 per ticket sold)

   ▸ processing fee (2.50% of tickets sold)



**Select Tickets** ✕

Sales end on 15 March

Rust Remover 2016
$53.60 ⓘ 150 REMAINING
0 ⌄

Lunch - soup & wraps
$21.80 ⓘ 150 REMAINING
0 ⌄

Donation to COPA Flight 10 & RAA 4901
DONATION
$ 0

Fees will be calculated before you place your order.

VISA MasterCard AMERICAN EXPRESS

CHECKOUT

screen when prompted to select tickets

# BLOGS

▸ Blogs allow us to involve more people in the conversation. The comments and different post authors make it come alive.

▸ This can be a great way to involve members who are not able to be with us, to involve the greater community and to attract new members.

▸ Remember your audience - it is the whole world. Think about who needs to know the information before you share it on a blog. Think about how you are going to share it.

▸ All comments are moderated before they are posted.

▸ To learn more about blogs, here are some links to pages on my class blog:

  ▸ What is a blog?

  ▸ How to Comment

  ▸ Writing Quality Posts

# FIND YOUR COMFORT ZONE

# BLOG LEVELS OF PARTICIPATION

▸ *administrator* - full control (Tammy, Cory)

▸ *editor* - has access to all posts, pages, comments, categories, tags, and links (COPA Flight 10 & RAA 4901 executive have been invited)

▸ *author* - can write, upload photos to, edit, and publish their own posts (interested members talk to Tammy and I can invite you)

▸ *contributor* - has no publishing or uploading capability, but can write and edit their own posts until they are published (interested members talk to Tammy and I can invite you)

▸ *follower* - can subscribe at blog to receive email notifications when new posts are published; can read and comment on posts and pages; all current members have been subscribed

▸ *viewer* - can read and comment on posts and pages

*Visit Wordpress for [more detailed explanations about levels](#).*

*Invite prospective members to an event!  Encourage them to complete the [new member registration form](#) on the blog.*

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WITH **TAMMY**

*Let's continue the conversation . . .*