Blogging for School Leaders
Workshop Overview
Peter Gow

Participants will spend a day with one another and with independent school education blogger Peter Gow. Peter currently blogs at *Independent Schools, Common Perspectives* for *Education Week* and maintains *The Interested Child* blog for parents. Best known for his *Not Your Father's School* blog, Peter has also been a guest blogger at *EdSocialMedia* and the Good Project at Harvard's Project Zero.

Not everyone was born to be a serial blogger, but independent school leaders should understand the power of the blog as an expression of school and personal brand. If, as Peter Gow has written, "Message is the voice of brand," a school leader's blog can strengthen the school's identity (as well as the leader's personal brand) by illuminating key school values, aspirations, and programs through the sharing of news, observation, and reflection.

"Blogging for School Leaders" will introduce participants new to or hesitant about blogging to all the basics: blog set-up, titles, tags and keywords, developing one's blogging "voice," some school-leader blog best practices, planning a trajectory of topics, finding inspiration, and sustaining a blog. Each participant will have the opportunity for a brief private consultation with Peter Gow in a workshop setting.

Participants are asked to come with examples of blogs—particularly school-leader blogs—that they find especially noteworthy, compelling, personally resonant, or otherwise of positive interest. To find examples, participants might consult the following resources:

file://localhost/Independent School Voices/ A Blog Sampler (Part I) <http/::blogs.edweek.org:edweek:independent_schools:2013:03:independent_school_voices_a_sampler_part_i.html>

file://localhost/More Independent School Voices/ A Blog Sampler (Part II) <http/::blogs.edweek.org:edweek:independent_schools:2013:04:more_independent_school_voices_a_blog_sampler_part_ii.html>

file://localhost/More Independent School Voices/ A Blog Sampler (Part III)< http/::blogs.edweek.org:edweek:independent_schools:2013:05:more_independent_school_voices_a.html>

Independent School Voices: A Blog Sampler (Part IV)<http://blogs.edweek.org/edweek/independent_schools/2013/06/independent_school_voices_a_blog_sampler_part_iv.html>

The Day:

 8:30 Welcome and Introductions

 8:45 Who Do You Love? Discussion of blogs we admire

 9:45 Why Blog?

10:30 Break

10:45 Blogging Basics and Topic Brainstorm

12:00 Lunch

12:45 Workshop

 2:15 Lessons Learned; Next Steps

 3:00 Adjourn

Participants should bring a laptop computer with internet access and a browser with which they are familiar.