Name	Date
Marketing Essentials Chapter 10 Interpersonal Skills	
eMarketing Worksheet Activity: Weblog (bl	og)
Directions Conduct research on free Web site creating your own Web site blog.	e blogs. Watch a tutorial or read the steps involved in
1. Name two companies that offer free Web si	te hosting.
Tips," "DECA Chapter," or "My Vacation." You	want to consider a blog topic such as "My family," "Fashion also may consider creating a blog for a local business, gns." Provide rationale for the theme selected. Remember and relevant to members of the blogosphere.
you created a blog. Write comments each day respond to comments posted by other student your blog. All comments will be evaluated on t as for grammar and spelling. When writing a reblogosphere, you will be evaluated on the bas	nt on a free hosting service. If not permitted, make believe of for five days on the blog site. After day one, you will as on your blog (see #4) and/or create new information for the basis of being timely, relevant, and appropriate; as well esponse to a comment posted by a member of your is of tact, empathy, and self-control; as well as any other posted. Note: only your teacher and classmates are nment.
	re, write comments on the blogger's Web site that are ate tact, sincerity, and diplomacy; as well as proper

5. Write a one-page report on your experience creating and maintaining a weblog. Include the following points in your report: (a) things you liked and disliked about creating and maintaining a blog; (b) the importance of interpersonal skills when posting and responding to comments posted on weblogs; and (c) whether having a personal blog is something you would like to do in the future, or, if you wrote your blog for a business, is it something the business should consider keeping up?

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with customers and employees. A	ch and share examples of blogs used by businesses to keep in touch as a group, decide on one blog to share with the rest of the class and particular one. You will be evaluated on your teamwork skills and the selected to share with the class.