

Creating Content Online

Blogs, Vlogs, and Online Platforms



Essential Question:

How do creators make online content that people want to read, watch, and trust?

Today we will learn:



Blog



Vlog



Platform



Audience



Trust



Where Do You Get Information?

Reading, watching, listening, scrolling



Quick question:

Which platform teaches you the most?



What Is a Blog?

Written content shared online



A blog is an online space for writing and sharing information.

Blogs are often used for:



explaining
ideas



reviewing
products



sharing
experiences



teaching
knowledge



building a
personal identity



Blog vs Vlog

— Same purpose, different format —



Blog



Mainly written
information



Key idea:

Both are ways to share information.

Blog	Vlog
 Written article	 Video content
 Readers read	 Viewers watch
 Good for details	 Good for showing and explaining
 Website / platform	 YouTube / TikTok / Facebook

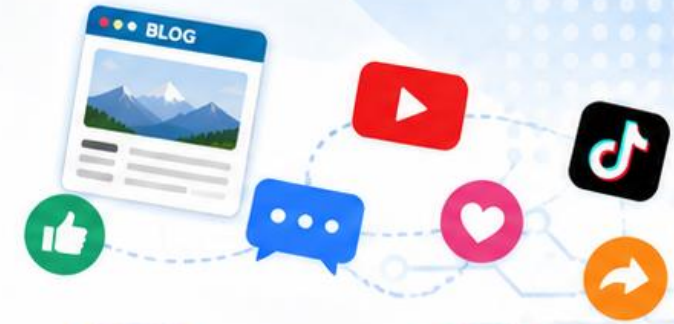
Vlog



Mainly video
information

Content Creation Process

— Good content starts before publishing —



1 Plan

Define your topic, audience, purpose, platform, and format.



2 Research

Find information from reliable sources and collect examples.



3 Verify

Check facts, cross-check sources, and confirm accuracy.



4 Create

Write, film, record or design your content based on your plan.



5 Add visuals

Use images, clips, charts, or graphics to make your content clearer and engaging.



6 Revise

Check for clarity, accuracy, language, structure, and overall quality.



7 Publish and respond

Publish your content and respond to comments and feedback.



Works for **blog**, **vlog**, and **social media** content.



Step 1: Plan Your Content

— Purpose, audience, platform —



Before creating, decide:



What is my topic?



Who is my audience?



What is my purpose?



Which platform fits best?



What format should I use?



Topic

What will I create about?



Audience

Who is it for?



Platform

Where will I share it?



Format

Blog, vlog, post, video?



Step 2: Research and Collect Information

Good creators prepare before they post



Research can include:



Reading
reliable websites



Watching
tutorials



Checking
official sources



Collecting
examples



Asking people
with experience



Tip: Save your sources.



Step 3: Verify Before Sharing

Trust is part of good communication



Unverified Information



Unknown User
2 mins ago

BREAKING NEWS!

Drinking hot water cures all diseases!

Doctors don't want you to know this secret!



12K

3K comments 8K shares

Warning Signs

- ✗ No author or unclear source
- ✗ Too good to be true
- ✗ Exaggerated or emotional words
- ✗ No evidence or references



Who created the information?



Is the source reliable?



Is it up to date?



Do other sources say the same thing?



Could this information harm someone?



Verified Source



Ministry of Public Health

www.moph.go.th



How to Stay Healthy Every Day

Published: 10 May 2024 | Updated: 10 May 2024



This article is reviewed by medical professionals and based on scientific evidence from reliable sources.

Good Source Checklist

- ✓ Clear author or organization
- ✓ Reliable and official source
- ✓ Up to date information
- ✓ Supported by evidence/references
- ✓ Consistent with other trusted sources



Do not spread false information.



FAKE NEWS



Step 4: Create Your Content

Turn your plan into something people can read, watch, or use



- 1 Blog article**
Write helpful and useful articles.



- 2 Vlog / video**
Record and share your ideas on video.



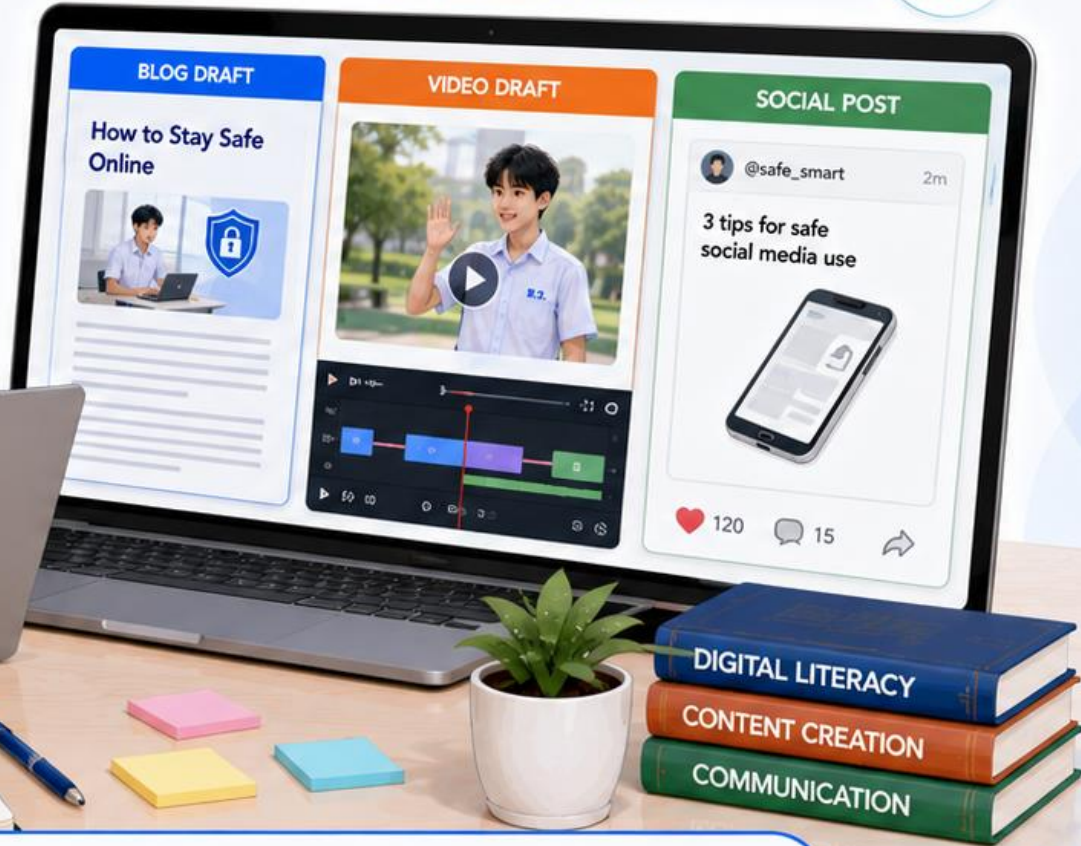
- 3 Social media post**
Create short posts for your platform.



- 4 Infographic**
Turn information into visual graphics.



- 5 Presentation**
Prepare slides to present your content.



Remember:

Stay focused on your **audience** and **purpose**.



Step 5: Add Visuals

Visuals help people understand faster

Less Effective



How to Stay Safe Online

Staying safe online is very important in the digital age. There are many risks that users should be aware of. You should not share personal information. Always use strong passwords and be careful with suspicious links.

Social media can be fun and useful. However, it can also be dangerous if used carelessly. People should think before they post or share anything online.

To stay safe, learn about online risks, check information, and follow safety tips. Everyone can help create a safer online environment.



Hard to understand



More Effective



How to Stay Safe Online

Smart habits today, safer tomorrow.



Why It Matters

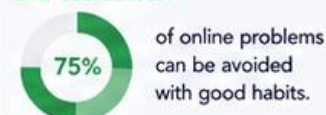
Learning about online risks and following safety tips helps everyone build a safer digital community.



Key Safety Tips

- Protect your personal information.
- Use strong passwords and update often.
- Be careful with suspicious links and messages.
- Think before you post or share anything.

Did You Know?



Easy to understand



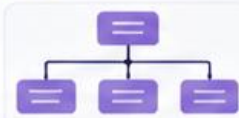
Photos



Real images help explain and engage.



Diagrams



Diagrams simplify complex information.



Charts



Charts show data clearly and quickly.



Screenshots



Screenshots give real examples.



Infographics



Infographics combine information and design.



Visuals must match the message.

Do not use misleading images.



Step 6: Revise Before You Publish

Check, improve, then share



REVISION CHECKLIST

- ✓ Spelling and grammar
- ✓ Information accuracy
- ✓ Clear structure
- ✓ Suitable visuals
- ✓ Respectful language
- ✓ Audience understanding
- ✓ Platform suitability



Good revision creates better and more trusted content.



This part is unclear.



Add a source here.



This image works well.



Ask Yourself:

Would I **trust** this content?



Step 7: Publish and Respond

Communication continues after publishing



Publishing starts a conversation,
not the end of one.



**Good creators
respond responsibly.**



Titles and Thumbnails

First impressions matter



BLOG EXAMPLE (TITLE)



A good title or thumbnail should:

-  attract attention
-  match the content
-  be clear
-  be honest
-  make people curious



VIDEO EXAMPLE (THUMBNAIL)



GOOD TITLE / THUMBNAIL



Clear



Matches
content



Honest



Interesting



Builds
trust

BAD TITLE / THUMBNAIL

This **SECRET**
Will Change
Your Life
FOREVER!!!



-  Exaggerated
-  Misleading
-  Doesn't match content
-  Hurts trust



Tip: A good title or thumbnail attracts attention **honestly** and **matches the real content**.





Clickbait: Attention or Deception?



— Not every exciting title is honest —



Clickbait uses **exaggerated** or **misleading** titles to make people click.

Examples:

1

"You **won't believe** what happened!"



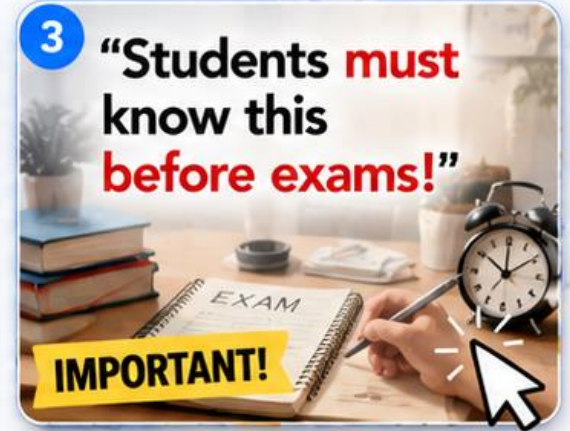
2

"This **secret** will change your life!"



3

"Students **must** know this **before exams!**"



Honest

Clear, accurate, and matches the content.



Misleading

Exaggerated, unclear, or does not match the content.

vs.



Question: Which titles are **honest**? Which are **misleading**?





Call to Action

— What do you want the audience to do? —



A **Call to Action** asks the audience to do something.

Examples:



SUBSCRIBE



COMMENT
BELOW



SHARE
THIS POST



FOLLOW
FOR MORE



DOWNLOAD
THE GUIDE



JOIN
THE ACTIVITY



3 Simple Study Tips That Work!



Young Writer
12.4K subscribers

SUBSCRIBE



256



Share

Download



Comments 48



Mind M. Great tips! I will try these today.



StudyBuddy Thanks for sharing! Super useful 🙌



LearnTogether I'll share this with my friends!



Add a comment...



Good CTA:
clear, honest, and suitable.



Clear



Honest



Suitable



Content Plan

1. Plan
2. Research
3. Verify
4. Create
5. Publish





Create: Blog, Vlog, or Platform Post?



Choose the right format for your message

CHOOSE THE BEST FORMAT:

- **1. Detailed explanation**
In-depth information and clear understanding
- **2. Demonstration**
Show how something works or how to do it
- **3. Quick update**
Short, timely news or announcements
- **4. Step-by-step guide**
Clear sequence or instructions to follow
- **5. Personal experience**
Share your story, lessons, or opinions

BEST FORMAT:

- **Blog article**
Long-form written content with headings, details, and references
- **Vlog / video**
Visual explanation with audio and demonstration
- **Social media post**
Short and concise content for fast updates and engagement
- **Infographic or video**
Visual step-by-step content that's easy to understand
- **Blog or vlog**
Share your story, opinions, and personal lessons

Which format is best for my message?



Different messages work better in different formats.
Choose the one that helps your audience understand best!





Creator Challenge

— Plan content for one platform —



YOUR PLAN (IN PAIRS)

Decide and plan:

- 1  Blog, vlog, or post? ?
- 2  Which platform? ?
- 3  Who is the audience? ?
- 4  What title or thumbnail idea? ?
- 5  What CTA? ?



Remember:

Clear, honest, useful, and suitable for your audience.



Work together,
plan smart,
create impact!



Share your plan
with the class.



5 MINUTES

Plan your content together!



STEP 1: CHOOSE ONE TOPIC

1



Online safety

Tips for staying safe online

2



Study tips

How to study smarter

3



School event

Share and promote our event

4



Healthy lifestyle

Live well, feel good

5



University preparation

Plan today, succeed tomorrow



Be ready to explain
your choices!



Show what you
learned today in
2–3 sentences!



Exit Ticket

Before you leave



SCENARIO



You want to
teach younger
students about
safe social
media use.



Help them use social media safely,
responsibly, and wisely.

1



Which format would
you choose:
blog, vlog, or
social media post?

2



Which platform
would you use?

3



Why is this
method suitable?



+



+



Submit before leaving.

Your answers help show what you learned today!



The End

— Create content people can understand and trust —



Remember:



Good online content is
planned, researched, verified,
clear, honest, and
suitable for the audience.



Planned



Researched



Verified



Clear



Honest



Suitable for
the audience



U.S.



You have the power to share information that makes a positive difference.
Keep learning, keep creating, and keep sharing! ✨