

Blogging and Vlogging for Middle Years EAL



Julia Lippold
Founder and Creator of Zealous English

Overview of Session

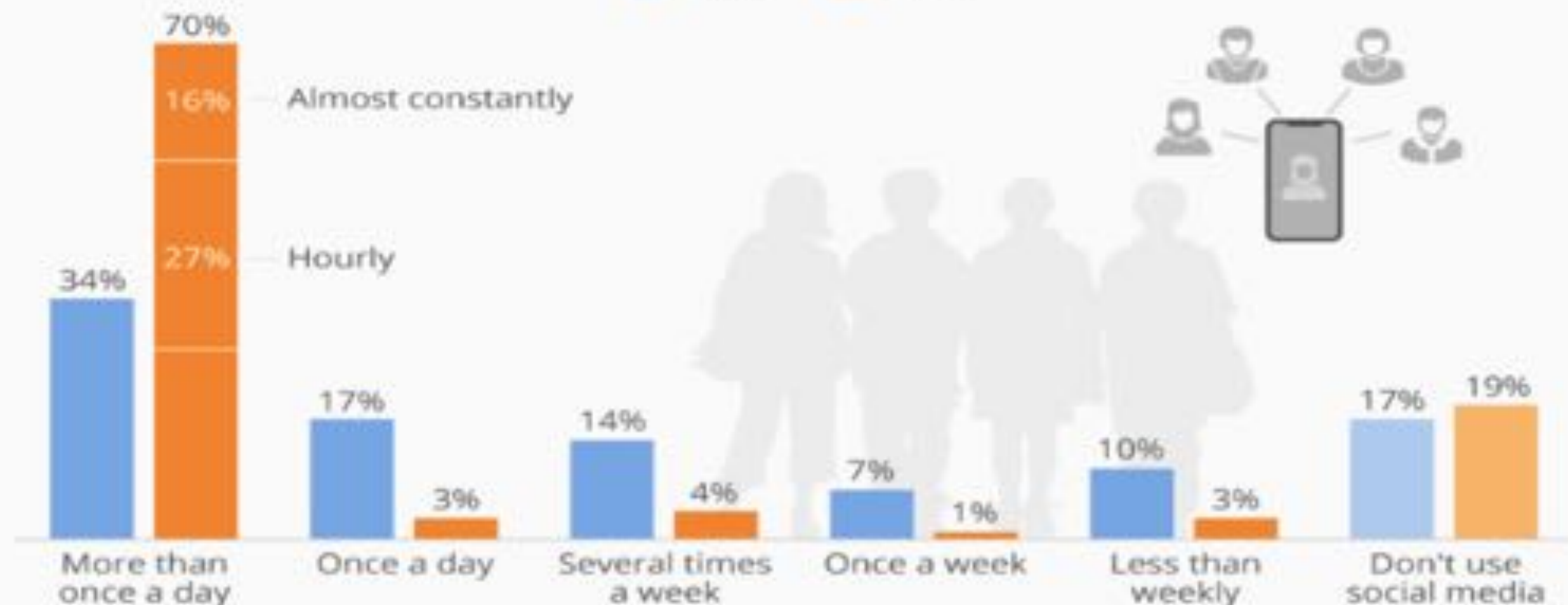


- Why Vlogging / Blogging?
 - How I got started and tips
 - Vlogging
 - Blogging
 - Social Media
 - Questions
 - Quiz and prizes
-
- Note: This is a hobby! I don't generate an income from this (except for some presenting and exam marking which I was doing before I started my blog). It's a passion and I love making videos.

Teens' Social Media Usage Is Drastically Increasing

Percentage of 13- to 17-year-olds in the U.S. who check social media...

2012 2018



Mobile Video Consumption and EAL Learners



Mobile video consumption has drastically increased in the past decade. Children are very comfortable with this medium so why shouldn't educators put this format to good use? Having material that is accessible on demand anytime, anywhere is not only functional but also attractive as a learning medium especially for students who are learning English. Videos have become a vital component of today's and tomorrow's classrooms. Some of the most popular and successful *YouTube* channels are created by English language teachers including "mmmEnglish", "English like a Native", "Go Natural English" and "Eat Sleep Dream English".

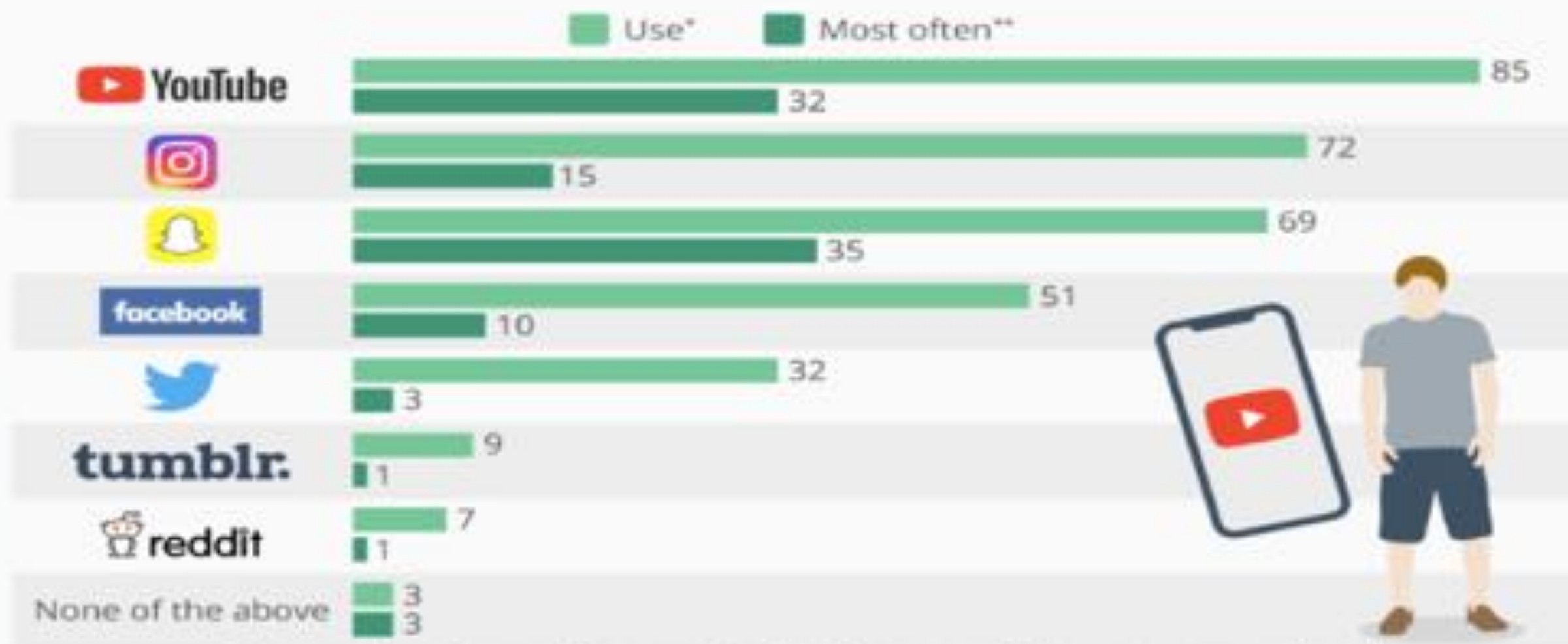
Mobile Video Consumption and EAL Learners



- Social media is the fastest growing learning tool for EAL students.
- *YouTube* recently announced it is investing \$20 million in educational videos (Business Insider 17/2/19).
- Appealing to, and engaging, my dynamic and edgy Middle Years EAL cohort has become easier using *YouTube* videos - a generation who use *YouTube* and other forms of social media on a daily basis.

YouTube Is the Biggest Social Media Site for Teens

% of U.S. teens who say they use social media platforms vs. how often they use them



* Figures in first column add to more than 100% because multiple responses were allowed.

** Most-often question was asked to respondents who reported using multiple sites.

743 teens were interviewed between March 7-April 10, 2018.



@StatistaCharts

Source: Pew Research Center

statista

YouTube is the Preferred Platform of Today's Teens



- Teenagers are more interested than ever in YouTube, home to the world's growing influencer and vlogger base. According to a recent study conducted by Pew Research Center, 85 percent of teenagers (ages 13-17) say they use the platform. Closely behind are Instagram (72 percent) and Snapchat (69 percent).
- More teenagers have access to smartphones than ever before. According to Pew, 95 percent of teens own or can access a smartphone, as opposed to 73 percent in 2015.

Here are some of the Ways I had been Using YouTube Videos in my Classroom:



- As a hook into a lesson on a specific topic
- For enhancing students' understanding of specific grammar and language points
- For pronunciation practice
- For listening comprehension
- For raising cultural awareness
- Building students' vocabulary and spelling skills
- For supporting students' understanding of topics covered in mainstream classes

Popular Vloggers - EAL/ESL/TESOL

ZEALOUS
ENGLISH

Name of Vlog	Link	Followers	Topics
Go Natural English	https://www.youtube.com/channel/UC9Pbt3q-ihROg1lmmmQdU2w	1.5 Million	Oral English Confidence
mmmEnglish	https://www.youtube.com/channel/UCrRiVfHqBllvSgKmgSY66g	2.5 Million	Oral English Confidence
English Like a Native	https://www.youtube.com/channel/UC0Hg2Ks00kCekyjZG_LxOmg	447K	Oral English Confidence

Inspiration

ZEALOUS
ENGLISH

- <https://www.youtube.com/watch?v=-LYYlVLyLRA>



What's missing? Problems.



- Targeted primarily towards adult learners
- Mostly oral confidence focussed
- Not helpful for my students
- Not usually Australian (other than Emma)
- It's a minefield - students don't know where to start

How did I get started?



Step 1: Student Survey

ZEALOUS
ENGLISH

- ☐ THE EAL REALM
- ☐ ENGLISH WITH ZEAL
- ☐ ZEALOUS ENGLISH
- ☐ UNREAL ENGLISH
- ☐ MISS LIPPOLD'S EAL CLASSROOM
- ☐ MISS LIPPOLD'S ENGLISH CLASSROOM

Realm = n. an area of activity, interest, or knowledge; a country ruled by a king or queen

Zeal = n. great energy or enthusiasm connected with something that you feel strongly about

Zealous = adj. showing great energy and enthusiasm for something, especially because you feel strongly about it

Unreal = adj. slang for great/cool/awesome; used to say that you like something very much or that something surprises you

Further Steps



1. Make a logo (I asked a colleague)
2. Register business name with the Australian business name registry
<https://asic.gov.au/for-business/registering-a-business-name/>
3. Create an ABN (I had already done this so I just connected my business name to my ABN)
4. Started to build my website
5. Started a Facebook Page, Instagram Page and YouTube Channel to reserve my business name and promote my website before it went live
6. Use a Google (G Suite) account for email (better option than using your webhost email service)
7. Launch your website after you have started your Facebook page, Instagram page helps to build the anticipation
8. Have a few videos and blogs to go (I started with two)

Building a Website



- Choose your domain host (I use GoDaddy) - you have to pay to “own” your domain name e.g. www.zealousenglish.com
- Choose your website builder (I used Wix - which is free - create a Wix account)
- Watch videos on the Wix website on how to build your website
- Design a logo (I used a friend but you can do this with Wix)
- Write your copy in Word then add/paste to your website later
- Think about what information you want to include on your website what colours do you want to use, number of pages etc.

Zealous English

Role: Owner

Set Up Your Site

4/5 Completed

Dashboard

Blog

Account by Wix

Customer Management

Marketing Tools

Settings

Apps

Upgrade

🔧 Edit Site



Zealous English

https://www.zealousenglish.com/

Site Actions

This is where I
edit my website

Domain Connected
Manage Domain

Website Plan: Premium
Manage Plan

Mailbox: External
Manage Mailbox

Account Plan: Free
Compare Plans

Get a professional
email address
@yourdomain

Get It Now

Help

Visit Help Center

🔍 Search articles, find answers.

We're Here for You

Ask any question &
get the help you need.

Let's Set Up Your Site

4/5 Completed

✓ Connect a Domain

• Get Found on Google

Get Ready For Business

0/4 Completed

• Set Up Your Business Info

• Get Online/Local Detail



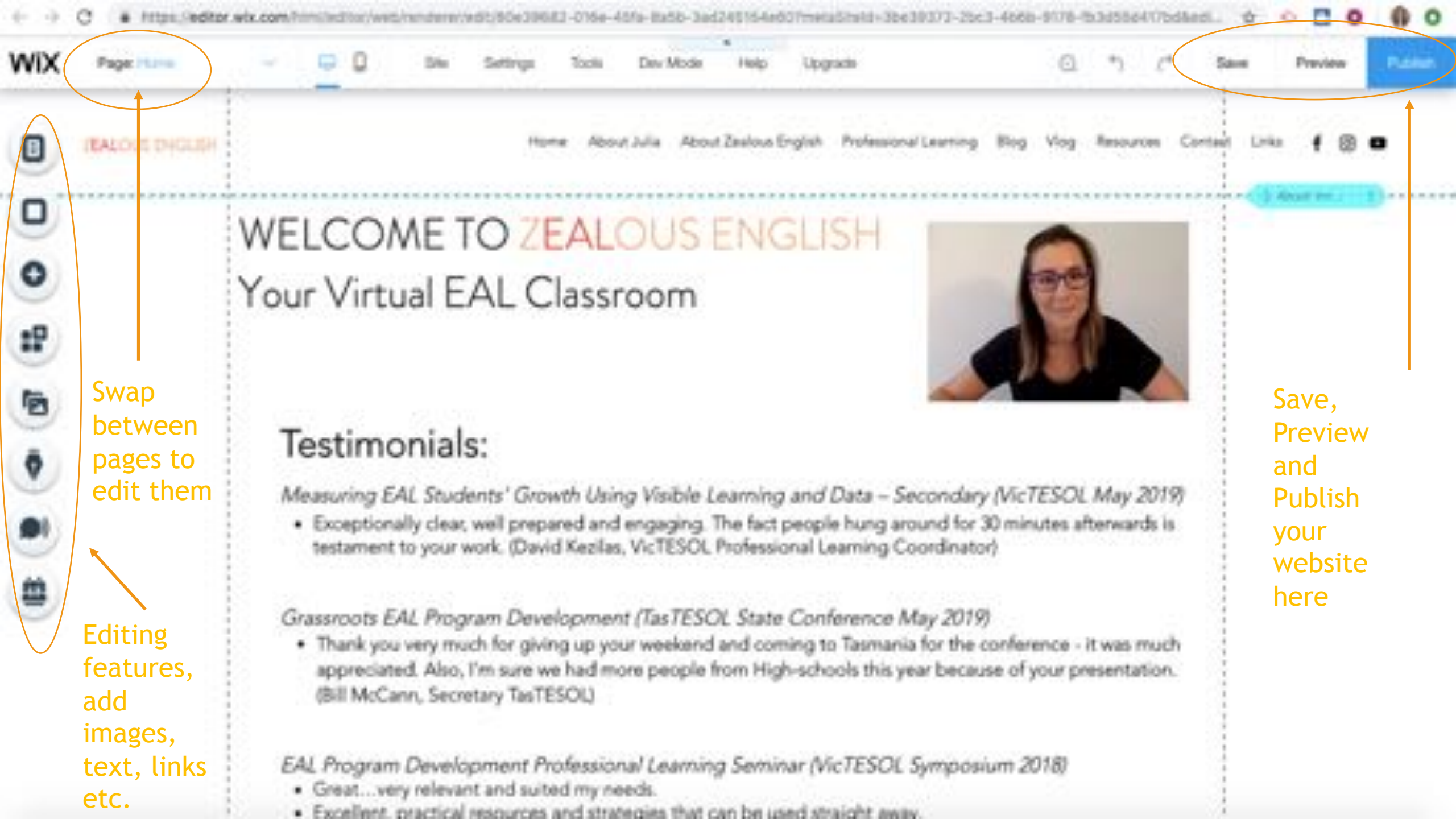
15 Min.

Get Found on Google

Connect to Google and make it easy
for people to find your site.

Get Started

Skip



Swap between pages to edit them

Editing features, add images, text, links etc.

Save, Preview and Publish your website here

The Glamorous World of Vlogging

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ENGLISH

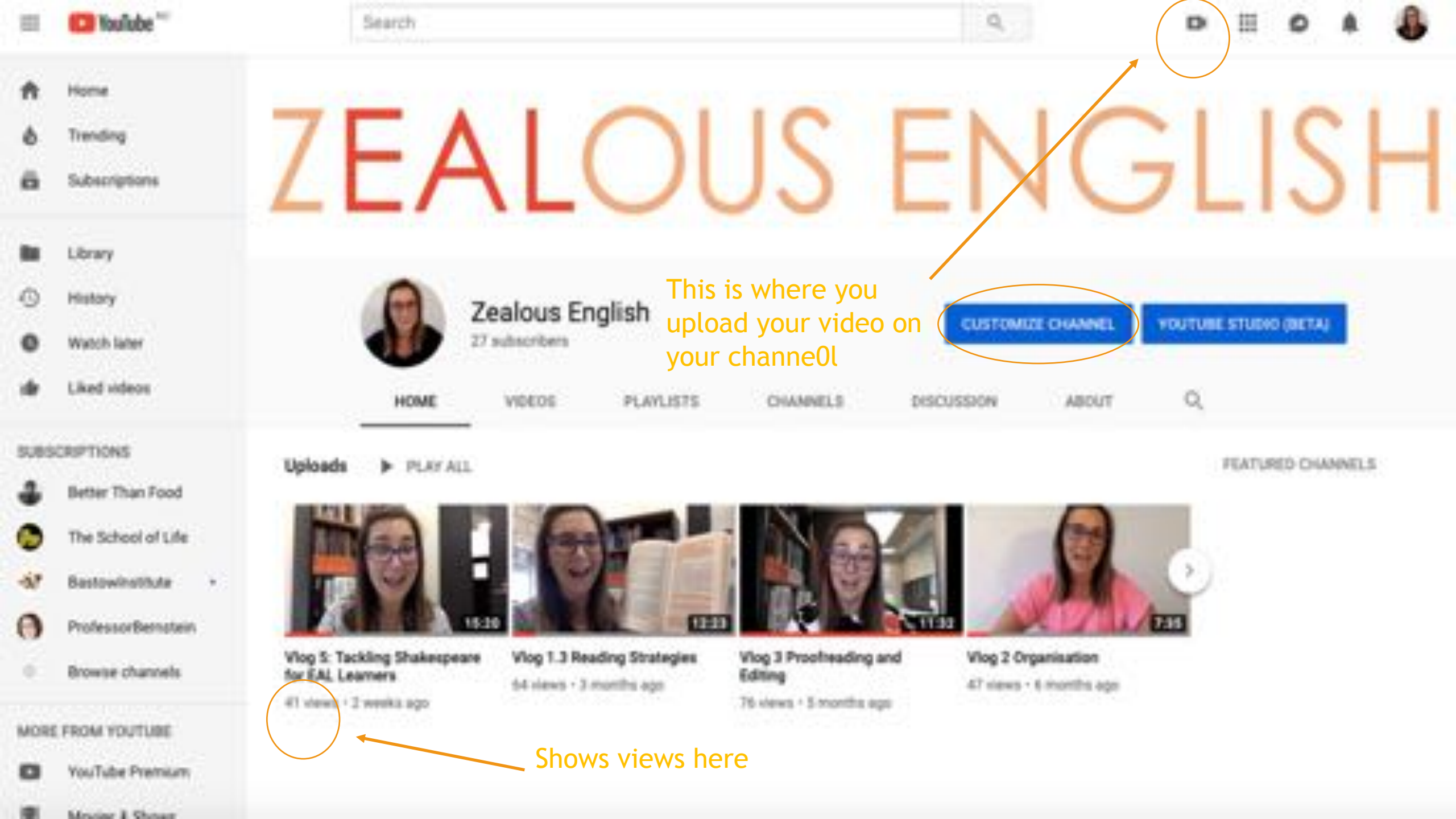


How to Make a Vlog and Upload to *YouTube*



1. You will have created your own YouTube channel already
2. Write a script and practice first (at least have key points)
3. Choose a quiet and well lit space (I usually use my office) to record your video
4. Use laptop, camera or phone to record your video (may like to use a stand as support)
5. Edit video using editing software (I use iMovie) - I also watched a lot of videos on how to do this
6. Overlay images using *Canva* (I pay for a subscription so that I can use images with transparent backgrounds)
7. Upload the video to your channel and promote it on your social media





ZEALOUS ENGLISH



Zealous English

27 subscribers

This is where you upload your video on your channel

CUSTOMIZE CHANNEL

YOUTUBE STUDIO (BETA)

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads

▶ PLAY ALL

FEATURED CHANNELS



15:10

Vlog 5: Tackling Shakespeare for EAL Learners

41 views • 2 weeks ago



12:33

Vlog 1.3 Reading Strategies

54 views • 3 months ago



11:32

Vlog 3 Proofreading and Editing

76 views • 5 months ago



7:35

Vlog 2 Organisation

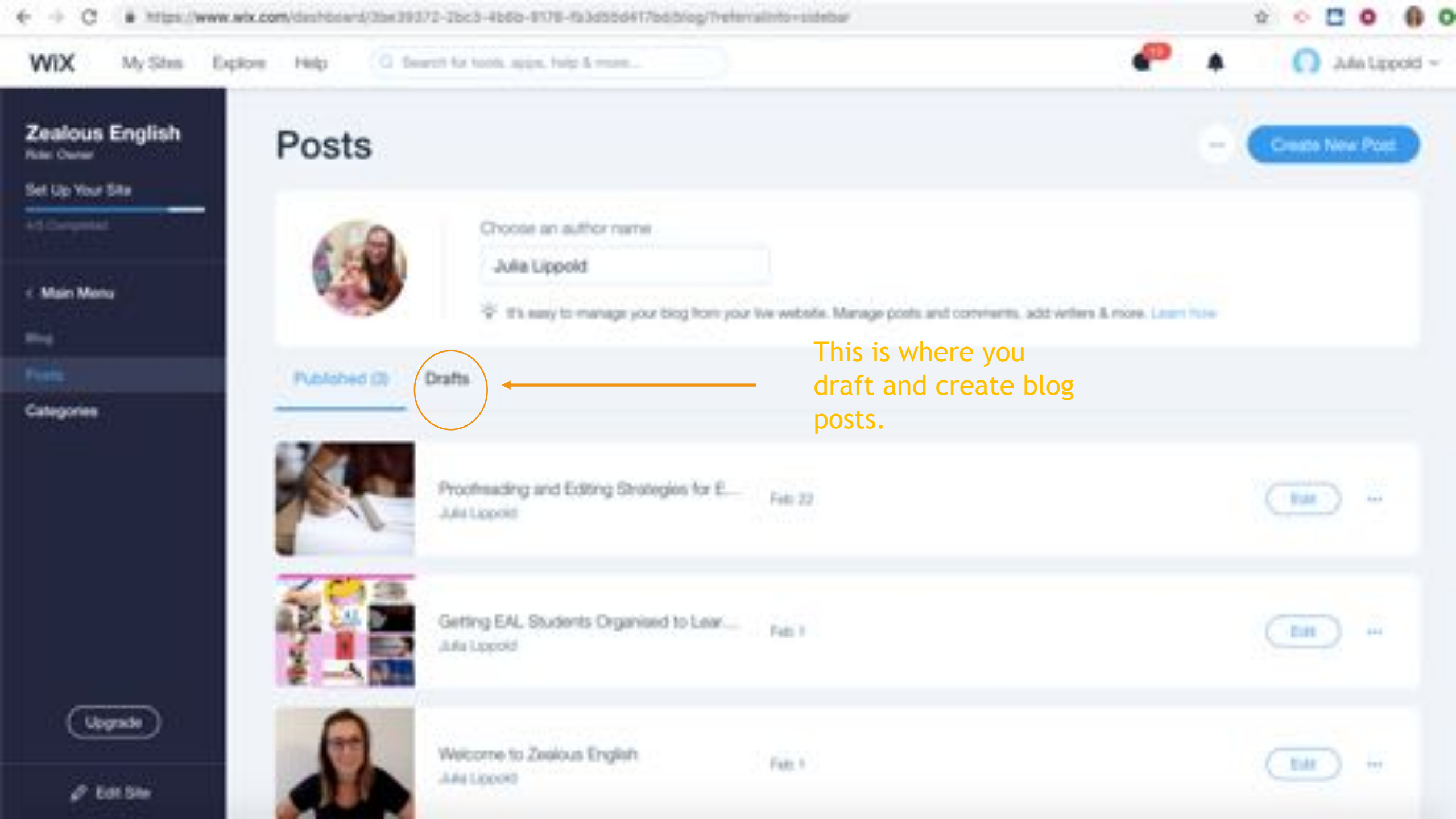
47 views • 6 months ago

Shows views here

How to Write a Blog



- Think of your topic and target audience
- Try to link vlogs and blogs if possible (if that's what you want to do).
- Make sure it's brief and not too long
- Edit and proofread carefully (I need to get better at this!)
- Use the blog feature of your website to add the blog post to your website and promote your new blog on social media and via a private email to your subscribers
- I find blogging more challenging so I have been focussing my attention on making videos



WIX

My Sites

Explore

Help

Search for tools, apps, help & more...



Julia Lippold

Zealous English

Role: Owner

Set Up Your Site

40% Completed

Main Menu

Blog

Posts

Categories

Upgrade

Edit Site

Posts

Create New Post



Choose an author name

Julia Lippold

It's easy to manage your blog from your live website. Manage posts and comments, add writers & more. [Learn More](#)

Published (3)

Drafts



Proofreading and Editing Strategies for E...

Feb 22

Edit

...



Getting EAL Students Organised to Lear...

Feb 9

Edit

...



Welcome to Zealous English

Feb 9

Edit

...

This is where you draft and create blog posts.

Monitoring your Subscribers and Posts - Social Media and EAL



- 27% of teenagers interact with social media hourly and 16% constantly!
- Use Facebook Pages and Instagram features to see “Insights” on the traffic your posts attract, this helps you to think of more posts that will appeal to your followers. This has to be done on your phone for Instagram.
- What hashtags did you use? Which ones attract more traffic?
- Don’t just go by the number of likes you get!*** especially since Instagram recently changed the “like” feature
- Survey your subscribers.
- Facebook vs. Instagram
- Hashtag vs. location vs. home

Compare the Pair... (Facebook vs. Instagram)

◆ Daniel aka @danielsansau is now in his third & final year of Biomedicine at Deakin University, is a fellow YouTuber & has grown into a very mature & well-spoken young man... [See more](#)



66
People reached

26
Engagements

Boost Unavailable



vodafone AU 3G 5:02 pm 75%



Photo



This post is doing better than 80% of your recent posts. Promote it to reach a wider audience. [View Insights](#)

Promote



Liked by danielsansau and others

zealousenglish ◆ Meet Daniel. He's one of my former EAL students from Blackburn



11



2



0



0

4

Profile visits

93

Reach

ZEALOUS
ENGLISH

Cancel

Insights



Posted on 07/08/2019, 18:32



11



2



0



0

Interactions ⓘ

4

Actions taken from this post

Profile visits

4

Discovery ⓘ

93

Accounts reached
49% weren't following you

Follows

0

Cancel

Insights

Profile visits

4

Discovery ⓘ

93

Accounts reached
49% weren't following you

Follows

0

Reach

93

Impressions

144

From home

74

From hashtags

44

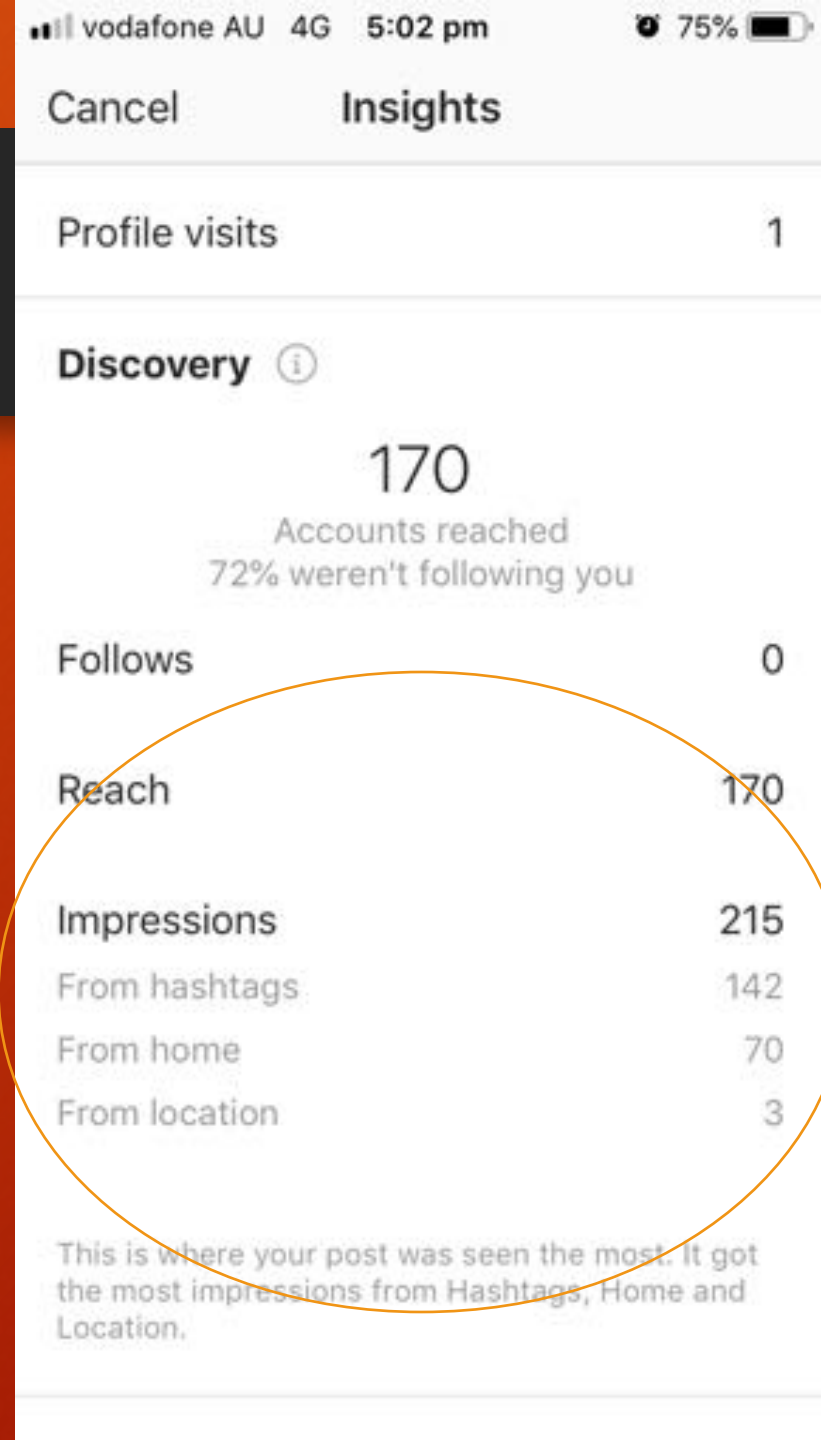
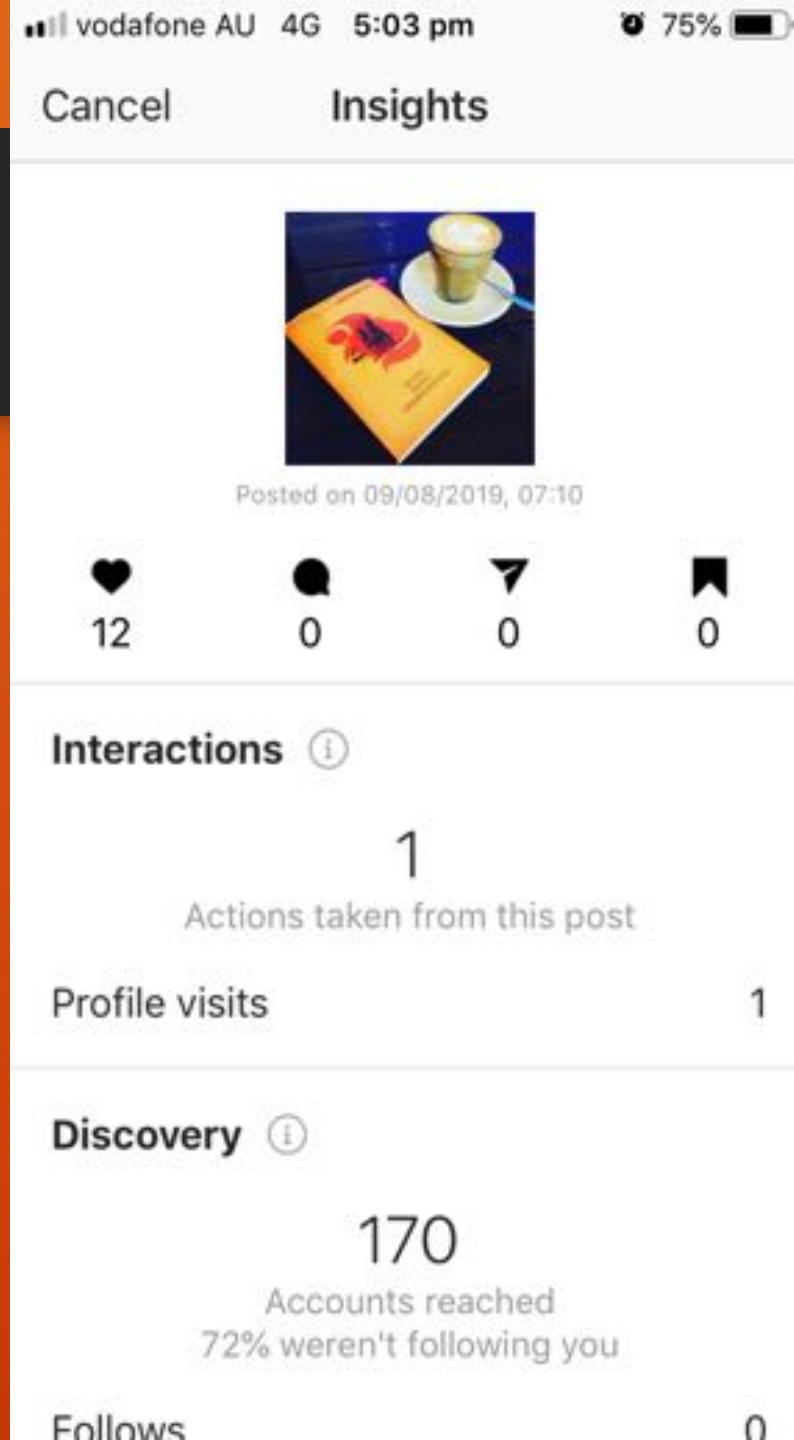
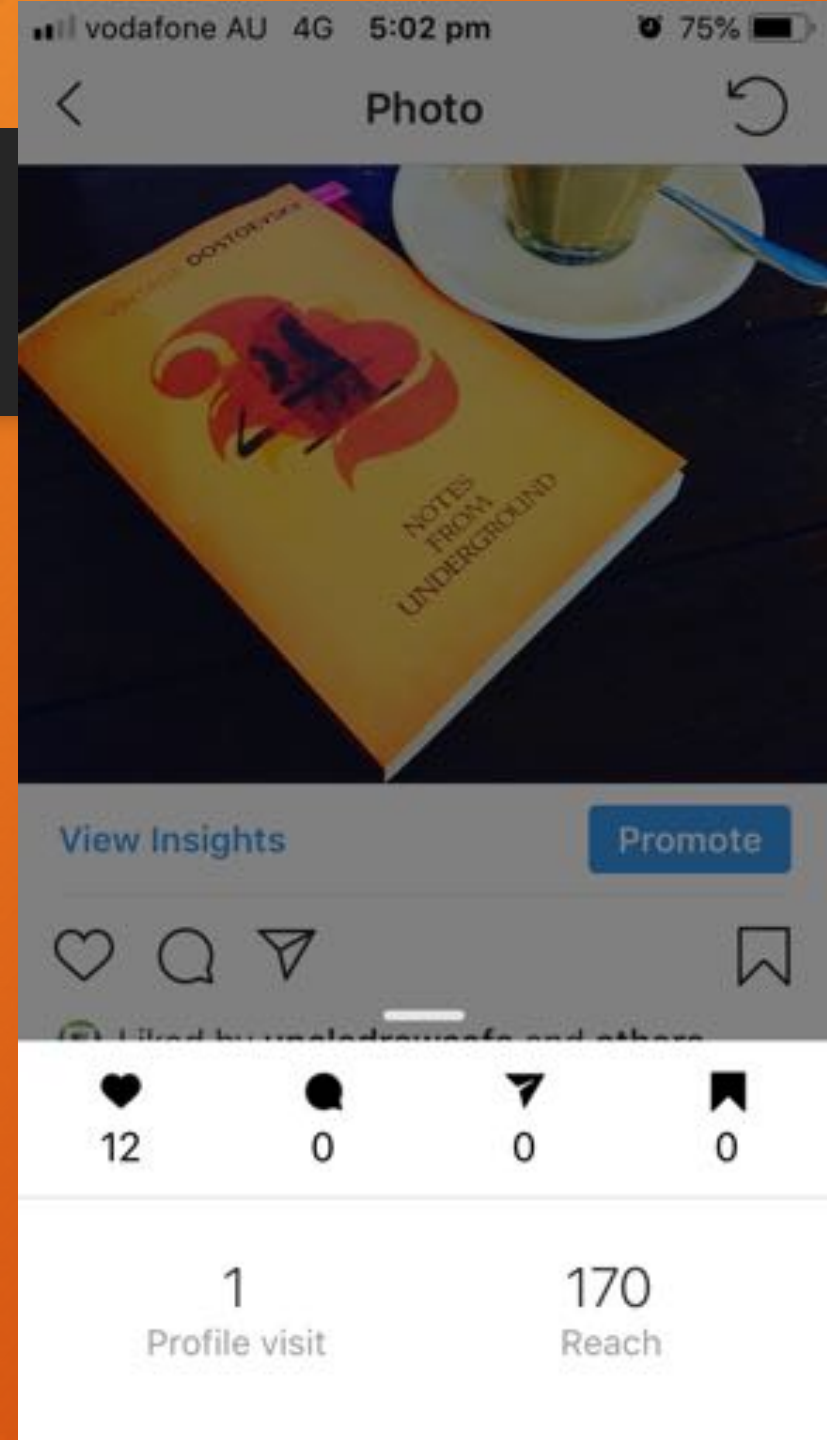
From location

1

From other

25

This is where your post was seen the most. It got the most impressions from Home, Hashtags and Location.



Questions



QUIZ

Question 1



- How many followers do I currently have on y YouTube channel?

Answer



• 27

Question 2



- What is the name of the YouTube channel I sought inspiration from?

Answer



- mmmEnglish

Contact Details and Links



- info@zealousenglish.com
- julialippold@gmail.com
- <https://www.zealousenglish.com/>
- <https://www.youtube.com/channel/UCkvLaBrtdCf-l4sYLVBsXhQ>
- <https://www.facebook.com/zealousenglish>
- <https://www.instagram.com/zealousenglish/>
- <https://www.theverge.com/2018/5/31/17382058/youtube-teens-preferred-platform>
- <https://www.statista.com/chart/15720/frequency-of-teenagers-social-media-use/>
- <https://www.statista.com/chart/14108/online-platform-by-usage-of-us-teens/>