



PLAN A BLOG POST-WRITING LESSON

Three choices for the start, middle and end.



THE IDEA

Offer different routes into the same writing goal.



IN THE CLASSROOM

Choose a starter, a main activity and a plenary.

Keep one clear writing focus throughout.



START OF THE LESSON

Activate thinking and establish a focus.

1 Reader profile

Pairs define who would read the post and what interests them.



2 Voice comparison

Compare two extracts and identify their different voices.



3 Experience rehearsal

Partners tell a relevant experience and explain its significance.



MIDDLE OF THE LESSON

Model the writing and build independence.

1 Model a hook

Co-write an engaging opening without exaggeration. Students try another.



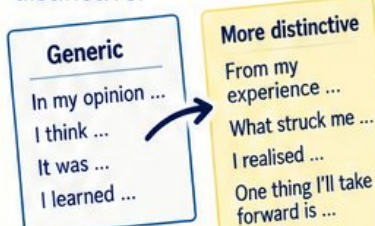
2 Shape the post

Groups organise an experience, reflection and takeaway, then draft.



3 Voice workshop

Pairs revise generic phrases to make the voice more distinctive.



END OF THE LESSON

Check learning and plan the next step.

1 Reader takeaway

Students underline what a reader gains from the post.



2 Title check

Partners test whether the title is engaging and accurate.



3 Reflection exit

Students write a final thought that grows from the post.



EAL UPGRADE

Rehearse aloud before writing. Offer a short phrase bank and reduce prompts gradually.



TRY IT TOMORROW

Choose one writing move. Use it in the starter, practise it in the main task and check it in the plenary.



TEACHER LANGUAGE

Who are you writing for? What is your angle?
What should the reader take away?