



moderngovernor

supporting governors, improving schools

School Governors and Writing for the Web

Modern Governor, a product within the Learning Pool portfolio, is a collection of bite-sized e-learning modules designed to help School Governors develop their skills

Your school can choose from a bewildering range of communications technologies - and the communication isn't a one-way street. Parents, pupils and members of the public can contact your school in a lot of different ways.

Your school needs to be aware of how the Internet has changed communication channels forever and how to take advantage of these new ways of talking and listening.

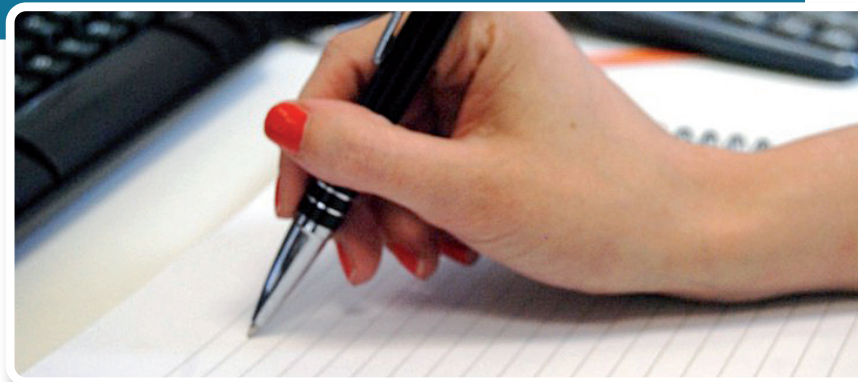
In this module you'll discover how:

- the Internet was invented...and what's cool about it
- to design web content that doesn't give your users a headache or web rage
- to write dazzling web content
- to use Web 2.0 tools to talk AND listen (and do other great stuff)

Module Title: School Governors and Writing for the Web

Module Duration: Approximately 2 hours

Module Composition: Introduction
How the internet was invented
Writing for the Internet
Design guidelines for web pages
Achieving your writing objectives
Using Web 2.0 to talk and listen



Developed in consultation with National Governors' Association.

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