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BLOGGING ACADEMY COURSE KICKS OFF NEW SHIFT LEARNING

BIRMINGHAM, Ala. — Award-winning blogger and Birmingham native Wade Kwon will teach beginners' classes in partnership between the BIRMINGHAM BLOGGING ACADEMY and SHIFT LEARNING. The June 27 sessions will show students how to get started in setting goals, creating sites, brainstorming content, and building audiences.

“Partnering with Shift Learning is a great opportunity,” Kwon says. “Students will have a chance to learn in this great coworking space downtown.” Shift Learning is a series of courses offered by Shift Workspace, a new downtown coworking center.

The classes, starting at \$99, take place from 9 a.m. to noon and 1 to 4 p.m. in Shift Workspace, 2308 Second Ave. N. Students must register online at birminghamblogging.com ahead of time.

(In July, Kwon will teach “Using Twitter for Dynamic Market Research” and “Job Hunting with Social Media.” Dates to be announced.)

Blogs provide an easier way for individuals and organizations to start and maintain a Web site, keeping connected with others in a timely fashion. With the turbulent economy, blogging can provide ways to be creative, to escape, or to develop a career Plan B.

Kwon started his blog, WadeonBirmingham.com, in 2005 after his employer, the Birmingham Post-Herald, folded. That site led to a new job at Southern Living magazine and an award from the Society of Professional Journalists.

For more information on classes, visit birminghamblogging.com.

Wade Kwon is available for interviews to discuss easy ways for people to use social media to make the right connections. Contact him at mail@birminghamblogging.com.