State of California
Department of Financial Institutions

California Financial Literacy Month WordPress Blog

Webmaster User Group Meeting

September 20, 2011

About CAFLM
California Financial Literacy Month

- Statewide public awareness and education effort
- Highlights the importance of financial literacy
- Encourages all Californians to increase their understanding of saving, investing and credit choices
- Financial literacy empowers consumers to make wise financial decisions and to better prepare for their financial futures
- Opportunity for businesses and organizations to highlight their current financial literacy efforts

Why a Blog?
Blogs are an effective marketing tool

- Blogs are much faster/easier than newsletters when it comes to getting your idea across
- They can be updated at any time and from virtually anywhere
- Blogs also have long lasting shelf lives
- Blogs offer a large amount of credibility
- Viewers come to blogs expecting information and perspectives on a topic that you are knowledgeable about

About the CAFLM Blog

- Created August 2010
- Supports the efforts of organizations involved with financial literacy efforts
- The CAFLM blog contains information from state departments and agencies, as well as federal agencies and non-profit/community-based organizations, educators and advocacy groups, and public awareness campaigns
- The blog posts are for informational, educational and entertainment purposes

CAFLM Blog Highlights

- New financial education resources
- Curriculum
- Websites & blogs
- Reports and survey
- Workshops and community events
- Training opportunities (train-the-trainer, webinars)
- Photos
- Other information, news and resources to highlight financial literacy activities and keep us all informed

Who has a ca.gov blog?

State Agencies | Español | Help | 88° Sacramento

CA.GOV State of California

Search

WELCOME | EDUCATION | WORK | HEALTH & SAFETY | HOME & FAMILY | VISIT & PLAY

multimedia | multimedia blogs

Multimedia

Share

Find us on...

Twitter

Facebook

California Blogs

- Access for Infants & Mothers (AIM)
- Cal EMA - California Emergency Management Authority
- CAL FIRE San Bernardino Blogspot
- CAL FIRE San Diego Blogspot
- Financial Literacy Month Blog, California - California Department of Financial Institutions
- Fish and Game, California Department of
- Healthy Families Program, California
- Library, California State
- Motor Vehicles, Department of
- Parks, California State
- Parole Blog - Corrections and Rehabilitation, California Department of
- Regenerative Medicine, California Institute for
- Tech Blog - California Technology Agency
- WUGShare - eServices Office

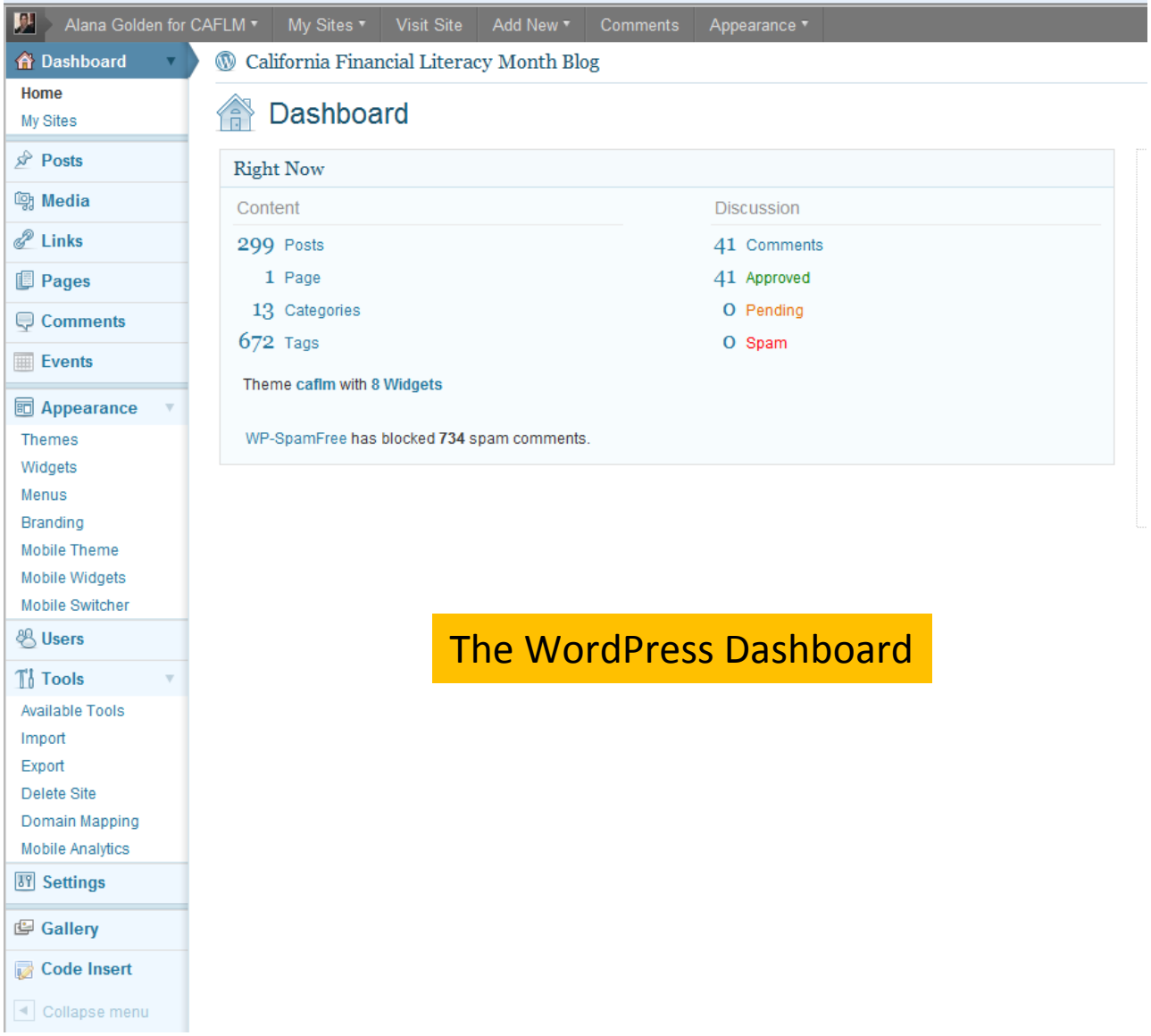
Popular Pages

- Ca.gov Flickr Pool
- DMV on YouTube
- Facebook
- Gadgets/Widgets
- Governor on Twitter
- Governor on YouTube
- Government TV
- News.ca.gov

Related Links

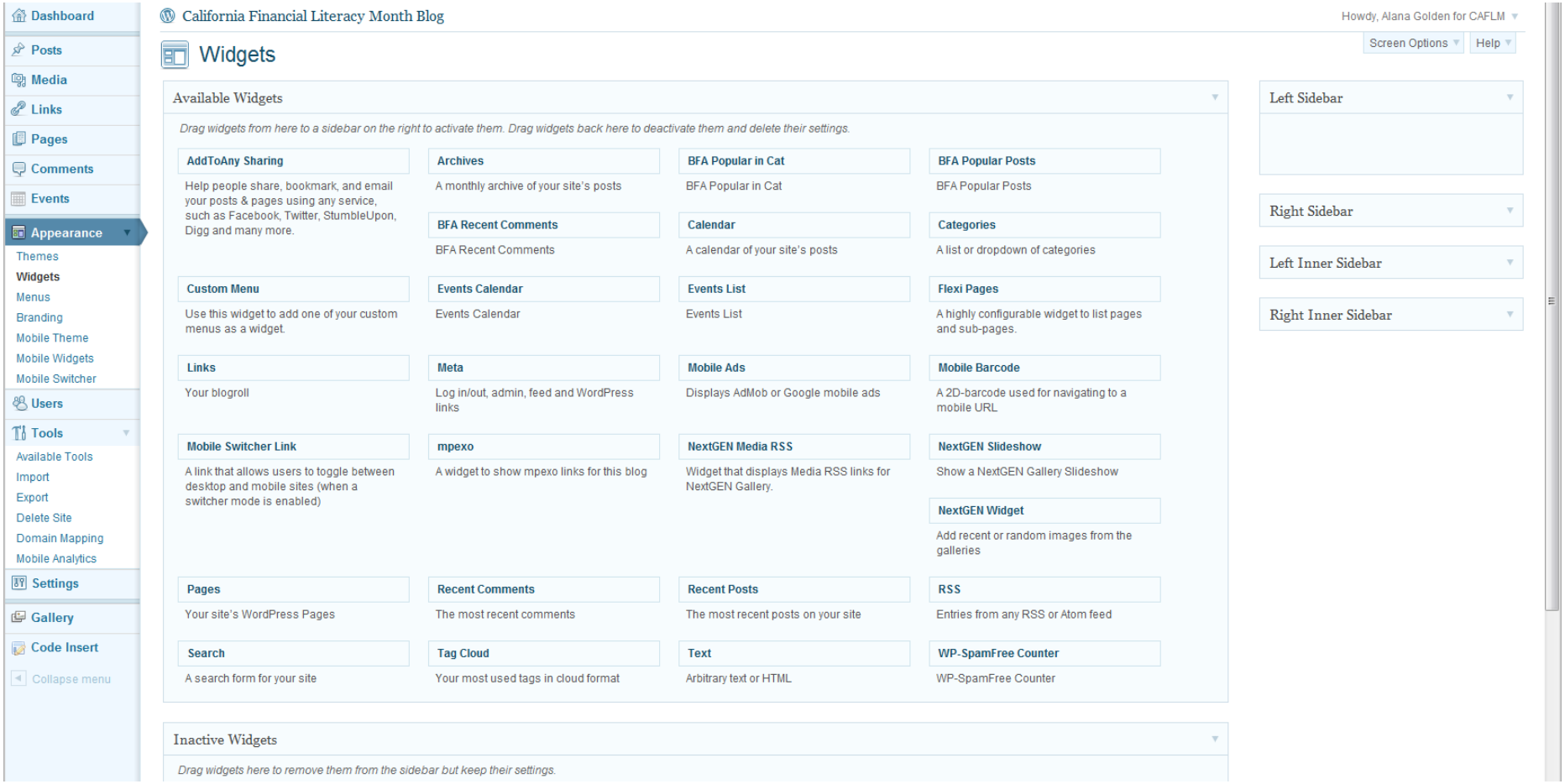
- Audio
- Blogs
- Digital Library Collection
- Photographs
- Podcasts
- RSS Subscriptions
- Videos
- Webcams

It’s Fast and Easy to Blog!



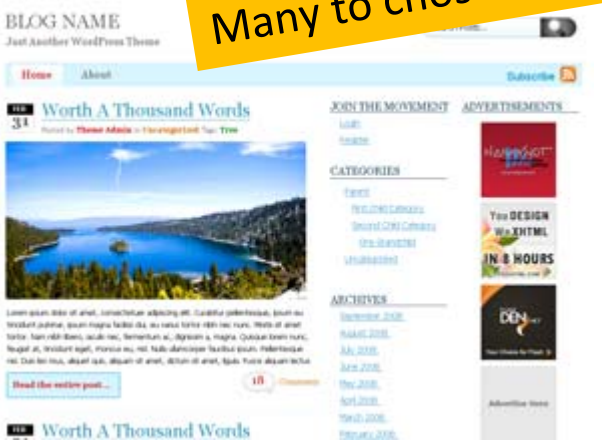
The WordPress Dashboard

Setting Up Your Blog



Select a WordPress Theme

Many to chose from and most can be easily edited



Add a New Post

California Financial Literacy Month Blog

Howdy, Alana Golden for CAFLM

Screen Options | Help

Add New Post

Upload/Insert

Visual | HTML

b | i | link | b-quote | del | ins | img | ul | ol | li | code | more | lookup | close tags | fullscreen | YouTube

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. Learn more about manual excerpts.

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using pingbacks, no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value

Publish

Save Draft | Preview

Status: **Draft** Edit

Visibility: **Public** Edit

Publish **immediately** Edit

Move to Trash | Publish

Categories

All Categories | Most Used

- Credit/Debt
- Financial Literacy
- Fraud/Scams
- Government
- Homeownership
- Misc.
- News
- Reports/Surveys
- Resources

+ Add New Category

Post Tags

Add

Separate tags with commas

Choose from the most used tags

It’s easy to sign up!

Sign up to receive the CAFLM Blog by email or RSS feed

http://CAFLM.blogs.ca.gov

Wanna Blog?
How To Get Started

- Otech hosted blogs
- (916) 464-4311
- WordPress training/tutorials
  http://blogs.ca.gov/wordpress-training/