Writing and promoting your blog posts
Why blog?
Why blog?

There are many reasons:

• COST EFFECTIVE
• BYPASS traditional media
• RECORD and share ideas
• Make CONNECTIONS
• TIME EFFECTIVE (i.e. share key points from long debate or summarise research report)
Be part of the conversation
To start the conversation

Think about:
- CONTENT
- ENGAGEMENT
- PLATFORMS/TECHNOLOGY
Blogging is a two-way street

- Make sure you **ENGAGE** and **COMMENT** on other blog posts
- **SHARE** your blog posts within and beyond your networks

Be part of the conversation
Different blog styles
Different blog styles

Different styles?

Some good examples:

**PROFESSIONAL** – an individual blogger providing insights into their field of work (sometimes with guest bloggers)

**ORGANISATIONAL** – contributed to by a range of people at an organisation

**PERSONAL** – a ‘diary’ or insight by a person about their life or personal experiences

**CRAFTY** – usually a selection of images to explain and demonstrate a process
Deciding on style and format

- **AUDIENCE** - who is the blog aimed at?
- **MESSAGE** - what do you want them to remember?
- **CONTENT** - images? film? links?
What makes a blog successful?
What makes a blog successful?

Sharing and promoting

• **SOCIAL MEDIA** can help you to share with a large and captive audience
• **TOOLS** available include Twitter, Facebook, Instagram and LinkedIn
• Include **STICKY CONTENT** to push it up the search engine, i.e. images, videos, and links
• **COMMENT ON** and talk about other blogs that share your interests
Structuring your blog post
Content is key

Structuring your blog post

- Write for your **AUDIENCE**
- **STRUCTURE** your blog by answering: what; why; who; how
- When **WRITING** think about:

  - **Title**: keep it short and clear
  - **Intro**: tell the story up front
  - **Sub-headings**: break up text
  - **Language**: clear and concise
  - **Links**: for those that want to find out more
Making it work for the web

- Write for all SMART DEVICES
- Break text up with SUB-HEADINGS
- Include... Words? Videos? Pictures?
- KEYWORDS (for search engine optimization)