Blog Author Best Practices

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Why blog?

Choosing a topic
Choosing a topic
- Identify a need
- What interests your audience?
- Choose something topical
- Look to news sources for inspiration

Crafting a killer title

Why titles matter:
- Search engine results (SEO)
- Social media shares
- Links on blog’s archives pages
A great title could:
- Communicate a benefit
- Create controversy or debate
- Ask a question
- Use keywords

Keep it short and simple!
Crafting a great opening

An opening should:
- Identify a need
- Say something unexpected
- Tell a story
- Use statistics
- Paint a picture of a scenario
Making a point

Imagine seeing a photograph of a baby caterpillar seemingly perfectly atop the head of an adult bug. Sounds crazy, right? Now imagine that same crazy image winning grand prizes in prestigious photography competitions.

Toledo Local Government Leadership Academy celebrates 13th year and over 300 graduates

For over a decade, Leadership and the Ohio State Event College Program have partnered with the Toledo Regional Entrepreneur of Commerce to provide leadership-focused training and development to more than 2,000 aspiring, new and experienced public officials.

This educational offering, now in its 13th year, is the largest training for local government leadership.

Making a point
Your post should have a point
– Why should people care about what your writing?
– What are you trying to communicate?
– How will your readers be different after reading your post?

Supporting Local Businesses this Holiday Season

Including a call to action

What do you want the reader to do?
– Like on social media
– Subscribe to blog
– Contact county Extension office for resources
– Register for a program
– Change a behavior
Formatting your post

Posts should be easily scannable
– Use header styles
– Consider a listicle

Key Considerations to Help Evaluate an On-farm Solar Energy Proposal
Editing your post

Review, revise, edit!
- Poor grammar, punctuation, and spelling are avoidable
- Read and reread your article before submitting

Getting more mileage from your post
Consider repurposing your content
  – Post on social media
  – Include links in county/program newsletters

Finding relevant and high quality graphics

There are no excuses for poor graphics
  – Check out free stock image sites
    • Pixabay
  – Create your own graphics
    • Canva
  – Create interactive infographics
    • Piktochart
Creating a personal learning network

Your PLN should “push” content to you
- Facebook
- Twitter
- Feedly
- Local news

Your Turn!
- Choose a topic
- Write a 1-2 sentence opening
- Craft a killer title
Questions and Discussion

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Program evaluation

go.osu.edu/marchblogauthor