







Choosing a topic

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

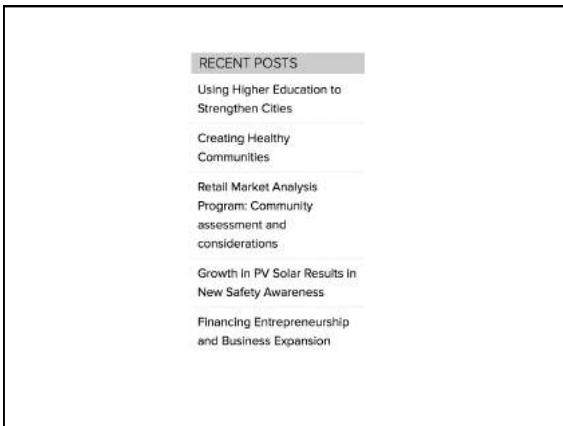
Crafting a killer title

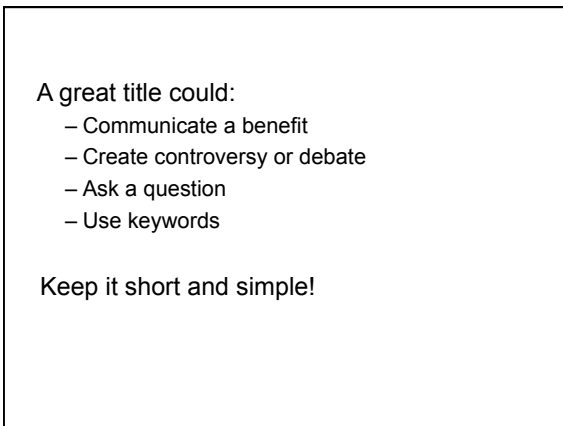


Why titles matter:

- Search engine results (SEO)
- Social media shares
- Links on blog's archives pages







Retail Market Analysis Program: Community assessment and considerations

March 10, 2016 at 10:30am by David Civittolo



What economic sector employs more than 1 million Ohioans in over 120,000 establishments and either directly and indirectly supports 1 in 4 Ohio jobs? That would be the Ohio retail sector which is also directly and indirectly responsible for almost 18% of Ohio's Gross Domestic Product.

An economic sector of such importance should be the focus of ongoing attention and, as discussed in a prior [blog post](#), can benefit from a Retail Market Analysis (RMA). RMA is a tool that identifies retail market trends within a local community and informs local and regional development strategies designed to build and strengthen this critical economic sector.

Does your community need an RMA? Review the checklist below to determine if so. While there is no correct score to help you decide whether it is time to conduct an RMA, the conversation stimulated by this checklist should be fairly informative.

Crafting a great opening



An opening should:

- Identify a need
- Say something unexpected
- Tell a story
- Use statistics
- Paint a picture of a scenario

Why Bug Photography Ethics Bug Me

3858 Views



Imagine seeing a photograph of a baby zebra sleeping peacefully atop the head of an adult tiger. 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

May 14, 2015 at 10:36am by [Joe Lucente](#)

[Like](#) [Tweet](#) [Share](#)



Are leaders born or are they made? While the philosophers debate that question, consider this: For over a decade, Extension and the Ohio Sea Grant College Program have partnered with the Toledo Regional Chamber of Commerce to provide training focused on leadership skill development to more than 300 aspiring, new and experienced public officials.

This educational offering, now in its 13th year, is the longest running 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

Transforming communities through the use of IDAs
 December 3, 2015 at 11:52am by [Susan Colbest](#)

[Like](#) 2 [Tweet](#) [Share](#) 3

OSU Extension strives to improve the quality of life among all central Ohio residents through research, service and training. In Franklin County, we strive to fulfill our mission by forging unique partnerships and innovative programs.




OSU Extension forged a partnership with Increase CDC (Community Development Corporation) and the Ohio CDC Association and offers Individual Development Accounts (IDAs), a savings incentive program designed to help low-moderate income, working individuals accumulate assets (home ownership, microenterprise or post-secondary education).

Those who successfully complete OSU Extension's financial literacy and asset specific training offered by OSU Extension, corporate, civic and collegiate partners are eligible to receive \$1,000, if they save at least \$500 while enrolled in the program.

Help us build strong communities by strengthening the lives of individuals! Limited slots are available, so don't delay and call (614) 247-1983 today!

(Submitted by [Susan Colbest](#), Program Director, Expansion and Engagement, Franklin County)

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

OHIO STATE UNIVERSITY EXTENSION

Questions and Discussion



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL
AND ENVIRONMENTAL SCIENCES

2016
innovate
Extension
inspire. create. do.

May 12th, 2016

Program evaluation

[go.osu.edu/
marchblogauthor](http://go.osu.edu/marchblogauthor)
