How do you view the blog, right now in this moment in time? If you had to describe it in a sentence, how would you do so?

- informative/research based/shares expertise
- unstructured/fun/non-academic
- raises CD program awareness/communicates scholarly work
- a way to link to more information/connect to Extension

What do we like? What should stay the same?

- variety of topics, yet tied back to Extension
- informal tone
- shared authorship/puts faces to different names
- posted weekly/gives regular program updates
- statistic information
- photos/ability to comment
- short word limit
- Sandy (and Greg) 😊

What do we not like? What about the blog would you like to see change?

- overly-academic blogs
- statistics limitations
- need best practices
- need easier search/contact information
- add author headshot and bio?
- need to be peer-reviewed
- utilizing references more for credibility
- utilize keywords feature more (send Sandy categories and keywords with blog)
- send Sandy photos
- more self-promotion/sharing on personal social media
- more subscribers wanting to comment

Ideal blog proposed outlines/content criteria:

A. Intro with provocative statement/question
B. Define topic/issue
C. Call to action

A. Photos/images
B. Catchy introduction
C. Links to more information
A. Sandy’s tips
B. Catchy headline
C. Hyperlink additional information

A. Bullets
B. Call to action
C. Hyperlinks/photos/content
D. “Click bait”/general language/humor
E. Relatable, but not political, information

Cheat Sheet/Tricks of the Trade

- Make the first sentence engaging.
- Go for short (3 paragraphs) with photos and links.
- Go for a new angle, tool, or information.
- Keep it relevant and concise.
- Clearly describe photos.
- Examine other successful blogs
- Consider timeliness—think about when the blog will post.
- Be perceptive of what is going on in the “real world” — i.e. headlines, etc.
- Peer-review!

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