

## **bold**

### **blogging tips**

#### **What is a blog?**

A blog, short for weblog, is a **frequently updated web page used for personal commentary or business content**. Blogs are often interactive and include sections at the bottom of individual blog posts where readers can leave comments.

#### **How can blogging help you get your message out there?**

- Gets you higher up Google
- Brings people you don't know straight to your website or social media
- Tells people a bit about you, your values and your message
- Educates followers
- Builds relationships
- You might enjoy it and because Google index it, the material you publish today will deliver traffic to your website or social media channels for months & years to come

#### **Things to consider before you start writing**

- What do you want your blog to do for you?
- How much time can you commit to blogging?
- What could you blog about?
- Why should someone read your blog?
- Do you know who you want to read your blog?

### **What do you need to blog?**

- An account on a blogging platform
- The blog integrates into your website (if you have one)
- Something to say
- Images to illustrate your words
- A social media presence to share your content with a larger audience
- If you don't have a website you could write a blog for **bold** or another dementia organisation and include links to your social media channels
- If a reader likes your blog they can follow you and you can promote the blog on your socials too
- Use Instagram to blog, you need lots of images because Insta is visual but use the 2,200-character count to write short blog posts in the caption area

### **How to start blogging**

- Write a list of 12 questions you want to answer with your blog
- Set about writing one a month and publish on your web or social media
- What else could you blog about?
- What are the key themes, arguments & debates in the area you want to blog about?
- What are your own opinion & values?

### **How to write a blog**

- The title is vital!! and should relate to something your potential audience might type into Google
- Be concise
- Write in short snappy sentences
- Keep paragraphs short and organised
- Break up text with pictures and/or video
- Include links to pages & posts that are related and of interest to reader
- What do you want the reader to do next? What's the call to action? Tell them to do something and there is more chance they will

Now boldly go forth and blog!