



## Tips for Writing a Dynamic Blog Post

### Blog Posting Basics

Blogs are a great way to share regular updates with your community. Easy (and often free) to publish, blogs give users a platform which can be linked to social media and give readers a more in-depth look at your news than a short Tweet or Facebook post could convey. Common blog sites are [Wordpress](#), [Blogger](#) and [Medium](#). Bloggers should post one blog post per month *at minimum*. Inconsistent posting leads to lost traffic to your site, and it is harder to regain momentum and bring back readers if this happens.

### Questions to Ask When Getting Started

- How will this blog benefit my readers?
- What do I want my readers to *do* with the information?
- Is there follow-up information that I need to provide once this blog has been published?
- Will this be the first in a series of blog posts on the same topic? If so is that clear to readers?

### Housekeeping Reminders:

- Maintain organizational tone. Blog posts are part of a brand, and should reflect the same design elements, voice and feel as used on other platforms.
- Spelling and grammar are essential.
- Check the facts and the quotes, and make sure the post is relevant compared to current events related to the subject of the post. Keep a calendar of relevant national awareness days and months to highlight.

### When Exploring Blog Post Topics:

- **Audience is everything.**
  - **Research your target audience.** What are their interests on social media? Are there certain news stories that elicit a larger response? Review their comments on these stories.
  - **Check in with key supporters and community members from target audience** with a phone call or email.
- **Keep blog posts short and to the point.** Regular posts should average between 300-500 words, with the *maximum length* of 750 words.
- **Reinforce your ideas** by stating main points at the beginning and again at the end of post.
- **Insert a call to action!** This can be anything from a simple “share with a friend” request to a specific community action the reader can take.

### Guest Blog Guidelines:

- When using a guest blogger provide a set of basic guidelines. [See Hubspot’s Guest Blogging Guidelines for an example.](#)
  - Include topic, length, tone and recommendations re: photo or video inclusion
  - Secure an assurance of original content
  - Notify them that their piece will be reviewed and may be edited

### Sample Post Ideas:

- Introduction to your educational awareness campaign for post-conviction victims’ rights

- Noteworthy interviews discussing around post-conviction victims' rights
- Resources and practical tips for victims in the post-conviction process

***Information Compiled and Adapted From the Following Resources:***

- “5 Awesome Tips To Set Guest Posting Guidelines.” <https://www.shoutmeloud.com/how-to-create-guest-posting-guideline-page.html>
- Cooper, Belle Beth. “16 Top Tips from Blogging Experts for Beginners.” <https://buffer.com/resources/blogging-advice-for-beginners-from-16-experts>

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