



### **Tips for Writing and Promoting Your Blog**

- Get started creating your blog at [www.wordpress.com](http://www.wordpress.com) - You can choose a theme and quickly create a simple, free blog website.
- Start writing. Be relatable, be yourself. The difference between a news article and a blog is your point of view and your voice. Your content is what draws them in while your personality is what will keep them interested. Let your readers get to know you.
- Start out with weekly or monthly posts, increase as you feel inspired and motivated. But, check your comments at least weekly.
- Interact with your followers by responding to their comments on your blog, FB, etc. Let them know you appreciate their interest by appreciating them right back!
- Use attention-grabbing headlines, using keywords. Make your title tag short with mostly relevant keywords.
- Use at least one photo with each post with images that support and strengthen your story and point of view. If possible link images to source.
- Be sure to post to your professional Facebook page and then share onto your personal page. Also, join and share your blog on smaller social networks with a focus on your topic, age group, or lifestyle.
  - Instagram: Short statement and image with a link to your blog in profile
  - Pinterest –
    - Blog Board – one or more boards relating to your blog topics
    - Contributor Boards – find boards related to your topics
  - Tumblr, Twitter, etc. as comfortable
  - Micro Sites related to your field/topic, demographic, or geographic range



---

# BEANSPROUT PRODUCTIONS

- Always include commentary when sharing posts from one to the other. Either way, YOU are your most valuable marketing tool... use your personality, talent, and style to engage people who already love you to check out and share your blog... it could be fun to offer incentives such as poll questions, contests, etc. via FB free tools.
- Use the help section or email [lnajimy@beansproutproductions.org](mailto:lnajimy@beansproutproductions.org) if you'd like to invest in some consultation to make the most of your blog.
- Search for blogs related to your content and those where your potential audience might be. Search using keywords you think apply to your blog and see what categories, tags, and keywords they are using.
- Follow other blogs that you are interested in or that relate to your topic. Try different techniques they are using to see if they work for you. Engage with them by commenting, sharing, quoting, etc.
- Include links where appropriate within your blog content. Be sure all of your links "open in new window" so that users remain on your page. Include links to your own archived articles when appropriate. However, the heart and quality of your article should not depend on links. Use them only to support your points and provide more information for those who may want it.
- Audio – Record intro for your blog, music, voice, or something else related... just a few seconds. And, be sure the user has the option to turn it off.
- Video – Record short videos to upload to YouTube and share in your blog. Also, check out [Facebook Live Videos!](#)
- Use keywords in content and headlines. These are key words related to your topic that people may search for.
- Include social media sharing buttons on your blog.
- Curate other bloggers, and invite guest bloggers to write on a particular topic related to your blog, with a short introduction from you.
- Your blog can serve as a social resume'. Be sure to spell check and correct grammar errors as you find them. Try to use a positive, inspirational and



---

## BEANSPROUT PRODUCTIONS

supportive. If you have a grievance, be informed and educated on the subject matter, speak about things you know, such as how it affects you or others. Offer realistic solutions or alternatives rather than just using your blog as a rant.

- Don't be afraid to try new things and write about them in the blog article referencing your experiments!

More suggested links for information on effective blogging and promotion:

<https://firstsiteguide.com/start-blog/>

<http://www.problogger.net>

<http://www.socialmediaexaminer.com/>

Google "Blogging" or "How to blog", etc. for limitless resources! You will find the one that inspires and motivates you.

Have Fun!