



how to write a **BLOG POST** and what to do with it

Welcome to the Barnwood Trust example blog! Here we offer advice on how to write a great blog that will help you to reach your audience and share your story.

What is a Blog?

Posted on 9th November 2018

A good title will catch your reader's attention and make clear what the blog post is about

What is a 'blog'? **'Blog' is short for 'web log'** and was created as an online journal for people to post thoughts and stories on their own website.

Today, there are many different reasons to write a blog post including; to raise awareness, to educate and inform, to promote and to sell products, or to share your personal voice, an individual message to the world.

Tags: blog, writing, help, advice

Tags will enable people to discover your blog

Getting Started

Posted on 12th November 2018

Once you have decided why you want to write a blog post and thought about who you would like the blog post to reach, you might want to tailor the topic and the language to appeal to that audience.

If you're a member of a weekly Knit-and-Natter group looking for new members, you might create a "How to Create a Seed Stitch" blog post. If you're a homelessness charity looking for volunteers, you might write a "Five Best Ways To Get Involved With Our Cause" blog post. **Ask your group for ideas!**

You can create a blog on your current website or create a new blog entirely, using one of many online platforms available – we've added a list at the end of this sheet.

Create an outline. Planning ahead will help save you a lot of hair-pulling later on. Write your first five key points that you want to address, underline them, and make a note of the preferred word count for each

point. That way you know exactly what you want to cover and you won't risk rambling.

[Click here to take a look at some of our favourite blogs!](#)

*a call to action
keeps readers
engaged*

Tags: getting started, blog, writing, help, advice

Engaging Content

Posted on 16th November 2018

Write the introduction - I bet you didn't expect that!

Try to capture the reader's attention with a catchy opening sentence. Then describe why you are writing the post and how it will help the reader. This gives them a reason to keep reading!

Write your post! Once you've got stuck into it and you've written the full post, you'll need to proof-read, edit and format the post. Breaking up big paragraphs into smaller ones, boldening headers, keeping the language clear, simple and easy to understand is key.

Tags: content, engaging, audiences, blog, writing, help, advice

*Try to start with a sentence
that will grab your reader's
attention*

Helpful Tips

Posted on 21st November 2018

- Add a call-to-action at the end of the post – something you want the reader to do once they've finished reading.
- Add 'tags' so that people who are searching for your post can find it easily.
- Post! Publish the post and then share it with friends and colleagues via social media.

Resources:

- WordPress.org is the world's most popular blogging software.
- Blogger is a free blog hosting service. It offers a quick and easy way to create a blog for non-tech-savvy users.

Question prompts:

- **Why do we want to write a blog post?**
- **What do we want it to achieve?**
- **Who are we aiming the blog post at?**
- **How will it solve our audience's problem?**

Tags: tips, blogger, wordpress, questions, blog, writing, help, advice