

# TIP SHEET: Blogging Best Practices

Visit the National 4-H Council Blog: <http://www.4-h.org/4-h-today/>



“**Blog**” is short for “weblog” and is the term used to describe a regularly updated website or web page, typically run by an individual or organization, which is written in an informal or conversational style. Blogs often become the core of social media and the content “hub.” Blogs can help increase search engine results for a particular topic or group.

## Types of Blogging

- Insight blogging
- Ambition blogging
- Feature blogging
- Evangelist blogging
- Reality blogging
- Brand blogging
- Vlogging and photo blogging
- Guest and interview blogging
- Microblogging – shorter length than a blog, allowing users to exchange small elements of content [Twitter]

## Tips and Tricks for a Successful Blog

- Choose a managing editor to own the blog
- Choose a blogging platform – WordPress or Tumblr (key for teens)
- Create an internal blog evangelist program to get employees to contribute
- Decide on a cadence (weekly is best if possible)
- Recruit guest bloggers
- Add social sharing icons
- Add a “Tweet This” button
- Promote blog on social channels and website