

How to write a blog

Why do you want to write a blog?

- Share a passion or experience
- peer support
- raise awareness/change attitudes
- sell something
- express yourself
- ???

Who are you writing it for?

- yourself
- friends/family
- peers
- anyone with the same interest/aspiration/problem
- everybody
- ???

Who characterises a good blog?

- authentic** – it's about a genuine passion or interest.
- credibility** – you know about the topic, and readers believe that you know.
- original** – don't copy, make it your own thoughts and voice..
- opinionated** – say what you really think!
- open up** – about yourself, when relevant to do so.
- conversational** – use 'I', 'me', 'we', 'you'. Ask questions.
- engages** – makes people think about something, or possibly do something.

What elements might you include?

- overall structure** – take your readers on a journey with you
- title** - engaging/interesting/intriguing
- hook** - opening paragraph/excerpt, about 50 words
- journey** – develop your views/argument
- omissions** – you will need to leave things out that could go in
- image(s)** – illustrate what you're saying
- conclusion** – reiterate what you want to say, bring it back to beginning
- engagement** – questions, possibly a call to action

Examples

- [Grandma Williams](https://grandmawilliams.com/) - <https://grandmawilliams.com/>
- [Top 10 UK blogs 2019](http://www.vuelio.com/uk/social-media-index/top-50-uk-blogs/) - www.vuelio.com/uk/social-media-index/top-50-uk-blogs/
- [50 over 50 bloggers](http://www.saga.co.uk/magazine/technology/internet/communications/over-50s-bloggers) – www.saga.co.uk/magazine/technology/internet/communications/over-50s-bloggers (Saga Magazine)