

Rogers State University



Blogging Tips

For President's Leadership Class

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Blogging Tips

Blogging is an important avenue of new media. It allows an individual to write about daily events, specific subjects, or even just things that are of personal importance. The President's Leadership Class's blog is purposed to inform readers about current PLC events and the experiences of a PLC student. Pictures, information about events, and personal experiences are strongly encouraged as they make for interesting content for readers. This blog also serves as an opportunity to promote the program and events the program is sponsoring.

Below is a list of blogging tips synthesized from various articles on Successfulblogging.com.

1. Enjoy what you are doing. It is good to write about things that interest you. The more excited you are, the better your writing is going to be and the more interested the readers will be. (“5 Secrets of Brilliant Blog Writing”)
2. If you just can't think of anything to write or if you're stuck, just write about whatever pops into your head. After writing for a while and then looking back over what you wrote, you may have a much clearer idea of what to write about and how. (“5 Secrets of Brilliant Blog Writing”)
3. Format your blog in an easy to read manner. (“16 Rules of Blog Writing and LAoyout. Which Ones are You Breaking?”)
 - a. Use headers and sub-headers
 - b. If you have a list of things, put it in a bulleted or numbered list
 - c. Write short paragraphs, long paragraphs are difficult to read online as it is easy to lose one's place
 - d. Don't over use bold
 - e. Don't use italics, they are hard to read
4. Use images, they are visually appealing and grab readers' attention (“Proven Ways to Write Killer Blog Content and Get More Readers”)
5. Make sure you have a beginning, middle and end (“Proven Ways to Write Killer Blog Content and Get More Readers”)
6. Proof read, proof read and proof read some more. If you can get someone else to look over your post before you publish it that is idea, but if that is not an option at least read it aloud. (“Blog Post Editing: 5 Steps to Take Before You Hit Publish”)

7. If you have tips about how to do something, break them down into easy steps perhaps even in a bulleted or numbered list form. (“Proven Ways to Write Killer Blog Content and Get More Readers”)
8. Ask questions and get the audience involved. The more readers comment, the better the blog. (“Proven Ways to Write Killer Blog Content and Get More Readers”)
9. Give your post an interesting headline by asking a question, asking why, or coming up with a numbered list- ex. 50 Reasons Being in PLC Makes College a Better Experience. (“How to Write Hypnotic Headlines That Drive People To Your Blog”)

Works Cited

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