



Blogging Made Easy – Text/copy content exercise instructions

1. Write a first sentence with which the reader will agree.
2. Include the keyword in the first couple of sentences.
3. Try to grab the reader's attention.
4. Guide the reader as to what to expect in the post within the first couple of sentences.
5. Aim for paragraphs that are approximately three sentences in length.
6. Write some draft paragraph blocks of text. You can reorder them later.
7. Add a personal connection or opinion.
8. Write four sub-headings.
9. Aim for 350 words.
10. Check grammar www.grammarly.com and readability www.hemingwayapp.com. Plain English is grade level 8-9.
11. Write the text for a Call-To-Action button that starts with an action verb.
12. Add a credit, where appropriate, to acknowledge photography or trademarks

Pro Tip 1) Invest time in the title.

Pro Tip 2) Recycle content ruthlessly.



Blogging Made Easy – Photographic content exercise instructions

Part 1

1. Use your iPhone (or smartphone) in landscape orientation.
2. Find a relevant or interesting background that relates to the topic.
3. Take multiple pictures in case the subject blinks.
4. Make a note of the correct spelling of the person photographed as well as their title. Get their email address and ask if they have a Twitter account name.
5. Download the image to your computer. Rename the picture file e.g. opencityinc-wrsbc-blog-workshop-personname.jpg

Part 2

6. Images on Google are copyright. Go to Unsplash www.unsplash.com
7. Search for a relevant image.
8. Download the image to your computer. Rename the picture file e.g. opencityinc-wrsbc-blog-workshop-personname.jpg
9. Note the credit/ acknowledgement for the photo to include at the end of your blog post.

Part 3

10. Upload the image to WordPress.
11. Add the alt-text, description and caption (if appropriate) for SEO.

Pro Tip 1) Install the Smush plugin in WordPress. This will compress all your images to the resolution ideal for your blog.

Pro Tip 2) Search engines like Google cannot read an image, so you have to tell Google what is in the picture using the file name, alt-text, description and caption.



Blogging Made Easy – Quote content exercise instructions

Part 1

1. Interview each other to get 3 or 4 quotes.
2. Use the voice recorder on your smartphone.
3. Make a note of the correct spelling of the person supplying the quote, as well as their title. Get their email address and ask if they have a Twitter account name.
4. Transcribe what the person said into written text.
5. Add quotation marks and other punctuation.

Part 2

6. Ask someone to write down a quote for you in 2-3 sentences.
7. Make a note of the correct spelling of the person supplying the quote, as well as their title. Get their email address and ask if they have a Twitter account name.
8. Finesse the quote to correct spelling, add punctuation and other punctuation.

Part 3

9. From parts 1 and 2 shortlist your quotes to decide which ones are most relevant or engaging.
10. Use the Quote function in WordPress.

Pro Tip 1) – Lift quotes from annual reports, website or other interviews.

Pro Tip 2) – If English is not the first language of the person quoted then if it is a little clunky it adds to the authenticity of the quote.



Blogging Made Easy - Video content exercise instructions

1. Decide who will do the filming and who will be interviewed.
2. Ask the person being interviewed to answer these three questions
 - a. Who are you?
 - b. Where are you?
 - c. Why is this important?
3. Use your iPhone (or smartphone) in landscape orientation.
4. Find somewhere a little quieter.
5. Pay attention to the background.
6. Aim for about 30-40 seconds.
7. Remember to press record
8. How was it? Try a second take.
 - a. If the person was too brief, ask them to expand on the next take.
 - b. If the person was too long winded ask them to say the same thing again but more concisely.
9. Make a note of the correct spelling of the person interviewed in the video as well as their title. Get their email address and ask if they have a Twitter account name.

Pro Tip 1) Edit video start, end, audio and add an intro/ outro

Pro Tip 2) Upload to YouTube and optimize