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PLANNING A NONPROFIT BLOG YOU CAN MANAGE

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About me

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Copywriter and communications consultant to nonprofits, moflow

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#NPMC chat

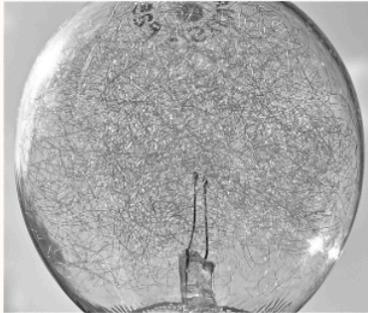Trainer, facilitator

NON PROFIT MarCommunity

Your guide to marketing communications for a cause

Search

Photo shot list: 7 important shots to nail at your next nonprofit event

PUBLISHED May 21, 2015 by JANICE POWER

When planning a gathering like an event, a meetup, a town hall, or a conference for your nonprofit there are a lot of factors that need to be considered. One way to make things easier when it comes to event photography is to create a photo shot list. People are always looking for easy confirmation... Read More »

How does your nonprofit's history fit into your nonprofit's story? [#NPMC Chat]

PUBLISHED May 14, 2015 by KELLY REMBOLD

Very recently, I started working on a new media kit for my organization. I decided to include a brief history, so I copied our most recent list of important dates and pasted it onto the page. That's when I realized just how boring it looked. Isn't the point of marketing and communications to get people's... Read More »

COURSES AND OTHER TRAINING

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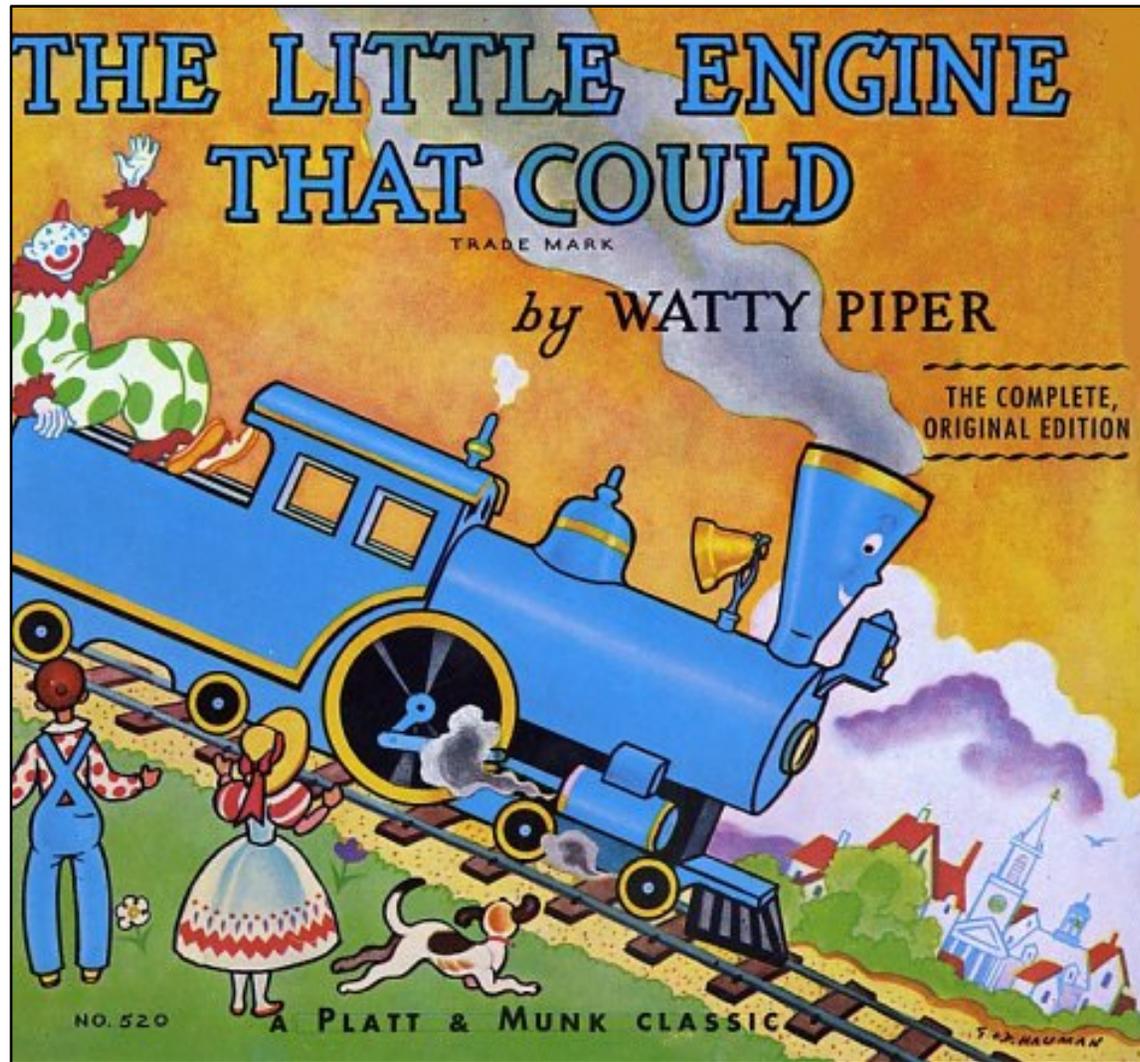Get our latest articles delivered to your email inbox

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THE LITTLE ENGINE THAT COULD

TRADE MARK

by WATTY PIPER

THE COMPLETE, ORIGINAL EDITION

NO. 520 · A PLATT & MUNK CLASSIC

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Poll: Which best describes your blogging experience?

Today's plan

- Blogging challenges

- How to keep them under control!

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Blogging challenges

- Justifying the time required

- Coming up with compelling content ideas

Blogging challenges

- Review, revision, formatting process

- Generating enough content

- Blog promotion

Poll: Which is the biggest blogging challenge for you?

Problem: Justifying the time required for blogging

You need: a clear purpose

Poll: Do you have a clearly defined purpose for your blog?

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Benefits of blogging include:

- Attract high quality traffic

- Platform to:

  - Tell your nonprofit's story
  - Place calls to action
  - Report back on progress
  - Serve as content marketing platform

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"Organizations that blog have 55% more website visitors."

-Hubspot's *An Introduction to Blogging for Nonprofits*

But what is *your* nonprofit's blogging goal?

You need: **a specific audience**

Problem: coming up with compelling content ideas

You need: **defined scope and content types**

Example content types

- External, cause-related news

- How-to content

- Case studies

- Leadership message

- Interviews

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You need: **a realistic publishing frequency**

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Mistake: thinking you can 'wing it'

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You need: **an editorial calendar**

Problem: managing review, revisions and formatting

You need: blog editorial guidelines

Poll: Do you have documented blog editorial guidelines?

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YOU NEED: BLOG EDITORIAL GUIDELINES

Blog editorial guidelines should include:

- Introduction

- Description, including purpose

- Audience

Blog editorial guidelines should include:

- Content criteria

- Linking policy

- Style and formatting

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Blog post formatting checklist

[Download the checklist as a pdf for sharing and to keep handy for reference]

1. Is the post title clear, short and descriptive?

Does the post have a clear and descriptive title? Does the title include a specific keyword or key phrase (something potential visitors would be entering in a search engine when researching the topic)? Is the title concise enough to display properly in search engine results and translate easily into social shares (for example, could it work as a tweet)?

2. Is the introductory paragraph descriptive and does it include your key phrase?

Is the post written in an inverted pyramid format; does the introductory paragraph state the main point and tell readers what to expect from the rest of the post? Once again, does the first paragraph include the key word or phrase you are targeting (see above)? Don't stuff the post with key phrases, but ensure the phrase appears again, early in the post.

3. Are sentences and paragraphs concise?

Writing for the web means using words efficiently and breaking up large chunks of copy. Keep sentences short and break them up if they are getting too long (give yourself permission to include sentence fragments in this context).

Paragraphs can be two or three sentences long. Even one sentence paragraphs work in a blog post.

http://moflow.ca/blog-post-formatting/

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Blog editorial guidelines should include:

- Submission/review process

- Republishing policy

- Other items to be submitted

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*Post your **blog editorial guidelines** in an accessible location*

You need: **documented processes**

Problem: keeping up with content production

You need: **contingency plans**

Example contingency plans

- Evergreen blog posts

- Crowdsourced content

- Flexibility

You need: **clear late submission policy**

You need: **mix of contributors**

You need: **a system for soliciting content**

Problem: getting your content seen

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Blog promotion examples

- Search engine optimization

- Email

- Social media

You need: **partnerships and relationships**

Recap: what you need

- Clear purpose

- Specific audience

- Defined scope and content types

- Realistic publishing frequency

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Recap: what you need

- Editorial calendar

- Editorial guidelines

- Documented processes

- Contingency plans

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Recap: what you need

- Late submission terms

- Mix of contributors

- System for soliciting content

- Partnerships and relationships

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Poll: Do you have a documented blogging plan?

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Take action: you need a blogging plan

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Blog planning checklist

When you're starting up or revitalizing a blog, a comprehensive, documented plan will give you focus and set you up for success. Make sure you've addressed all of these elements in your blogging plan.

☐ **Purpose:** Why are you creating this blog? What big picture strategic priorities will your blog support?

☐ **Goals:** What do you want to achieve through blogging, specifically? What measurable goals can you establish? What will you measure, and when?

☐ **Audience:** For what specific audience will you be creating blog content? Have you developed a marketing persona for this audience?

☐ **Subject areas:** What broad subject areas will you cover through your blog's content?

☐ **Content types:** What mix of content types will you feature on your blog (e.g. how-to posts, expert interviews, updates from the field)? In what format will you deliver the content (e.g. written posts, video, graphics)?

☐ **Contributors:** Who will be responsible for writing and creating blog content (including regular and occasional contributors)?

☐ **Posting frequency:** How often will you publish to your blog?

☐ **Promotion:** How will you make sure your content is seen? How will you promote and encourage sharing of your blog's content?

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http://moflow.ca/blog-planning-checklist

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Thank you!
QUESTIONS?

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