Jump Start Your Organizational Blogging in 3 Quick Steps

In simple terms, blogging is a short news story with the ability for a reader to add a comment. With its conversational style, blogging has promise for Early Childhood, and yet, comparatively speaking, there are still few early childhood blogs on the internet. "Why?" That's our challenge question to you.

Jonathan Green, FPG Child Development Institute

Community Questions
- How could you use blogging to engage your stakeholders?
- How could our field use blogging to network with each other?
- What motivates you to comment on blogs/discussions?

Add Comment

Welcome RPTAC Members!

Getting Started with Blogging

1 **Pick a Style**

Blog styles and blog posts vary. One of my favorite write-ups on blog styles was one done by the folks at 360 Degree Digital. Pick a set of styles that match you and your audience, and start writing!

See: The 25 Basic Styles of Blogging

2 Be a Facilitator

Online facilitators promote online discussion - motivate the action and interaction of bloggers and readers. Fortunately, facilitating blogs and online discussions builds on many of the same principals of facilitating face-to-face communication.

See: Tip Sheet: Blog and Online Discussion Facilitation

3 Monitor and Listen

A blog's success is not just about counting comments. For instance, if we step back and look at blogs as mini conference sessions, there are other ways we can evaluate blogs: attendance (readership), satisfaction, interest, and related web activity. The key is to have indicators, monitor and listen to those indicators, and then make adjustments as you go. Some blog tools have monitoring reports built in. Other tools like Google Analytics are fantastic for monitoring and listening to your readership.

See: Google Analytics

Additional Resources:

- The Potential for Blogging and Social Media within the RPTAC Network (R2PTAC Conference presentation)
- Blog Content Plan (R2PTAC Conference handout)
- TipSheet: Writing Plainly (NICHY handout)
- Examples of Social Media in Early Childhood (online discussion)