



BLOG ABOUT IT: ELDER ECONOMIC SECURITY

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Tips for Authoring a Great Blog Post

See below for some writing tips for a better blog post!

1. Be concise.

- Posts are meant to be short and to the point. The shorter a post, the more likely someone will read it. A word limit of 250 is ideal.

2. Be creative.

- Writing a blog post isn't like writing a proposal or report. You can be creative and flexible with the writing style you choose and the language you use to best engage the reader.

3. Balance facts and opinions.

- Blog posts are more often than not reactionary expressions of something that has occurred, so it is important not to make them too daunting by simply spewing facts the reader can read in the newspaper, but also not becoming completely opinion-driven without giving context about the topic. Also, make sure your facts are attributed to avoid copyright violations.

4. Create an impressive headline.

- The first thing to catch a reader's eye is your headline, so it needs to be short, catchy, and appealing. Newspaper headlines are great examples to model after.

5. Be Yourself.

- In the end, you want your voice be heard, so make sure your post is something you are proud of.