

Blogging 102

Put whatever you want
your readers to
know in the **FIRST**
paragraph.

Details & less
important points
come later.



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ALWAYS USE SIMPLE LANGUAGE

- No passive voice
“planner-ese”
- How would you say it to your grandmother over dinner?
- Can you use fewer words? Then use fewer words

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FORMULA for an easy post

5 paragraphs + 1 photo:

- 2 sentence 1st paragraph
- 1 big image
- 2 paragraphs that provide more detail
- 1 concluding paragraph

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FORMULA for the 1st paragraph

Only 2 sentences:

- 1 to set necessary context
- 1 to explain whatever you're presenting

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Q&A

1st paragraph workshop

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HOW TO PICK A TOPIC

Write about:

- Something in the news
- A plan / proposal
- An “explainer”
- Something cool you saw