



Blogging for Nonprofits

from Convio's Social Media for Nonprofits Series

- 1. Brevity is better.** Online audiences have short attention spans, so write short, concise content. Bulleted lists, bold headlines and use of multimedia help make blog posts compelling and easy to read quickly.
- 2. Show your personality.** Blogs give a humanistic perspective in lieu of more polished, generic marketing materials. This element can help you stand out from other organizations and better connect with supporters.
- 3. Comment on other blogs.** Reciprocity in the blogosphere helps build relationships with like-minded people who will then be more likely to comment and share your content. It also helps build awareness of your site and mission.
- 4. Tag posts appropriately.** There are a plethora of topics you may write about. Categorize these to make searching easy and effective for readers.
- 5. Share newsworthy information.** Constituents support organizations that keep them informed and engaged with relevant issues. Share current content to inform readers on what they care about and how you are involved with trends, research or legislation.
- 6. Solicit engagement from readers.** Ask people to comment and email in ideas. Post polls to survey supporters' interests. Keeping readers engaged will keep them returning.
- 7. Sync blog content with campaigns.** Share events and other campaigns as they approach. Blog content should be more than marketing, but sharing ways to get involved provides value to supporters and helps contribute to the success of campaigns.
- 8. Give people an action to take when appropriate.** Lead readers to your website for more detailed information. Provide content they can share in their personal networks. Provide links to pledges and petitions.
- 9. Ask passionate supporters to contribute.** Guest posts and media shared by volunteers and supporters help make content more supporter-focused.
- 10. Integrate blog content across the web.** Use an RSS feed to share posts on your website. Tweet out interesting posts. Share links on Facebook. Include your blog URL in direct mail appeals.

Want more info?

Download our free guide, *Social Media for Nonprofits* at:
www.convio.com/socialmedia

