



## Top 10 Tips for Happy Blogging

1. Think of a catchy headline.
2. Find a good image or photo you can use in your header, plus an extra picture or two to break up the text and illustrate your point. (Be sure to check they aren't copyrighted and that you are allowed to use them.)
3. Keep it simple – choose one or two points to talk about and stay focused. You can always feature other topics in future blogs ... e.g. don't try to cover all the planning issues involved in your campaign at once – be selective.
4. Have a clear intro and conclusion. And use sub-headings to break up the text and keep the reader's attention.
5. Explain all acronyms at the beginning of the article ... e.g. National Planning Policy Framework (NPPF).
6. Don't say anything as fact unless you can back it up – and include your sources.
7. Less is more. Keep sentences short, paragraphs short, and the finished blog short.
8. Once you've finished drafting, imagine you are someone who knows nothing about your topic. Have you kept it accessible and easy to understand?
9. Consider asking somebody else to check your work and give you a second opinion before publishing it.
10. Relax and have fun! In a blog you can write like you talk.

And finally, feel free to blog as often as you like. So long as you keep them short and interesting, there will always be people happy to read them.