



# 10 Best Practices for Local Government Blogging

Blogs provide an outlet to inform your community, showcase events, celebrate and share successes and establish deeper trust in your elected officials and leaders. Blogging, like writing web content, is a craft that can be learned, and this list of best practices will get you started in the right direction.



- 1. Start with an overall strategy and goal:** Determine your strategy for blogging and set goals on engagement and reach.
- 2. Write with your community in mind:** Follow content strategy best practices and make sure you understand the personas of visitors coming to your website.
- 3. Catch attention with your headline:** A snappy headline will grab a reader's attention and increase the likelihood that your posts will be read.
- 4. Spice up your posts with images:** Images will make your posts more appealing and help them stand out from other content on the web.
- 5. Use headings, bullets and numbered lists to break up text:** Make it easy for readers to scan your posts by using clear guideposts.
- 6. Use simple plain language:** Use conversational and plain language to increase the overall readability of your posts.
- 7. Post regularly and frequently:** Web visitors are more likely to return to your blog if you post frequently and on a regular basis.
- 8. Make your blog visible and easy to find:** Add links or buttons throughout your website so visitors can easily find your blog content.
- 9. Share your post via social media channels:** Share your post via social media channels to increase awareness and drive visitors to your website.
- 10. Review your blog analytics and adjust your strategy:** Examine your blog analytics regularly, and make adjustments as necessary.