



# Brainstorming Topics for Local Government Blogs

## So, What Should I Blog About?

If you're just getting started with blogging (or already have one and just need some inspiration), here are some topics organized by department to kickstart your efforts.



### Administration

- Manage perceptions
- Be more transparent
- Dispel rumors
- Clarify issues
- Summarize upcoming meetings
- Celebrate accomplishments
- Request feedback
- Provide detailed information on issues
- Share milestones
- Highlight local community history



### Elected Officials

- Connect with citizens
- Ask questions
- Explain your positions
- Share information
- Show commitment to community
- Celebrate accomplishments
- Highlight good deeds
- Humanize local government



### Library

- Publicize upcoming events
- Share book reviews
- Make reading recommendations



### Fire and Police

- Share public safety reminders and tips
- Highlight upcoming events
- Show human side of department
- Profile local heroes
- Celebrate accomplishments



### Public Works

- Provide updates on current or future projects
- Solicit feedback on projects
- Profile employees and teams
- Celebrate milestones
- Provide behind-the-scenes details



### Parks and Recreation

- Build excitement for upcoming events
- Share pictures and videos
- Promote local events
- Spotlight parks
- Provide a week in review



### Environmental

- Share tips on saving energy or water
- Highlight environmental concerns
- Summarize department activities