



# BLOGGING BEST PRACTICES

*So, you are thinking about starting a blog.*

*Here are a few things to keep in mind before you begin this exciting journey.*

- More than one person can contribute to a blog. This is especially helpful when writing time may be at a premium or when you have a team-oriented blog concept.
- Take a moment to consider your audience. Who do you want to reach?
- How often will you be posting? Maintaining a blog is not an easy task. Ideally, there should be one blog post per week and each post should include a photo or graphic.
- As a rule of thumb, each post should have 500-100 words (or more), but ultimately, an emphasis should always be placed on the quality of the post rather than the number of words it contains.
- What do you want to call your blog? A catchy title will help draw followers.
- Once you settle on a name, [email it to Leilana McKindra](#), communications specialist. Leilana will work with Torsten Kilschautzky, communications specialist, and DASNR IT to create the blog.
- Once the blog is set up, Leilana will contact you via email with best practices and guidelines on how to create your first post.
- Understand that you will be responsible for managing content, comments and promotion.

**As always, the Agricultural Communications Services team is here to answer questions to help ensure your efforts are successful. Please do not hesitate to ask or set up a convenient time to talk.**



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