



The Mum Reviews <http://themumreviews.co.uk>

The benefits of blogging

Why blog?
How do I blog?
Will anyone read it?

What is blogging?

How is a blog different from a website?

- ❖ A website is often purely informational, and updated only occasionally. A blog is short for “web log”, which means that new content should be added regularly, like the Star Trek “Captain’s Log”.

What are blogs about?

- ❖ There are millions of blogs out there, on every topic under the sun, from musings on a [nice cup of tea and a sit down](#) to blogs about [nuclear physics](#).

Why blog?

People blog for many different reasons:

- ❖ Sharing news and information
- ❖ Connecting with community and/ or customers
- ❖ Spreading awareness
- ❖ Campaigning
- ❖ Marketing (content marketing and influencers)
- ❖ Simply for the love of writing and/ or the topic

Why should a physiotherapist blog?

- ❖ Influence policy, practice and investment
- ❖ Connect with relevant organisations, colleagues and patients
- ❖ Spread awareness of self-care to improve general public health
- ❖ Promote the profession, your individual reputation and your practice
- ❖ For fun (yes, fun!) – share your story

Where to blog?

Guest posting

- ❖ Pitch a post for the CSP, BMA, RCGP or another relevant organisation with a blog you admire.
- ❖ **Blogger secret:** Anyone can write for the Huffington Post. Pitch to HuffPostUK@HuffingtonPost.com.
- ❖ It doesn't have to be a "physio" blog, only connected.

Run your own blog

- ❖ Start a free blog on [wordpress.com](https://www.wordpress.com) (see handout).
- ❖ Publish regularly, connect and share.

Connect a blog to your business website

- ❖ Most website content management systems can host a blog on one page of your site. Ask your service provider for help.
- ❖ This is a great way to drive traffic to your website and promote your services. Then you'll be doing "content marketing".

Exercise: Brainstorm

What should I blog about?

In small groups, come up with a few ideas for an interesting blog post.

Some types of blog post to consider:

- ❖ Personal anecdote
- ❖ Self-care advice
- ❖ Opinion on current affairs
- ❖ Persuasive post
- ❖ A “list post” : i.e. 5 things you should know about...



Pitching a guest post

- ❖ Show them you're interested in *them*, not just anyone.
- ❖ Explain how your post will fit in with their theme and interest their audience.
- ❖ Explain why post is important/ useful.
- ❖ A very brief description of the proposed post's content.

Example guest post pitch

Hello,

I loved your recently featured blog post, 'The PND Disaster: It's OK Not to Be OK'. PND is a really important subject for a lot of mums out there and I'm so glad you're helping to spread awareness.

I wonder if you might be interested in my post on a different topic important for mothers: maternity discrimination. There was a report published this summer revealing the shocking levels of employment discrimination that pregnant and new mothers face in the UK, and thousands of women responded on social media about their own experiences of pregnancy discrimination.

My article lists the shocking statistics, and offers advice to pregnant and new mums on what their rights are and how they can stand up for themselves. I attach my article and a profile pic to this email.

Do you think it would be of interest?

Many thanks for your time and consideration.

Best wishes,
Nicole

Structure of a blog post

Remember your audience

Anecdote
or
ruminati

Be
conversational

Most important info:
“what you’re going to tell them”

Important details

Lesson, summary
or call to action

- Tell a story
- Make a list
- Solve a problem
- Give support
- Make an argument
- Explain something
- Have a good rant

Who is going to read your blog?

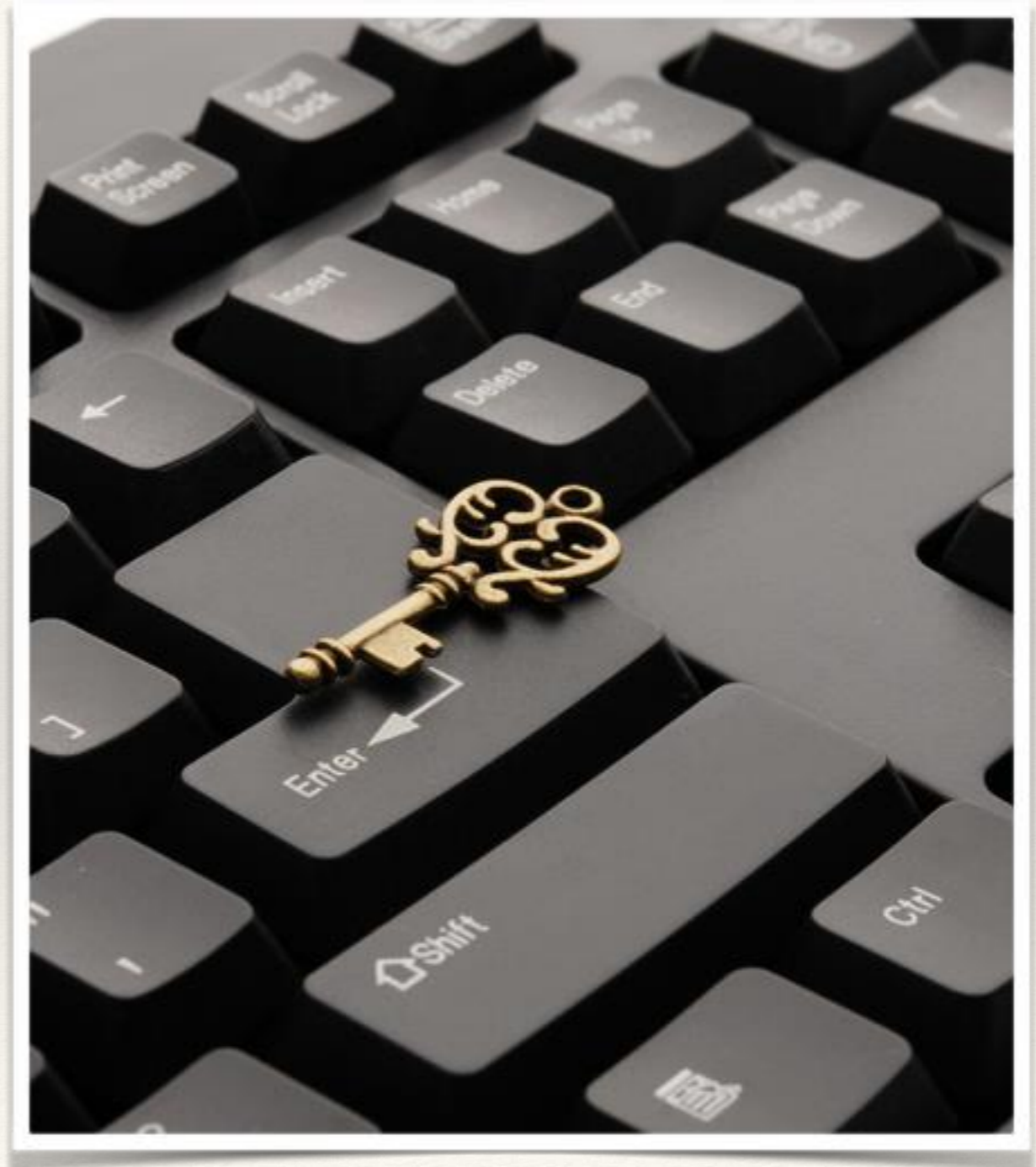
- ❖ Twitter and LinkedIn are the best ways of connecting for professionals. Facebook for the more ambitious.
- ❖ Profile statements are important.
- ❖ Follow relevant organisations and known colleagues.
- ❖ Look at who organisations follow and follow them.
- ❖ Try follower tracking apps like Crowdfire
- ❖ Share your links, tag stakeholders, retweet, engage, chat
- ❖ Read and engage with other blogs.

Avoiding pitfalls

- ❖ Avoid libel. Don't say anything about anyone that you wouldn't say to their face. Don't say anything about anyone that isn't absolutely true. Avoid confidentiality breaches.
- ❖ Think about how your post will be received by different types of people.
- ❖ Avoid copyright infringement. You can embed YouTube videos. Find free stock photos on Pixabay, Unsplash or Wikimedia Commons. Design graphics using Canva. Anything else needs permission.
- ❖ Link to other people's posts (and your own).

Things to remember

- ❖ Think about *why* you're blogging, and tailor every post to suit your goal
- ❖ Remember that blogging is about community, not just putting stuff out there
- ❖ Social media is your friend (really!)
- ❖ Stick with it!



Resources

- ❖ My guide on how to set up a free Wordpress blog is online at <https://bloggingtips635.wordpress.com/2017/09/10/free-wordpress-blog/>
- ❖ My guide on using Twitter is at <https://bloggingtips635.wordpress.com/2017/09/10/twitter-tips-for-professionals/>
- ❖ For free photos, use Pixabay, Unsplash or Wikimedia Commons
- ❖ To design attractive logos and graphics, use canva.com