



How to Blog for OBF

How to write a blog for the Our Bright Future website

What is a blog?

A blog is an online journal/series of posts. The latest post appears first. It is a platform where a group of writers share their views on a subject (in our case youth and environmental issues). Blogs have personality.

Audience

Consider your audience. Who is likely to read the blog? The Our Bright Future website is the go-to for information on the programme. Your blog could be read by a variety of audiences, including young people, politicians, media professionals, funders, project staff and the general public. The readers are busy so offer them something useful.

Typical blogs

- Listicles eg 'ten ideas to make your garden wildlife friendly'
- How to... eg 'how to start composting today'
- Explainers eg 'what we think about the government's policies for wildlife'

What could my blog be about?

The Our Bright Future blog is very varied but here are a few ideas:

- a write-up of an event or activity
- the story of your project; what it is, how you got involved, what it is achieving in your area etc.
- a success story or an impact you have had/change you have made for the environment/in your community
- a wider sector blog considering the place of young people within the environmental sector
- inspiring others. How people can make a difference?
- a mini-series. Consider if you could club together with other Youth Forum member or other projects to create a mini-series
- how nature/your project has helped you (wellbeing/mental health)

- the special journey of one young person

Ultimately, be personal. Blogs are an opportunity to include more of yourself than a media article. Show what interests you and why.

Headline (under 70 characters)

Hook the reader with a strong headline. It is what makes a viewer read in the first place, click on the link and then share it.

The title should clearly identify the information that can be found on the page, as it will appear in the search results on our website and search engines.

Link text

We can use links within your text to point people to further information, on our website or other external websites. As with headings and subheadings, the link text needs to be descriptive. The link text should tell the reader where they're going.

Search Engine Optimisation

It's important to think about the different kinds of words people might type into a search engine when looking for your content and try to include them within your blog.

Content length

Aim for 300-1,200 words

Pictures

An image really is worth a thousand words, please attach at least one high quality, engaging image.

What's next?

On average Our Bright Future publishes one blog per month. But we are always open to more! The blog usually is included in the Our Bright Future email newsletter and promoted on social media.

The blogs may be edited before publishing but we will try to keep your voice throughout the blog as the beauty of a blog is the different writing styles and content creators.

Examples of previous blogs can be found at [www.ourbrightfuture.co.uk/blog](http://www.ourbrightfuture.co.uk/blog)

Top blog tips

- have one clear idea of who are writing for and why
  - plan, write, review, submit
  - offer something useful eg solve a problem, help the readers understand something, achieve a goal, soothe a worry, have a laugh
  - use the 'so what?' test to ensure your central idea is useful for your audience
  - make use the most essential part of your story; your single idea, is immediately obvious to your reader (who, when, what, where, how, why?)
  - use the following techniques to make your ideas stick
1. simplicity: a clear core idea

2. unexpectedness: curiosity provoking
3. concreteness: bring abstract ideas down to earth
4. credibility: use case studies, quotes, experts
5. emotions: create empathy/connection
6. stories: beginning, middle, end