

FIVE TIPS FOR CREATING A BLOG

#iwill
movement

Blogs are a great way to share your perspective and experiences with new audiences. Some of the best blogs are those that are able to explore both your thoughts and feelings, and look more widely at the bigger picture of an issue.

These tips are aimed at young people creating blogs (written or spoken).

1. WHERE TO START

If you've been asked to create a blog, consider asking the organisation or individual for a list of questions they are wanting the blog to cover, as this will help you to consider and frame what you want to say.

If you're deciding what to create entirely by yourself, setting yourself a list of questions can also be very helpful. You can structure each paragraph so that it answers a certain question.

Other ways to structure a blog is chronologically, as a story from beginning to end. If you're doing this, make sure you have an introduction or a conclusion that can put the story into context of the issue you're addressing.

2. HOW LONG

For written blogs, 400-600 words is considered a good length. For a spoken blog, it is suggested speaking for no longer than 7 minutes. Keep concise and to the point.

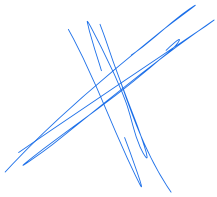


3. WHAT VOICE TO USE

Write and speak in a way that is natural to you. Whether that is super enthusiastic, or fairly formal - you will always sound better speaking in your own voice.

It can be really effective to do some research and include facts or statistics, but don't let these overwhelm the blog, or it will be too dry.

Imagine you are reading this to a total stranger. Avoid using 'jargon', or acronyms, that other people may not understand. It's always better to explain your terms.



"Alice is an MYP who has been co-producing an anti-violence campaign with the local council and Peace Champions."



"Alice is a Minister for Youth Parliament who has been working closely with the council and 'Peace Champions' - young people who have been affected directly by knife crime. Together they are producing a campaign against youth violence."

4. HOW TO BE PERSONAL

The whole point of a blog is to bring in a new person's perspective, so that it's not just an organisation speaking with the same voice all the time. Some ways to talk about your experiences include:



- Who/what inspired you to do something?
- What have you learned?
- What was the funniest story/ the most moving bit?
- How did this make you feel?
- What did this make you want to do next?

If you're talking about an issue, consider:

- Why does it matter to you?
- Why should young people care?
- Why should organisations work with young people on this?

If you want to reference an experience beyond your own, consider interviewing someone else and including a quote from them.

It is important to remember that you can have opinions beyond your own personal experience, so don't feel like you need to tell your whole story in everything you write or say.

If any of your experiences of an issue have been distressing, or you feel uncomfortable about putting them out into the public, never feel like you have to share them.

5. FINISHING TOUCHES

Read or listen to the piece to make sure it sounds right and makes sense. It's good to check if it flows from the beginning to end, and consider moving paragraphs or clips around if it doesn't.

It's a good idea to get someone else to read or listen to it before you submit it - they can spot errors, or places that don't flow properly.

Always try to include a picture, or a few pictures. These can illustrate the story you are telling. If you don't have any photos that are relevant to the blog, include a headshot of yourself.

A headshot is a photo of your head and shoulders in front of a neutral background. Selfies and heavily filtered images should be avoided.

