
How to Write a Blog Post for Instruction Weekly @ UH

An instructional design and technology blog at the University of Houston

For more info contact us at fdis@uh.edu

1. Understand your Audience

You are writing for UH faculty. Keep in mind the particular resources, student body, and culture of the institution your target audience has before writing. What do they want to know about? What will be of interest to them? Certainly we hope to reach an audience beyond UH, but we need to keep our colleagues and the faculty we serve in the foreground at all times.

2. Start With an Awesome Title

Before you even write anything, you need to pick a title for your blog post. The topic can be pretty general to start with. But, an awesome title will make anyone click and read in the first place.

3. Write a Captivating Introduction

It is important to keep the reader's attention with introduction because this is what gets a reader to actually read your blog post.

4. Organize your Content

Sometimes, blog posts can have an overwhelming amount of information -- for the reader *and* the writer. To complete this step, all you really need to do is outline your post. That way, before you start writing, you know which points you want to cover, and the best order in which to do it.

5. Insert a Call-to-Action (CTA)

At the end of every blog post, you should have a CTA that indicates what you want the reader to do next – read a related article, download a tutorial, register for workshop or event, reach out to an instructional designer or other UH resource, etc. If you need the assistance in finding CTA, please contact Brian Gharala, bsgharal@central.uh.edu.

6. Write. Proofread. Write.

7. Create a 55-word or less Excerpt

8. Choose a Featured Image

Make sure you choose a visually appealing and relevant image for your post. This will be the image that shows up on the homepage of the site. If you need the assistance in getting an image, please contact Brian Gharala, bsgharal@central.uh.edu.



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<http://blog.hubspot.com>*