

WRITING A BLOG: HOW-TO GUIDE

Introduction, write this last

- Use your body paragraph(s) and create a summary.
 - This will be an introduction to what you are going to write.
 - Keep this to 1 paragraph of 2-3 sentences.
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Body, write this first

- Use prompts for content.
 - For lists of items, create the list then fill in 2-4 sentences of details.
 - For question prompts, answer then use 3 -5 key reasons why this is the answer. Add 1-2 sentences to expand/define these reasons.
 - For Compare/Contrast prompts, define each segment in a paragraph of 3-5 sentences. State their similarities and differences in the next paragraph.
 - For community/local spotlights, identify 2-3 key things that make this place/person/thing special. Write 2-3 sentences per reason.
 - For data prompts, define key terms/phrases. Use comparative numbers. State whether the data is positive or negative in 1 -2 sentences.
 - Body should contain 1-3 paragraphs
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Conclusion, write this second

- Tie together what you have written
 - For lists of items, sum up what the list is regarding.
 - Example) If it's 5 reasons to visit your town, summarize why these reasons are important.
 - For question prompts, summarize your key reasons in 2 sentences
 - For Compare/Contrast prompts, make a recommendation - which option is better?
 - For community/local spotlights, thank this person/place/thing for impacting the community.
 - For data prompts, define key terms/phrases, summarize what the data means for the 'average' person.
- The last sentence should be a call to action relevant to the content.
 - Examples) Visit our great city today! Or Follow us on Instagram and Facebook for the latest trends!