How to Write a Blog for APSARD

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The Purpose of a Blog

Websites can tend to remain fairly static over time. Between major redesigns, they have a set look and feel, page navigation, and content.

A Blog, by contrast, changes frequently. A Blog can be a major way an organization communicates with its subscribers. A Blog establishes in the reader's mind a strong impression of what the website is really about:

- Reliability – Blogs are published regularly
- Authority and Credibility – Blog posts are made by experts in the field
- Subscribership – People look to the blog for important updates / insights
- Membership – People buy from sites they trust – products, memberships

The purpose of a blog post therefore is to reinforce the blog itself in educating the audience about the purpose and activities of the website and organization.

In writing a blog post, you are therefore supporting the mission of the organization with your knowledge, expertise, wisdom, and recommendations.

How to Write a Blog Post

A Blog Post is typically 500-600 words minimum. It can be longer. However the minimum offers enough value to the reader, compared with a shorter Facebook post or Tweet.

You can write about almost any topic of relevance:

- A paper you've published
- A review or synopsis of someone else's work
- An area of interest you have

Because this is APSARD, and we rely on evidence-based information, it is advisable to include references in your post for any claim you make.

The **Title** of your blog is key. The **first paragraph** of your blog is key.
These two elements drive the reader's interest in choosing to read, and finish reading your blog post.
Catch the reader's attention with your title and first paragraph.

QUESTIONS: EMAIL INFO@APSARD.ORG

When you write, it is typical to focus on what YOU know and what YOU want to share. However, in choosing your title and first paragraph, orient your thinking to what you want the READER to walk away with as an impression. Are you trying to:

- Share new information
- Correct common misinformation
- Get someone to interact with their opinion
- Get someone to click for more information than your blog covers

Be clear about what your goal is from among the sample bullet points above. This will guide your title and first paragraph choices.

If you wish, you may include or attach a picture or graph of some kind. Pictures draw attention and interest – readers love pictures.

Additionally, you may want to consider a **Call to Action**. We don't want readers simply reading passively. We want to engage them – get them active. It may be so click to an online webpage where this more information. Or it may be to click to a related page on the APSARD website where they can opt-in for something. We want to condition readers to be active. Your APSARD social media contact can help with this.

Editing of Your Blog Post
Your Blog Post will be reviewed and perhaps edited, in consultation with you.

- A picture may be added.
- Certain words or word strings may be changed to become **keywords**. Keywords are researched as to popularity. Keywords are specific words that internet users search for, so your **Title** and wording may be edited slightly to include **keywords**. This may make your post become more popular and visited.
- **Tags** will be added. Tags help visitors find your article, in addition to keywords.
- Your Blog Post may be published under a **certain topic** of similar posts.
- Your blog publish date may be delayed so that it fits into an editorial calendar which has been pre-determined.
- In finalization, you are granting APSARD the right to publish your post, which could be in a number of forms – a Blog Post, a Video, a downloadable PDF.

Final Words
In writing your Blog Post, you are building your reputation online, as well as building the credibility, trustworthiness, and membership of APSARD. Thanks for your contribution!

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