

7 Tips for Writing a Great Blog Post

Share your story. Inspire action.

We're thrilled you'd like to be a guest blogger for Young Minds Advocacy! Before you start writing here are some guidelines to keep in mind, as well as some tips and tricks to make your blog post as impactful as possible.

Blogging Guidelines:

- Be considerate of the privacy of others that you mention in your story.
- Try not to generalize. Your experience is unique and might not apply to others in similar circumstances.
- Use respectful language.
- Please provide links or citations for any facts you include.

7 Tips for Writing a Great Blog:

Tip #1: Write with Intention!

Social media and blogging are about **ENGAGEMENT!** Before you start writing your post spend some time thinking about what impact you want your post to have on readers. Is the goal to inform people about an issue? Is it to spark further conversation about a topic? Is it to encourage someone to get involved? Maybe it's all of the above!

If you have a clear understanding of what the goal of your post is *before* you start writing, your message will be much clearer. We recommend creating an outline for your post that includes topic sentences for each paragraph—that way you can ensure your ideas flow well together.

Tip #2: Choose a Hook

Benjamin Franklin once said, "Either write something worth reading or do something worth writing." Are you interested in hearing how this quote relates to your blog? Well, that's because we started this tip with a "hook." A hook is something writers use to keep their audience reading past the first sentence or two. It is also the organizing principle that you should base your entire post around. Think of it as the idea that *hooks* the pieces of your post together i.e. intro, body, and conclusion.

Here are some common hooks...[\[thanks to Kivi's Nonprofit Communications Blog\]](#)

1. A good question;
2. A dramatic situation;
3. An interesting character;

4. A quote that says it all;
5. A surprising statistic; or
6. A funny situation;

One way to ensure that your post never strays too far from your hook (or organizing principle) is to circle back to it in your conclusion.

Tip #3: Share your unique perspective!

Readers are bombarded with thousands of blog posts a day. Want to make your blog post stand out? Highlight what makes your perspective/s about mental health unique. Having trouble articulating what your perspective is? Start by asking yourself “Why does mental health matter to me?” Your answer to that question probably reflects your personal or professional perspective—and that’s what your audience wants to read about!

Tip #4: Write 25 possible titles to hit on the perfect one.

You’ve probably heard the phrase “Don’t judge a book by its cover.” Unfortunately, in the blogosphere, your title might be *all* a reader uses to judge whether or not to read your post. Choosing a snappy title that highlights the main point of your post in an engaging way is hard. **Here’s a trick:** set a timer for five minutes and write the first 25 titles that come to mind. Yes, *really*. Some will be bad (that’s okay), but around number 20, you’ll strike title gold. You can test your new headline [here](#).

Tip #5: Increase ‘Readability.’

In the age of 6-second videos and 140-character updates, it’s easy to lose your reader’s attention. One way to combat this is through increasing your post’s “readability,” or the ease with which your text can be read and understood. Here are some ways you can do this:

1. Be concise! Break up long paragraphs and sentences so they are easy to read and understand;
2. Include subheadings throughout the post that highlight main ideas;
3. Eliminate [passive voice](#); and
4. Choose the 3 most important sentences in your post and make them **bold**. This allows a skimming reader to pick up on the main points easily.

Tip #6: Include pictures.

Social media research shows that posts with pictures get more traction. Find one or two pictures that illustrate the topic of your post to include. It’s best practice to get permission first before sharing a photo that you find on the Internet. A good resource

for free shareable photos is [Wikimedia Commons](#). Make sure to always include a photo credit with photos that you do not own.

Tip #7: Include a “Call to Action.”

At Young Minds we believe storytelling can drive social change. One way to do that is to include a “call to action” (CTA) at the end of your blog posts to better engage readers and help initiate action on important issues.

A “call to action” could be as simple as asking the reader to share your blog post on their social media sites to help promote awareness around mental health issues. You could highlight a useful resource that you think would help others in a similar situation. Whatever your CTA is, including one (or a few) will go a long way in promoting ACTION and continued ENGAGEMENT from your readers.

We hope you found this list of tips useful! Our staff is happy to help as you brainstorm and draft your blog post—whether that’s help picking a hook, outlining the main ideas, and/or helping with edits. If you have any questions, please contact us at info@youngmindsadvocacy.org. Happy blogging! :)