**Mentorship Discussion Posts**

## Best Practices & Tips

#### scienceofbloggingThe Art of the Post

Posting

* **Title:** Intriguing titles go a long way (example: [The 7 Deadly Sins of Social Media](http://www.capturetheconversation.com/read/the-7-deadly-sins-of-social-media))
* **Images/Videos:** Including an image with a post can draw viewers to your post. Use your keywords in the image “alt” attribute when possible. We can help you imbed a video, if you would like to do so.
* **Links**: Link to other blogs and/or to previous posts of your own (using keywords for links to posts of your own when possible)
* **Post Length and Content:** Mix up length of your posts. Don’t be afraid to be brief (i.e. 200 words). When possible, offer analysis, new tips and tricks. Pose open-ended questions in your posts to encourage engagement with readers.
* **Announcing:** Announce on other social networks or Web sites to notify others about your post – R2R will help with this, but feel free to promote the post yourself as well on your own social media sites.
* **Author Pictures:** One reason to create a discussion forum is to create a human face within the company or organization. The best way to show a human face is to show a human’s face. When you create your profile, upload a picture and then your photo will appear next to your post and any comments you make.

#### The Art of the Comment

* Make your comments thoughtful by doing the following:
  + Reference what stood out to you in the post or in another’s comments
  + Include a valuable take-away for anyone else reading your comments
  + Linking: If you are linking to content of your own, be sure it relevantly addresses the topic at hand.

DISCUSSION POST RESOURCES – see what works for others…

# The 25 Basic Styles of Blogging…And When to Use Each One

<http://www.slideshare.net/rohitbhargava/the-25-basic-styles-of-blogging-and-when-to-use-each-one>

# A Framework for Measuring Blog Success

<http://www.slideshare.net/gregverdino/a-framework-for-measuring-blog-success>

# Social Media Optimization: An Easy Guide to Marketing and Promoting Your Blog

<http://www.slideshare.net/rohitbhargava/social-media-optimization-an-easy-guide-to-marketing-and-promoting-your-blog>

# WebContent.gov

<http://www.usa.gov/webcontent/technology/blogs.shtml>

# Technorati Blog Directory

<http://technorati.com/blogs/directory/>

# Mashable.com – <http://wwwmashable.com> Social media news blog covering new sites, social networks, all the latest…..

EXAMPLE BLOGS/POSTS

# Monday Morning – Barbara Rimer, Dean of UNC Chapel Hill School of Public Health

<http://mondaymorning.web.unc.edu/>

# L+E Logic + Emotion: Insights, Ideas, Interaction

<http://darmano.typepad.com/logic_emotion/2007/10/the-4-cs-of-blo.html>

# TSA Website and ‘Blogger Bob’

<http://blog.tsa.gov/>

# State Department: DIPNOTE

<http://blogs.state.gov/index.php/entires/welcome>

Nice simple layout, nice voice, good placement of videos. Keeps the public updated on recent events.

# GovGab

<http://blog.usa.gov/roller/>

Five feds blog about how they use government information in their daily lives. Tone is chatty but engaging, information is very practical and usable, links to other fed web sites (even Blogger Bob at TSA).

# Big Read Blog

<http://www.nea.gov/bigreadblog/>

Nice use of different formats (interviews, audio, video). Content is a bit lengthy.

# Lets’Move Blog

<http://www.letsmove.gov/blog/>

Nice web site, but there is little ‘talking with the public’ happening here.

# Family Matters Blog

<http://afps.dodlive.mil/>

DOD site to provide resources and support to military families and to encourage dialog on various challenges in everyday military family life. Nice content, scarcely any comments