



A Blogging Checklist Job Aid

Topic Selection and Presentation

- ☐ Does this topic align with learning objectives and the learning program strategy?
- ☐ Will the reader care about the topic? Will it add anything new and interesting?
- ☐ Can the angle be tweaked to be *more* relevant and engaging?
- ☐ Does the content contain any sensitive information that needs approval before publishing?
- ☐ Have any stats cited or quotes used (etc.) been fact checked?

Structure & Formatting

- ☐ Are points organized in an order that makes sense and naturally guides readers through the content?
- ☐ Is text broken up with headings and paragraph breaks so it's user friendly and easily scannable?
- ☐ Are the headers interesting, compelling, and clear?
- ☐ Are all major points associated with the topic covered in the post?
- ☐ Are titles and sub headings formatted consistently with other posts other pieces of content?
- ☐ Are images and visuals included where appropriate? Are they non-copyrighted images?
- ☐ Are these visuals and images high quality, interesting and do they support the learning?
- ☐ Are the chosen graphics and images free of text to facilitate translation?
- ☐ Do the graphics and images have a consistent look and feel?

Writing

- ☐ Is the writing interesting, and easy to scan and read?
- ☐ Do the transitions make sense and does the content flow well?



- ☐ Is grammar, spelling, punctuation correct?
- ☐ Does the introduction capture the reader's attention?
- ☐ Does the tone of the writing align with the content being presented?
- ☐ Is the writing consistent with the *CSPS Writing Guidelines for e-Learning Products*?

Supporting Elements

- ☐ Are there examples to illustrate points? Does the post use data, statistics, quotations to back up points?
- ☐ Are there other supporting elements that could enhance the content? (e.g. a video, a visual, etc.)
- ☐ Are statistics, data, quotes, ideas, etc. properly attributed to original sources?
- ☐ Are there internal links to other resources, or blog articles? Do the links work?

Title Selection

- ☐ Is the title compelling and interesting enough to get people to click through and read on?
- ☐ Does the title accurately reflect the content within?
- ☐ Is the title brief and concise?