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|  | **Blog Post Planning Template (instructions)** |
| **Post Title** | Your title should be very clear and use at least your primary keyword. Depending on your SEO settings, this likely will get picked up in search engines. 55-60 characters is best. |
| **Writer(s)** | Who is responsible for writing (and even editing) the post? Adding an email and/or phone number can be handy, too. |
| **Objective** | Why are you writing this post, and what action do you want people to take? The clearer your objective, the more focused your writing will be. |
| **Engagement or Hook** | Details are boring! What can you do to engage your readers, capture their attention, and make them want to take part or learn more? |
| **Keywords** | These are the words and short phrases (2-4 words, generally) that people might type into a search engine to find your event or article. They should be part of the title, body and/or meta description. |
| **Meta description** | This is the description that is picked up by search engines, and it will go in the post details. 120-160 characters recommended; no less than 50. |
| **Related Links** | A link to more details, a signup form, a related article, an organization related to the event, a product, or anything else that is relevant. |
| **Story or Testimonial** | Stories engage readers, so start your article with one or include it near the beginning. For example, if your event has happened before, you might tell about something that happened last time. A testimonial is a quote from a past participant and gives “social proof” that the event is important and worth a reader’s time. |
| **Points to Include** | This is where you’ll put the essential things that must get included in the article. There’s nothing worse than forgetting to tell someone a critical piece of information, so be sure to include the essentials without being too wordy. When possible, use bullet points or sections to make it easy for people to read quickly. |
| **Image(s)** | Include any image requests and/or image links. Please note that usage is not guaranteed due to copyright restrictions, permissions, or appropriateness. |

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|  | **Blog Post Planning Template (sample)** |
| **Post Title** | Bring the Heat! Annual Chili Cook-off Fundraiser Coming Soon |
| **Writer(s)** | Len Johnsen, 555-555-1234; Amy Winter (editor) |
| **Objective** | To get people to set aside the date of the event and buy a ticket |
| **Engagement or Hook** | Help provide 1000 meals to persons in need in our community and offer a fun event for friends to attend together. |
| **Keywords** | Chili, supper, fundraiser, cook-off, community meal, bring the heat, house of hope |
| **Meta description** | The Annual “Bring the Heat” Chili Cook-off is a fun, family-friendly event on Oct. 1 at St. James UMC. 12 kinds of chili. Proceeds go to House of Hope in Denver. |
| **Related Links** | * http://www.yourURLgoeshere.com * http://www.yourotherURLgoeshere.com |
| **Story or Testimonial** | Sue and Amy were last year’s winners and ended up having so much fun that they decided to open a restaurant together. They will be our lead judges. |
| **Points to Include** | * What is the chili cook-off * When is it * Where is it * What does it cost and where will the funds be going * Who is invited * What will be served * How do you enter |
| **Image(s)** | Please choose a great photo from last year’s event file. |

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| **[Your logo here]** | **Blog Post Planning Template** |
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| **Engagement or Hook** |  |
| **Keywords** |  |
| **Meta description** |  |
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| **Points to Include** | * What * When * Where * Who * Why * How |
| **Image(s)** |  |