# Development Blogging: Some tips for NGOs

We cannot deny the importance of internet, social media and blogging for organizations. These are integral parts of online marketing strategies of organizations in today's digital age. For non-profits too, it is important to develop content for online platforms, and to utilize these media. A blog is a discussion or information portal, and is increasingly becoming ...Read More



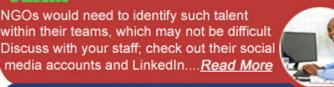
Some tips for non-profits who want to explore development blogging:

## **DECIDE WHO WILL BLOG?**



Some NGOs might have a communications team or dedicated person or team for managing social media presence of the organization, while some might... Read More

## IDENTIFY TALENT IN YOUR TEAM



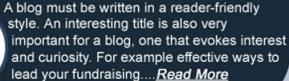
## 🕌 HOW OFTEN AND ABOUT WHAT?



The overall theme may be associated with the organization's cause, with myriad views. The author/blogger must be conversant with the topic and must have good..... Read More

## WRITE LIKE YOU ARE TALKING



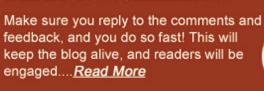


# A PICTURE SPEAKS THOUSAND WORD



To add both zing and quality to your blog, make sure to include lot of examples, pictures, videos, graphics, wherever possible. Give relevant... Read More

### **REPLY TO COMMENTS**



## GUEST POSTS



A person, who is engaged like he is a part of family, is more likely to be loyal! Similar is the case with your online engagement strategies like blogs. Such.... Read More

## INTERLINKING WITH IMPORTANT CAMPAIGNS/ PROJECTS

You may link your blog page with important campaigns/projects of your organization.
You can give web-links or tags on the blog page to guide the reader.... Read More







