

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:

1 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](#)

2 IDENTIFY TALENT IN YOUR TEAM

NGOs would need to identify such talent within their teams, which may not be difficult. Discuss with your staff; check out their social media accounts and LinkedIn....[Read More](#)



3 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](#)



4 WRITE LIKE YOU ARE TALKING

A blog should have conversational style, and express one's views and experiences about something in an interesting manner to engage the reader....[Read More](#)



5 CONTENT WITH SPIN

A blog must be written in a reader-friendly style. An interesting title is also very important for a blog, one that evokes interest and curiosity. For example effective ways to lead your fundraising....[Read More](#)



6 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](#)



7 REPLY TO COMMENTS

Make sure you reply to the comments and feedback, and you do so fast! This will keep the blog alive, and readers will be engaged....[Read More](#)



8 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](#)



9 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](#)



[Click here to Read full Article](#)