

TOP TIPS FOR BLOGGING

Know your **audience**

Create **content you enjoy** creating for your audience

Write as you speak, **blogs are informal**

Promote your blog using your social media channels

Stay focused when it comes to your content

Ask others to promote your blog

Invite others to **guest blog**

Avoid typos

Show your **personality**

Link to your **sources**

WHAT SKILLS MAKE A GOOD BLOGGER?

You are passionate

You are consistent

You get your point across in your content

You educate your audience

You are keen to promote your work and increase your audience

You are confident in the content you create

You have a great understanding of what you blog about

If you allow comments on your blog – you must be able to take negative criticism