

how to write a blog

A blog is a fantastic way to engage with your audience and let them know of all the great events and activities that will be taking place for Sewa Day. Writing a blog does not only have to be about your event or other events for this year – it can be used as a way to share stories of past events, to tell the stories of people that have taken part before and to share testimonials of people who have received joy from Sewa Day events. Your blog could also be a place to keep readers updated with all the behind the scene preparation from HQ.

Here are a few tips to help you with the creation of your blog:

- 1. The Power of Titles:** the title has the ability to grab reader's attention so think carefully of the words for your title.
- 2. The Importance of Being Original:** Research your readers first to find the right tone and style that they will find engaging. Think about what you are telling your readers and how you are telling it to them. If you are going for with the information route – think of using lists, they are quicker to read and easy to comprehend. If you are going for the news/community route then think of using short paragraphs with punchy sentences that convey the story you are telling. Having taken all of this into account, relay your message through your own way. Do not try to become the same as other bloggers, bring your essence into your writing and your readers will appreciate it.
- 3. The Value of Well Formatted Content:** People don't read blogs like they do offline narrative, most people scan through blogs. So if you can make it easy for your readers - do. For example, as mentioned earlier – the use of lists is a good way to grab their attention, using bold, italics or underlining to press a point but not too much so it frustrates your readers. Again think of sentence structure and headings and sub headings to help them follow your post.
- 4. The Impact of a Good Image:** "A picture is worth a thousand words." Sometimes you can convey your message through a picture, so use the Internet and source good images. There are websites like istock, which stock thousands of amazing pictures that you can use for free. Team up a good image with a good story or words of encouragement for people taking part for Sewa Day and you could have a brilliant blog post.

By following these guidelines, you could have a great outlet to let people know all about Sewa Day. Remember the blog is an extension of our Sewa Day brand so if you have any questions about content or any issues on topics that should be covered, please take to us first. Apart from that, enjoy blogging and we'll be looking forward to reading your future posts.