

## Tips and Ideas for Maintaining a Blog that Covers Minority Health/Disparities Issues

### **General Tips**

- Consider creating a blog if you need to be online and are part of a small operation, extra-large operation, or if connecting to a web designer is frequently difficult or delayed.
- Consider building a schedule for regular maintenance, ie. once a week, twice a week, every Wednesday, the last Monday of the month, etc.
- Consider good writing that may already be happening within your organization, ie. communications, development, or community outreach departments and personnel.
- Consider ALL of the outreach efforts that may be happening in your organization – internal and external – and ask yourself if any of it can go online or be extended into an online community (ie. Facebook)
- Share your blog through an emailed newsletter, traditional press releases, and in direct mail newsletters, public service announcements, etc.
- Think carefully about the name of your blog and how many people you want as writers, and move slowly and cautiously through registration. You want to give it a good name, and you may want a more generic log-in.
- If you want to create an online community, hear from visitors, or start and create dialogue, consider allowing comments after your posts. If you are more interested in publishing information, consider turning them off.

### **Creating and Maintaining A Blog**

- Post one new (surprising) fact or statistic per week. **Consider** adding a tip about actions that can be taken or a link to more info.
- Post the newspaper editorials you/r organization may already be writing or sending, or the written testimony you/r organization gives at the statehouse.
- Use it as a public journal following the mundane, exciting, and challenging pieces of a project, conference or event that you attend or organize.
- Post excerpts from completed data sheets, grant reports, interim reports, etc. **Consider** work – and good writing – that may already be happening in your organization or by a colleague.
- Post/publish your talks and presentations, ie. scripts, powerpoint slides, or audio/video recordings. **Consider** adding photos or short testimonials from those in attendance.
- Post links, citations, and/or a summary about health disparities articles you find in local, national, and/or international publications. Consider what you read daily or weekly.
- Use it to highlight the work of specific clients, patients, doctors, or employees. **Consider** giving space on the blog for contributions or updates by the person or people you want to highlight, as a way of ensuring new material and helping to spread the word.