

How to start (or restart) blogging

Having an organizational blog has loads of benefits, not the least which is it helps with SEO and it establishes expertise. And yet, many organizations have put off adding a blog, or have abandoned the blog they started. In my experience, there are many reasons for this, among them:

- Not enough personnel or hours in the day
- Not knowing what to write
- Feeling overwhelmed by having to produce something consistently

Blogging doesn't have to be overwhelming or extremely time-consuming. If you don't have someone else to handle the blog, it is possible for you to do it. You just need to learn how to do it (and why you should).

Having worked with dozens of people who have a desire to blog but don't know how to start or what to say, I have developed a way to teach how to do it and it's my **How to write your blog workshop**. I am offering the next one on Thursday, February 28, at the Silver Spring Civic Building. The workshop is limited to 10 participants, and will be intensive and participatory. We'll discuss why you aren't blogging and why you should, and we'll get you writing. The cost is \$75, and includes materials and refreshments.

To register, visit the Eventbrite page at howtowriteyourblog3.eventbrite.com.

Start or restart your blog in 2013!