

# Growing Orchard Communities

## COMMUNITY ORCHARD TOOLKIT



### Digital Tools – Writing a blog post and using Blogger

A beginners guide to blogging and how to use the Growing Orchard Communities blog site. You will need the project site password to do this so please email us on [community@orchardlink.org.uk](mailto:community@orchardlink.org.uk) to get this sent to you.

#### What is a blog post?

- An online journal/ diary entry that creates a conversation with the reader
- Blog posts are updated regularly; daily, weekly to inform/ keep the conversation going with the reader

#### What is the format/ structure of a blog post?

- An engaging title about the topic you are writing about
- An introduction that grabs the reader, a hook into the topic. It can include a; Quote, statistic, an anecdote, an interesting fact, or a story.
- Research your topic and then organise your content into small paragraphs with section headings.
- Include lists, bullet points and images to break up the written content.
- Write about what you know. Start by writing how you talk.
- Write a conclusion.
- Edit and proofread your blog post. Make sure spelling and grammar is correct.  
Remember – a blog represents you or your group, so you want to look professional, but inviting and warm too!

#### Top tips

1. To start create a working title that will help you focus on your content, once written go back and re-word your title.
2. Write your blog in a word document first. Do not start to write and save part way through on blogger. Once you've finished your blog in word, you can upload into blogger, format, insert images and then publish.

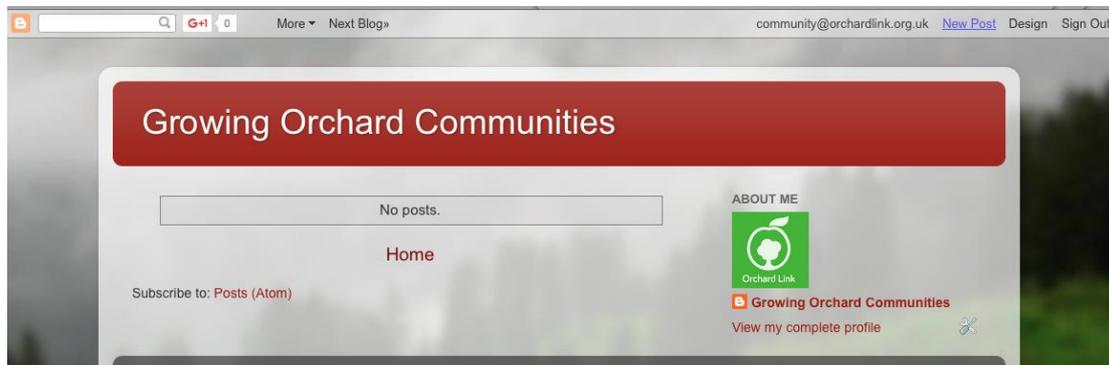
Read other people's or organisation blogs to get a sense of the tone of the written content; formal, casual, informative etc. and notice how this can inform your writing.

#### How to use blogger:

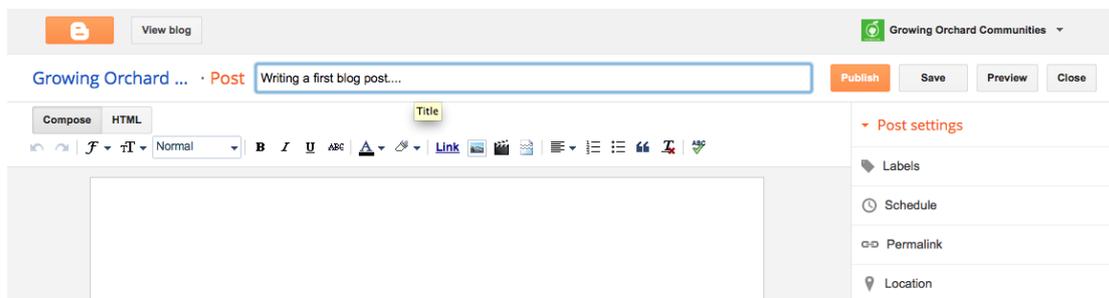
1. Copy and paste this url into your search engine  
<http://growingorchardcommunities.blogspot.co.uk>
2. **Sign In** box on the right side of the screen. It will ask you to sign in with an email:  
[community@orchardlink.org.uk](mailto:community@orchardlink.org.uk)  
And then enter password – **YOU WILL NEED TO ASK US TO SEND THIS TO YOU**
3. Click **Sign In**
4. Click the **New post** button.

# Growing Orchard Communities

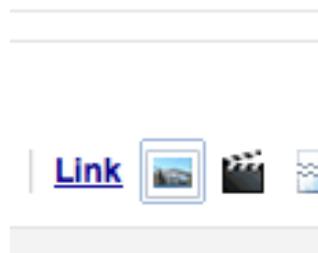
## COMMUNITY ORCHARD TOOLKIT



5. Copy and paste your title from your word doc for your blog in the **Title box**



6. Copy and paste your word doc into the **Post box**
7. Insert images by clicking on the **photo icon** and then format your blog to your needs



8. Press the orange **PUBLISH** button to make your blog live.

