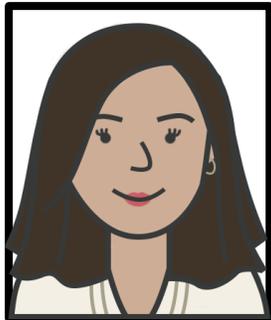# Handout:
Tips and Tricks for Using 🅿️ and 🐦 with Your Blog

Presented by: Emily May, TiAn Vetter, Kristin Vossler, & Lisa Wright

Meet Jane!

"Jane is a student in the local university's master's program. She's become incredibly knowledgeable in her area of study and has decided to create her first blog! She heard that social media can be incredibly beneficial for promoting her blog, so she'd like to learn some best practices for blogging, Pinterest, and Twitter. She hopes to write engaging content for her blog and gain an audience utilizing these specific social media platforms. Join us as Jane learns how to boost her online presence with various tips and tricks for using Pinterest and Twitter with her blog!"

Blogging

Activity:

- **Discussion**: Who are some bloggers that you follow and read on a regular or semi-regular basis? Type the name of the blog into the chat and at least one reason why you like the blog so much.
- **Blog Tour Links:**

- **Discussion**: What are some elements of these blogs that really stood out to you? What best practices do you think helped make them so popular? Type your responses into the chat!

Resources:

- *How Do I Start a Blog?* from Blogging Basics 101
- *The Best Places to Start a Blog* from DearBlogger
- *The 10 Best Blogging Platforms Available for Free* from Creative Bloq
- *Top 5 Infographics for Blogging Best Practices* from SurveyAnalytics

Pinterest

Activity:

- **Discussion:** Who's using Pinterest? How do you currently use Pinterest? How often? Type your answers in the chat!
- **Scavenger Hunt:** Using the Search bar, type in "Promote your blog".
- **Discussion:** Tell us what your search helped you find by typing in the chat!
- **Your Turn:** Re-pin one of the pins you found!

Resources:

- *9 Ways to Use Pinterest to Drive Traffic to Your Blog* from wishpond
- *Tips to Promote Your Business with Pinterest (Pinterest board)* from Pinterest user Sue Kirchner
- *How Bloggers Can Use Pinterest* from About Tech
- *Create a Pinterest Business account* on Pinterest for Business

Twitter

Activity:

- **Breakout Activity:** Meet in your assigned breakout rooms to get to know one another and discuss (in a few words) what comes to mind when you hear the word "Twitter." Share your answers with the group using your web cam/mic or chat box!
- **Discussion:** What are some other reasons why it's important to use Twitter to promote your blog? Share your answers in the chat!
- **Drill & Practice:** Craft a tweet using best practices and share it on Twitter or copy/paste it in the chat box!

Resources:

- *Gaining Followers (video)* on YouTube
- *How to Engage Successfully on Twitter* from JeffBullas.com
- *Creating and Utilizing Twitter Lists* from Twitter Help Center
- *The Big List of Twitter Tools: 91 Free Twitter Tools and Apps to Fit Any Need* from buffersocial
- *Twitter Chats 101: A Step-by-Step Guide To Hosting or Joining a Twitter Chat* from buffersocial
- *URL Shorteners: The Unsung Hero of Social Media Marketing* from Hootsuite
- *The Ultimate Cheat Sheet of Photo & Image Sizes for Social Networks (infographic)* from HubSpot
- *Royalty Free Images* from Creative Commons
- *Twitter Help* from Twitter Help Center

Please take our survey!

Insert link here.

Thanks for attending! Questions? Email or find us on social media!

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Notes: