How to Craft a Blog Post

Creating a blog post may seem intimidating if you have never written one before. However, it is not as complicated as it may seem at first. Blog posts can have as many forms, in fact, as there are people to write them. They can share some of their parts with letters, reports, essays, newspaper and magazine articles, interviews; blog posts can even take the form of a daily journal or diary.

Most blog posts share similar features:

Key features of a blog post

1. a title
2. content
3. pictures (often)
4. structure and flow

Features of an Engaging Blog Post

1. a great title
    - lures readers in and entices them to read more
    - helps to define your topic
2. a hook and/or angle
3. pictures (always a good idea)
4. engaging writing
    - humour
    - voice (yours)
    - good mechanics
5. content
6. structure and flow
    - short paragraphs are easier to read on the computer screen.
7. readable and polished
    - even an informal post should be readable and easily navigated

Rules of Thumb

1. make it memorable
2. be honest
3. be yourself
4. write short paragraphs
5. choose the appropriate tone
6. keep it "polished"

Remember:

You are the host. Invite your readers in.

FORMAT!
How to Stir Up a Reader-Ready Food Blog Post

Formatting Your Post in a Word Document

Formatting the text of your post in a Word document is just as simple as formatting an essay or report. Use **Bold**, *Italics*, Heading, Bullets/Numbering, and Size to help set off different features of your post. (NB: Avoid using underline since people assume that underline means that there is an embedded link in online documents.)

To insert other features:

- PICTURES: To insert a picture, go to Insert > Picture>From File> and select the picture you want. Try and keep the pictures small, so they don't take over the entire page. (You can resize them in your document.)
- LINKS: To insert a link, use the globe and chain icon at the top of the program or go to Insert >Hyperlink> (copy the web address in the box:) Address
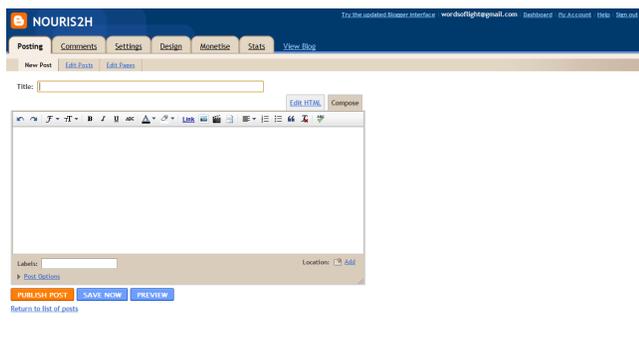
Blog Platform

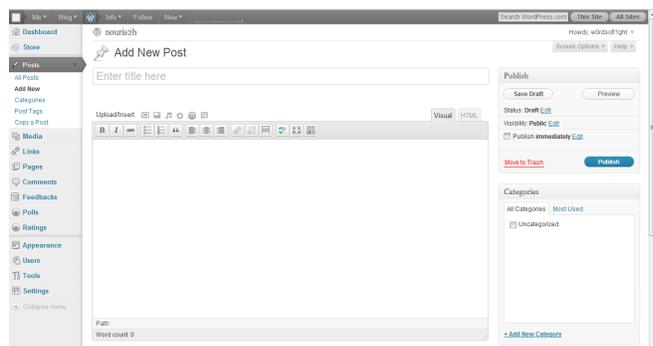**Formatting Your Post in**

- WordPress
- Blogger

WYSIWYG editors:

- What You See Is What You Get
- able to format your text like in a word processor and see exactly what it will look like
- preview capabilities

Blogger   Wordpress

Options for Pictures

- Upload them to a photo hosting site, ex. Picasa, Flickr, etc.
- Link to existing photos on the web (frowned upon).
- Upload pictures directly to the post from your computer.

Links

- In each of the above blogging platforms, you can select a word, phrase, or image, and insert a link into your post.
- This is less clumsy-looking and more professional than inserting a long url or even the shortened form of the website

Other Blog Notes:

Appearance:
- Decide on a font and a format and stick to it consistently—this will help your readers to find the features they like.

Feature Image:
- Chose a picture to feature as the first in your post. It should draw your reader in and want to eat your food or read the story that goes with it.
  Tips for Taking Mouthwatering Food Pictures:
- Make sure your reader can see the food clearly.
  - Focus: Make sure we can see the texture, the colour, etc. Too much blur is bad.
  - Not too close: We want to *see* the food—don't shove our noses in it.
- Lighting is key. If you can, use natural light. Find a window with good light and use it from different angles.
  - Check the lighting settings on your camera—make sure you are showing the most natural colours possible.

Recipe(s):
- Your recipe should stand out from the rest of the post. This makes it easier for your readers to *make* the recipes too.
- Make it clear where the recipe start
- if you use or adapt a recipe by someone else (online or from a book) you *must* reference it
  - a link is fine (see above)
  - for a book, give at least the entire title, author's name, and publishing date.