

Journal, don't report.

A good blog post has a voice and a heart. Don't be afraid to talk about your reactions. What seems significant to you? Remember, it's not a report; you don't have to fit *everything* in. If you were talking to someone on a cell that was about to run out of battery, what would be the most important thing you'd want to tell them. You can certainly include other stuff, but *that's* what your blog should be about.

Focus on people.

One good story about a person will get people coming back to the blog. Whether it's energy efficiency or urban agriculture or Hurricane Sandy, people want read stories about people. And see photos and video of people.

Consider this blog post.

...As they walked, they discussed the neighborhood highlights they saw, their own experiences with food and agriculture, and the implications of urban agriculture on this neighborhood and on the rest of the city. **At one site, they paused to applaud a community gardener who had taken over an abandoned plot and donated the food he grew to hunger relief in his community.** At another, they learned about the native Roxbury Russet apple variety, one of the oldest apple varieties cultivated in the United States.

Imagine how much more powerful it would have been if the blog had started with the man who took over the abandoned plot. What's his *story*? Who is he? What led him to do it? A reader would hang around to find out. The rest of the information is just a report. In comparison, who really cares about the Roxbury Russet?

Energy conservation also has compelling stories because it affects people. Tell their stories.

Sometimes the person you're talking about might be you. You might feel strongly enough about something to want to chronicle those feelings.

Show, don't tell. In other words, have fun with it.

In "A Day on Glass Mountain," Kiran could have begun with the first paragraph under the photo: "Glass recycling poses one of the greatest difficulties in materials history." But how much more fun is it to have the mysterious bucket and the glass pile that could fill up her apartment twice?

Some of the post sounds like a report, but she tells it through the story of her reaction to and day at Glass mountain, and that story is what keeps the reader around.

Write concisely and clearly.

Someone who has to read a report will slog through it. A blog reader has the World Wide Web at his or her fingertips. Make the process of reading the post as easy a task as possible – and enjoyable if you can.

Know your audience

People will come back to a blog site if what they read affected them in some way – made them laugh, tear up, think, or have handy useful information told in an entertaining way. Who will be reading your blog post, and what stories can you tell them?