

Blogs for Marketing



Welcome to 'Blogs for Marketing', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Using Blogs for Marketing

Once you have set up your blog (and we show you how to do this in our [Blogging 101](#) module), you need to let people know where to find it so that they will start following it! Be sure to include a link to your blog in your email signature, on your website, on your Twitter feed and on your Facebook page – in short, anywhere you have a web presence, let people know about your blog.

You can also choose to integrate your blog right into your website, which means that people won't have to go somewhere else to find it. Promote new blog posts on your Facebook page and Twitter feed. If you are tech savvy, you can set this up so it happens automatically. This [blog entry](#) from Kate McMillan's Outbox Online Design Studio can help you do that. If you send out a newsletter, mention it there as well. Promote your blog at every opportunity!

It will take some time to build a following, so don't despair if you don't get a lot of feedback in the first couple of months. If you still only have a few followers after six months or so, you may need to rethink your blog. Are you posting regularly to keep readers interested? Are you responding to comments to keep readers engaged? Have you let people know where to find your blog? Are you following and commenting on other blogs so that those bloggers will follow you? Do a blog entry to ask your followers what topics have been the most interesting and what type of content they might like to see in future blog posts.



Blogs for Marketing



Like so many social media marketing tools, blogs are not generally used for a “hard sell”. Social media is often used to gather a following, to give your agency a voice, and to engage in conversation with your stakeholders and target audience. Blogs are no exception. Use your blog to discuss literacy issues, to share resources and learner testimonials (with permission, of course), to thank donors and to encourage donations, and to post pictures of celebrations or fundraising events.

Because blogs aren’t generally used specifically for marketing, it can be difficult to find examples of how they are used for marketing. There are many excellent literacy blogs that share success stories and, in general, act as a vehicle to promote and advocate for adult literacy. These are perfect examples of how social media marketing is used to start a conversation and to engage readers. When you are starting a new series of classes or workshops, or if you have a resource to sell, you can promote them on your blog, but it won’t seem like a marketing ploy to your followers because you have already established a relationship and a discussion with them.

Whatever you are marketing on your blog – literacy in general or activities specific to your agency – it is important to keep your blog up-to-date. This doesn’t mean that you have to post every day or even every week (blogs are generally less immediate and time-sensitive than other social media tools such as Twitter and Facebook), but you should try to post regularly. Many non-profit blogs are updated bi-weekly or monthly. Remember that writing the blog doesn’t have to be done by one person. However, one person should have the responsibility for ensuring that all blog posts fit with the agency’s overall communication practices and standards. Staff can take turns, volunteers can write entries, and learners can contribute their stories as well. Remember to keep blog posts interesting and friendly – they can be more personal than a press release, for example.

Blog posts don’t have to be long – 500 words or so is plenty. Most people won’t read much more than that anyway. Make sure that someone edits blog posts for both grammar and content, and to ensure that the content meets social media guidelines (adherence to privacy guidelines, to Human Rights codes, etc.).



Target Audience

Blogs do require a certain level of literacy to both write and to read. Using clear language and non-written information through photos, videos and audio podcasts can help your blog be more accessible to more people, including literacy students and potential students. For example, you can embed a YouTube or other video file directly into your blog.

There are two ways to approach creating a blog – choose the audience first or choose the topic first. If you are focusing on general literacy advocacy, you will want to promote and target your blog to the public at large, to potential partners and donor, and perhaps to employers. If you are focusing on what your literacy agency offers, you will more likely want to target referral agencies as well as current, former and potential volunteers and students.

Use the tools from your blogging platform to find out how many people are following your blog. Check your Facebook and Twitter profiles to see who shared or retweeted posts about your blog. If your blog is open to comments, respond to them and listen to commenters' constructive ideas and suggestions to help develop further posts.

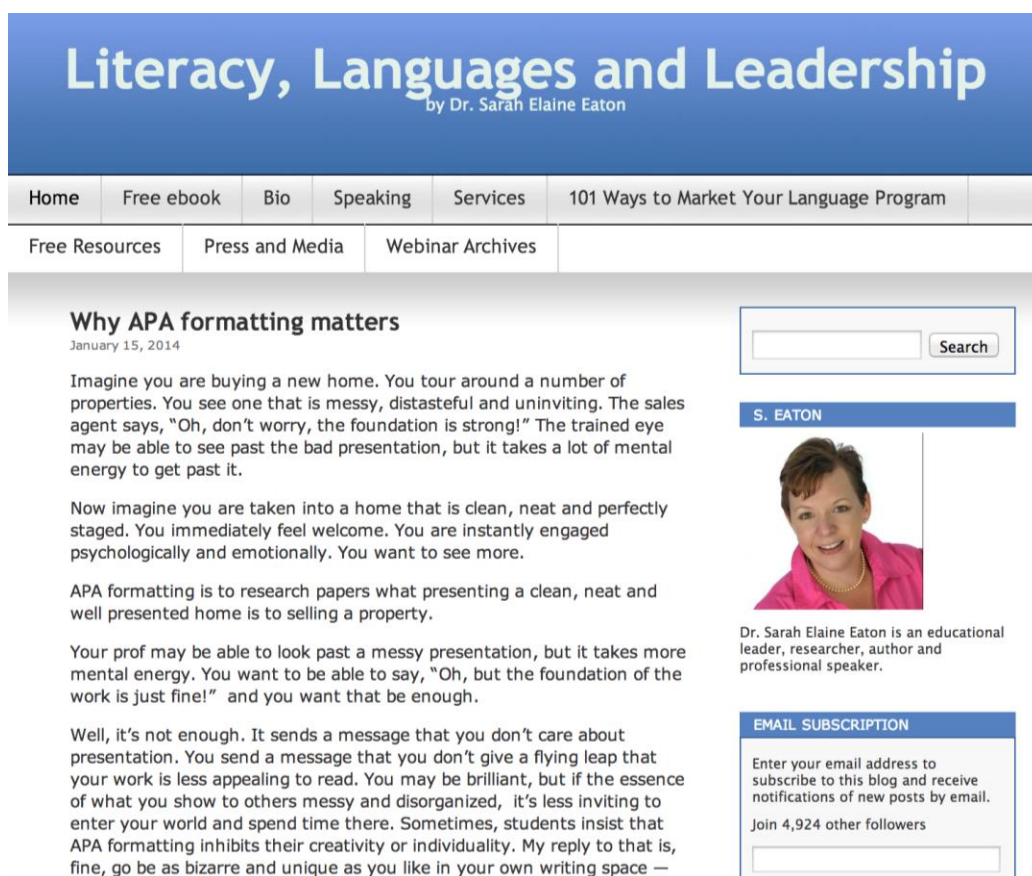
Whatever your blog's focus and regardless of the audience you are targeting, remember to include links to your website and to your other social media profiles.



Using Blogs to Market to Other Literacy Agencies

We often don't think of other literacy agencies as a target audience for our marketing efforts, but we should. Establishing working relationships – networking with our colleagues – is an important way to gain new information and knowledge, to develop partnerships, to gain referrals and to promote any resources we might want to share or even sell.

Dr. Sarah Eaton, a respected educator and social media advocate, writes a [blog](#) (using WordPress) that is a good example of marketing to colleagues. She uses her blog (and other social media tools) to network and begin conversations with literacy practitioners. Because she establishes relationships, she can then also use her blog to promote her books, workshops and webinars.



Literacy, Languages and Leadership
by Dr. Sarah Elaine Eaton

Home Free ebook Bio Speaking Services 101 Ways to Market Your Language Program

Free Resources Press and Media Webinar Archives

Why APA formatting matters

January 15, 2014

Imagine you are buying a new home. You tour around a number of properties. You see one that is messy, distasteful and uninviting. The sales agent says, "Oh, don't worry, the foundation is strong!" The trained eye may be able to see past the bad presentation, but it takes a lot of mental energy to get past it.

Now imagine you are taken into a home that is clean, neat and perfectly staged. You immediately feel welcome. You are instantly engaged psychologically and emotionally. You want to see more.


APA formatting is to research papers what presenting a clean, neat and well presented home is to selling a property.

Your prof may be able to look past a messy presentation, but it takes more mental energy. You want to be able to say, "Oh, but the foundation of the work is just fine!" and you want that be enough.

Well, it's not enough. It sends a message that you don't care about presentation. You send a message that you don't give a flying leap that your work is less appealing to read. You may be brilliant, but if the essence of what you show to others messy and disorganized, it's less inviting to enter your world and spend time there. Sometimes, students insist that APA formatting inhibits their creativity or individuality. My reply to that is, fine, go be as bizarre and unique as you like in your own writing space —

Search

S. EATON



Dr. Sarah Elaine Eaton is an educational leader, researcher, author and professional speaker.

EMAIL SUBSCRIPTION

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 4,924 other followers

Blogs for Marketing



Using Blogs to Market Your Resources

Similarly, [GCFLearnFree](http://GCFLearnFree.org) uses their blog to share information and learning tips and tools, but they also promote their other numerous resources. GCFLearnFree provides free resources, but even though they are free, they still need to be marketed so that potential users know they exist. Marketing isn't just about selling things for money!

GCF LearnFree.org
TIPS, TRICKS AND TUTORIALS FOR THE TECHNOLOGY YOU USE EVERYDAY

Learning and Living in the Online World

Home Visit GCFLearnFree.org Search...

5 Things You Didn't Know You Could Do With Your Smartphone

(0)

FEBRUARY 13, 2014 • APPLE, APPS, DIGITAL DEVICES, DROID, NEW TECHNOLOGY

Free apps that are making smartphones capable of doing more than ever before.

Recent Stories

- 5 Ways to Prepare for a Job Interview
- How to Customize ClipArt in Microsoft Word
- More Tips for Taking Online Classes with GCFLearnFree.org
- How to Count Cells with COUNTA
- INFOGRAPHIC: GCFLearnFree in 2013

Monthly Income: 1,200.00		
Expenses		
Item	Estimated Cost	Actual Cost
Rent	\$700.00	\$700.00
Food	\$250.00	\$217.00
Insurance	\$200.00	\$200.00
Gas	\$100.00	\$120.00
Cell Phone	\$40.00	\$43.00

- Keep Your New Year's Resolutions with Excel!
- Tips for Making (And Keeping) Resolutions this January
- Practicing Social Media Etiquette
- Make Holiday Toys and Games out of Paper!



Using Blogs for Marketing to Adult Students

Blog posts can be a great way to let potential students see some of the skills they can gain by joining your program. For example, blogs can highlight not only written communication skills but also digital communication skills, such as social media, multimedia storytelling, videos and more. Encouraging your learners to write guest blog entries is a terrific way to market your agency. Just as in-person testimonials can be a powerful way to market literacy programs, so too can personal blog entries about an individual's literacy journey.

Your blog is also an excellent tool for sharing any promotional videos you have, providing updates about registration information, dates and times the centre is open, and any other information that potential students would find interesting and useful.

The [Toronto Public Library](#) uses a blog entry to let potential students know about their program – as you can see, they use very little text, opting instead to use a video encouraging adults to sign up for their programs.



Adult Literacy Telephone: 416-395-5555

The Adult Literacy Program offers free, one-on-one tutoring in basic reading, writing and math for English-speaking adults 16 years or older.

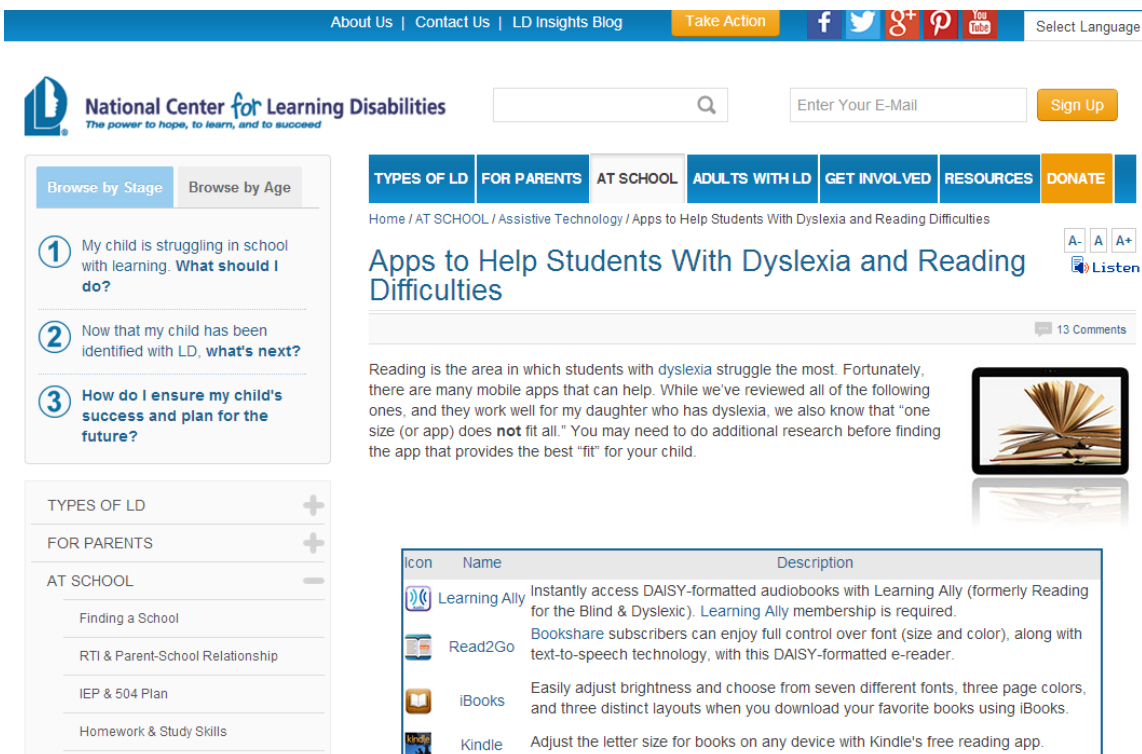


Using Blogs to Market to Community Stakeholders


Blogs can also be good tools for sharing information about your agency and its programs and achievements with community stakeholders such as service providers, funders, volunteers, donors and the media. You can use your blog to share inspirational videos about literacy in general or videos created for or about your own agency.

Your blog can also be a good place to share any partnership success stories. Again, this is a great opportunity to bring in a guest blogger, perhaps from an agency you partnered with or a volunteer who has contributed to your program. You could run a series of guest blogs from a variety of stakeholders, each highlighting why your agency is important and why the guest blogger is proud to be associated with you.

The [National Center for Learning Disabilities](#) in the United States makes good use of their blog to promote the work they do, to share resources, and to promote awareness about issues relating to learning disabilities for children, families and adults.



The screenshot shows the website of the National Center for Learning Disabilities. The header includes navigation links: About Us, Contact Us, LD Insights Blog, Take Action, and social media icons for Facebook, Twitter, Google+, Pinterest, and YouTube. A search bar and an email sign-up form are also present. The main navigation menu includes: TYPES OF LD, FOR PARENTS, AT SCHOOL, ADULTS WITH LD, GET INVOLVED, RESOURCES, and DONATE. The featured article is titled "Apps to Help Students With Dyslexia and Reading Difficulties" and is categorized under "AT SCHOOL". The article text discusses the challenges of reading for students with dyslexia and lists several mobile apps: Learning Ally, Read2Go, iBooks, and Kindle. A table below the text provides details for each app.

Icon	Name	Description
	Learning Ally	Instantly access DAISY-formatted audiobooks with Learning Ally (formerly Reading for the Blind & Dyslexic). Learning Ally membership is required.
	Read2Go	Bookshare subscribers can enjoy full control over font (size and color), along with text-to-speech technology, with this DAISY-formatted e-reader.
	iBooks	Easily adjust brightness and choose from seven different fonts, three page colors, and three distinct layouts when you download your favorite books using iBooks.
	Kindle	Adjust the letter size for books on any device with Kindle's free reading app.

Using Blogs to Market to the General Public

Your blog can be a useful tool for sharing information about upcoming events, fundraising activities and literacy in general. Again, videos are a terrific way to showcase achievements, whether it's an award that your agency won or a graduation ceremony.

[Parkdale Project Read](#) in Toronto uses their blog to share information about their programs, to encourage new learners to sign up, to link up with their volunteers, and to let people know about their resources. They are an active and busy agency, and their blog entries are a great way to share all of the good work they are involved in.

Welcome to Parkdale Project Read

We are excited to tell you about our program, literacy in Parkdale, and how you can get involved.

We have organized our site so that you can browse by topic, for example, What's New or Groups & Projects, or you can visit the audience page that best describes you – Learner, Volunteer or Supporter. If you are a frequent visitor, check out the What's New section for updates on our events and groups.

- Thank you to everyone who attended our Annual General Meeting. We appreciate your support and contributions to our community. Thanks to Erin Hatfield of InsideToronto.com for covering the event; read the story here [Rita Cox tells the story of Parkdale Project Read](#)
- If you are a current **Volunteer Tutor** with us, please take a few minutes to complete the following survey [Volunteer Feedback Survey](#)
- Thanks to our community corporate partner, **Softchoice Corporation**, we are pleased to share our latest marketing and outreach video: [Parkdale Project Read](#)
- Take a look at our PSA (Public Service Announcement) on YouTube: [Parkdale Project Read PSA](#)
- **Parkdale Project Read is always looking for volunteer literacy tutors.** If you are interested in becoming a volunteer and would like more information, please visit our Volunteer page. Complete the tutor application form (click on the Volunteer link at the top of the page to download a copy) and give us a call at 416 531 6308 to arrange an interview.
- **Parkdale Project Read is excited to announce the launch of NEW online tools for community literacy workers and students; *A Reflection Guide on Community Based Literacy and a kit for students, Helping Myself Learn* located at www.learningandviolence.net. Just click on the Changing Education box on the top right corner or on the words above.** This research was made possible through a partnership with George Brown College and generous funding from the Office of Literacy and Essential Skills Canada (OLES).
- **Academic Upgrading Program with George Brown College:** In partnership with George Brown College, we offer an Academic Upgrading Program that provides students with an opportunity to upgrade their Communications and Computer skills in a community setting. This program is geared to youth and younger adults and accepts students on a continual basis. Program hours are Tuesday, Wednesday, and Thursday from 9:30 a.m.-12:30 p.m. Call 416 531 6308 or 416.415.5000 ext. 2438 for more information or to register for an information session.

Recent Posts

- Summer Project
- Reflection on Project Read
- Party Time
- Tutor Training
- My Favorite Body Part
- Carrot and Raisin Salad
- Feel Like a Woman
- Living on My Own
- Spring Time Again
- Community Garden Orientation

Blogroll

- Development Blog
- Documentation
- Plugins
- Suggest Ideas
- Support Forum
- Themes
- WordPress Planet

Meta

- Log in
- WordPress

More Examples of Marketing Using Blogs

Literacy Examples

[The Literacy Shed](#) is a collection of school blogs. It is an excellent example of how to use blogging, both as a learning and a promotional tool.

This approach could be adapted for use with adult literacy learners. For example, a recent entry included the promotion of an upcoming training session.

[AlphaPlus](#) has been blogging for many years. Their blog entries are informative and educational and provide links to useful resources as well as information about literacy, technology and more.

A screenshot of the AlphaPlus website's blog page. The header features the AlphaPlus logo and the URL www.alphaplus.ca. A navigation menu includes links for Home, About, News, Blog (highlighted), OALCF, Tools & Resources, Training, Community, and Con. Below the menu, a breadcrumb trail reads "You are here: Blog". The main content area displays a blog post titled "The Reader – a 'video poem' about literacy..." dated February 7th, 2014, by maria. The post text reads: "Just had to share this short video called The Reader. It's actually a commercial for Bell's Whiskey in South Africa – but don't let that stop you watching – it is also an inspirational and beautiful 'video poem' about the power of literacy and the joy of learning." Below the text is a video player showing a still from the "The Reader" commercial, featuring two bottles of Bell's Special Scotch Whisky. The video player has a play button and a title bar that reads "New Bell's South Africa TV Ad -- The Reader".

The [ReadWriteServe Tutor Blog](#) is a good example of how a literacy program can use a blog to share success stories and promote the good work it does. This blog is targeted at literacy tutors, and is an excellent way for this agency to build relationships and network.

ReadWriteServe Tutor Blog

A resource for literacy tutors



← A Flexible Framework for Tutoring

UNC Charlotte calls faculty & staff to volunteer for
Project 1,000 →

Success Stories: Progress at Druid Hills Elementary

Posted on [January 22, 2014](#)

Tutors from St. Peter Catholic Church in Charlotte have been working with students at Druid Hills Academy, a Pre-K through grade 8 school in CMS, since September, 2013. The program is seeing success!

Phoebe Levine, a volunteer with St. Peter, said that 18 tutors meeting twice a week with 9 second grade students since the last week in September.



Tutor Broderick Sing works with a student from Druid Hills.



Brenda Eckmair tutors a student.



Angeline Ransom is one of the tutors from St. Peter Catholic Church.

Recent Posts

- [UNC Charlotte calls faculty & staff to volunteer for Project 1,000](#)
- [Success Stories: Progress at Druid Hills Elementary](#)
- [A Flexible Framework for Tutoring](#)
- [Sept. 30 Tutoring Training at Davidson College](#)
- [ReadWriteServe support for Project 1,000](#)

Recent Comments

-  [johnshivamber](#) on [A Flexible Framework for ...](#)
-  [dialogicblog](#) on [A Flexible Framework for ...](#)
-  [Mattijs](#) on [A Flexible Framework for ...](#)

Archives

- [February 2014](#)
- [January 2014](#)

Employment Services Examples

Employment Services agencies use blogs to promote their services and to engage with their partners and community stakeholders. A good example of this is [WIL Employment Connections](#) in London, Ontario.



The screenshot shows the homepage of the WIL Employment Connections blog. The navigation bar includes links for Home, About WIL, News & Events, Our Blog, and Contact Us, along with social media icons for Facebook, Twitter, LinkedIn, and RSS. The main header features the WIL logo and navigation menus for Immigrants & Newcomers, All Job Seekers, and Employers. The main content area is titled "Our Blog" and features a large image of a man and a woman working on a laptop. Below this, there are two blog post entries, each with a "Read More" button. The right sidebar contains a "Blog Posts by Month" list and a "WIL on Facebook" section showing the organization's Facebook profile and a grid of user avatars.

Home About WIL News & Events **Our Blog** Contact Us f t in

WIL Employment Connections Immigrants & Newcomers All Job Seekers Employers

Our Blog

Home » Our Blog

 **Anne Langille Memorial Fund**
Posted: January, 17, 2014 By: WIL Employment Connections

[Read More](#)

 **Connecting Immigrant Professionals to Jobs in Life Sciences**
Posted: October, 30, 2013 By: WIL Employment Connections

LifeSci Connect, a networking event hosted by the London Middlesex Immigrant Employment Council (LMIEC), TechAlliance and WIL Employment Connections, took place on September 25th as part of National Biotechnology Week (September 20th – 27th). The event brought together industry-specific companies and new immigrant professionals for an evening of networking. Local employers are struggling to hire and retain highly-skilled workers and the purpose of the event was to connect newcomers to individuals and companies in their field.

[Read More](#)

Blog Posts by Month

- January 2014 (1)
- October 2013 (1)
- August 2013 (2)
- July 2013 (1)
- June 2013 (2)
- April 2013 (1)
- November 2012 (1)
- September 2012 (2)
- August 2012 (1)
- July 2012 (1)
- June 2012 (2)
- April 2012 (1)

WIL on Facebook

 **WIL Employment Connections**
Like

407 people like WIL Employment Connections.



Facebook social plugin

Blogs for Marketing



[Lutherwood](#), a multi-service agency in Wellington County, Ontario, provides blog entries on a number of topics, including jobs. Through their blog entries, they offer valuable resources to their clients and the community while promoting their services, and hopefully attracting new clients and partners.

Agency Foundation Careers Volunteers Sitemap Contact Us

Lutherwood
Caring people. Strengthening lives.

SERVICES
MENTAL HEALTH **EMPLOYMENT** HOUSING FAMILY SUPPORT INSTITUTE

EMPLOYMENT SERVICES [DONATE](#)

Home > [Blogs](#) > [Jobs Blog](#) [Search](#) [A](#) [A](#)

Jobs Blog

**NEED A JOB?
REGISTER FOR HELP**

chat LIVE SUPPORT offline

Employment

- Employment Programs
- Employment Training
- Start A Business / Self-Employment
- Employer Support
- Lutherwood Job Board
- Job Search Information
- Service Locations
- Service Charter

Make the Most of Networking Events

Fri, 02/14/2014 - 11:08

Finding opportunities to meet employers face-to-face or get introduced to other professionals in your field can feel like a daunting task for any job seeker. Fortunately, Chamber of Commerce events, job fairs and industry-specific networking events are great opportunities to connect with employers, meet others with similar interests and increase your contact list. Attending these events can make a huge difference in your job search if you show up ready to network!

by Kyla Frankowski [Read more](#)

Hit Your Career Sweet Spot with Mentorship!

Fri, 01/31/2014 - 10:10

The work world has changed considerably over the past two decades. Employees must do more with fewer resources. Having a mentor who can guide you and advise you will make your career journey smoother, more enjoyable and more successful.

by Lynda Prior [Read more](#)



Nonprofit Examples

Beth Kanter has been active on social media, including blogs, for many years. She is a well-known expert in the nonprofit field and uses [Beth's Blog](#) to provide tips, information and resources, as well as to market her workshops, books and other materials.



The screenshot shows the homepage of Beth's Blog. At the top, there is a navigation menu with links: About Beth, Speaking, The Networked Nonprofit, Work with Beth, Best of Beth, Archives, and Contact. The main header features the title "Beth's Blog" and a subtitle "How Networked Nonprofits Leverage Networks and Data for Social Change". To the right of the header are social media icons for Google+, RSS, Twitter, Facebook, LinkedIn, YouTube, and Pinterest. A date widget shows "14 FEB 2014". The main content area features a post titled "Curating Valentine's Day From Nonprofits, Geeks, and Social Media" with a "STRATEGY" tag. Below the title is a grid of tags including Art, Auto & Motorcycle, Big Data, Biology, Business, Career, Communications, Community Management, Computer Science, Content Curation, Culture, Data Visualization, Design, Digital, DIY, e-learning, Economy, Education, Education Technology, Electronics, Entrepreneurship & Startups, Environment, Family, Fashion & Beauty, Finance, Food & Beverage, Gaming, Geography, Green & Sustainability, Health, History, HR & Management, and Humor. A prominent text overlay reads "YOU are my favorite topic." To the right of the main content is a sidebar with a photo of Beth Kanter, a "Hi, I'm Beth. Welcome!" message, a book cover for "MEASURING THE NETWORKED NONPROFIT" by Beth Kanter and Katie Delahaye Paine, and a "Buy Beth's New Book Now!" button. At the bottom of the sidebar is an RSS feed icon and the text "Subscribe via RSS".

Blogs for Marketing



Business Examples

Many for-profit businesses use blogs to connect with their customers and to build a relationship. Businesses can provide tips and tools, ideas on how to use their products, links to useful information and so much more. They can solicit input and feedback from their customers and respond to them. The customer feels that they are being taken care of and that they are getting good value for their money. The business has an excellent way to interact with their customers and to promote their products. Once again, it's about the "soft sell".

[Whole Foods](#) is an excellent example of how a company uses a blog (and other tools) to engage and keep their customers while also promoting their goods and services.

WHOLE STORY
The Official Whole Foods Market® Blog

Sriracha All the Time
By Molly Siegler, February 17, 2014 | [Meet the Blogger](#) | [More Posts by Molly](#)

Sriracha is one hot commodity, and a potential shortage at the end of 2013 only added to its popularity. The garlicky, chile paste is just vinegary enough to brighten-up anything while still adding plenty of heat. An extra tidbit, the sauce is named for a coastal city in Thailand, which is why the word needs to be capitalized.

I was a devotee of Tabasco on scrambled eggs in my formative years, so it should come as no surprise that Sriracha makes an appearance at many a meal these days. Sriracha on eggs is outstanding, but it can do so much more than that. Let's discuss...

[Read Full Story](#)

(Category: [Food & Recipes](#), [Grocery](#)) [Leave a Comment](#)

What to Make This Week
By Megan Myers, February 16, 2014 | [Meet the Blogger](#) | [More Posts by Megan](#)

Cooking a good meal at home doesn't have to be difficult, especially when we've taken all the guesswork out of meal planning for you. Make these recipes for dinner this week!

[Read Full Story](#)

(Category: [Food & Recipes](#)) [Leave a Comment](#)

RECENT POSTS +

BLOG ROLL +

BLOG ARCHIVES +

POSTS BY CATEGORY +

SEARCH THE BLOG

LINKS

- [Coupons](#)
- [Videos](#)
- [Podcasts](#)
- [John Mackey's Blog](#)
- [Walter Robb's Blog](#)
- [Comment Posting Guidelines](#)

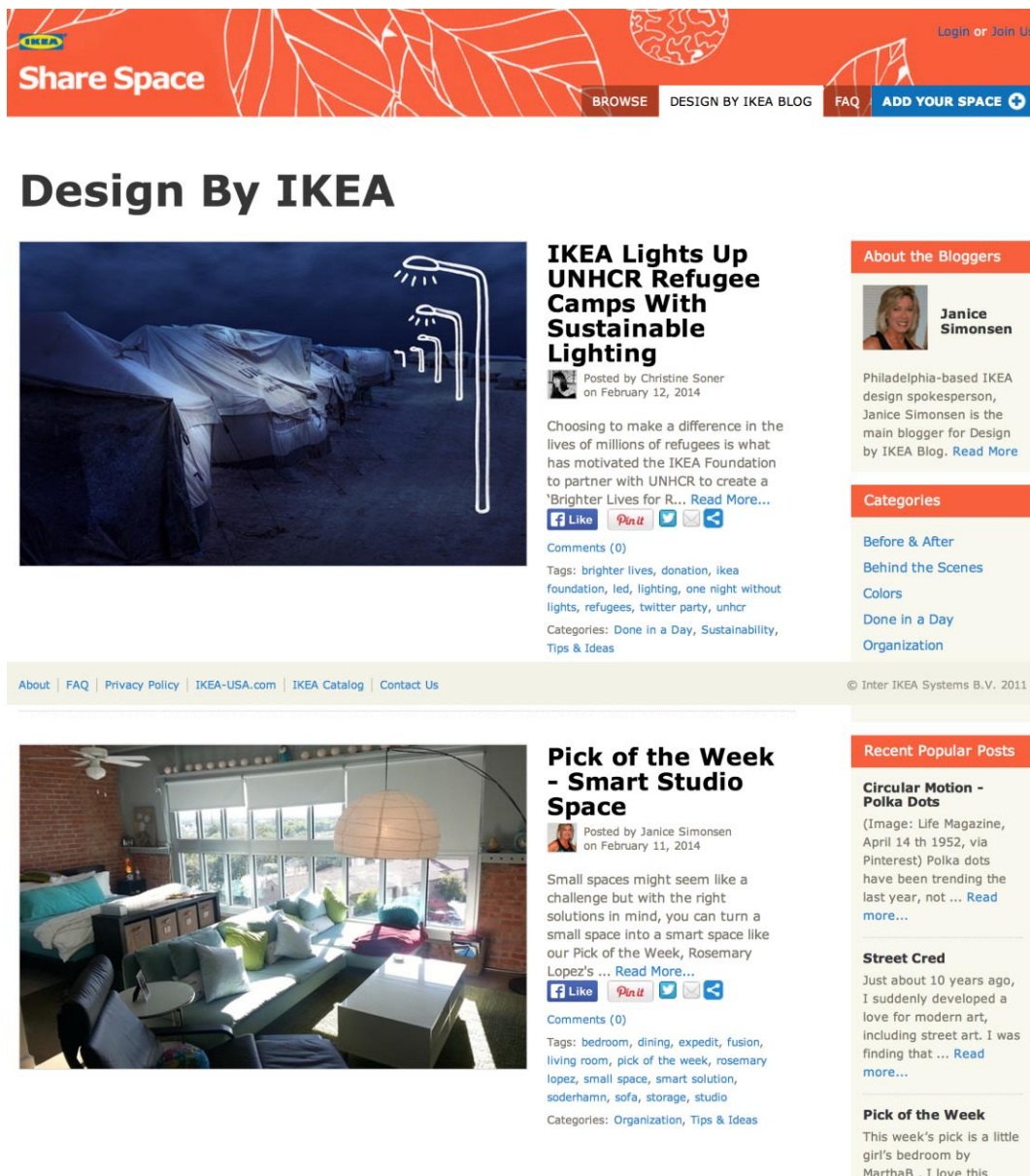
ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market. Don't know us? In a nutshell, we are the world's leading natural and organic grocer and we're passionate about healthy food and a healthy planet. Learn more about us.

We're lucky to have a whole bunch of smart, passionate people doing incredible things in areas like organics, supporting local growers, green practices, fair trade, micro-lending and all kinds of food related stuff. We'll use this blog to share some of the cool things going on around here.



Ikea is another company that uses a blog to interact with its customers. In this example, they promote some of the good work they have done in one blog entry, and provide design ideas to their customers in another. Of course, their design ideas use their products! (Update: this blog is no longer available).




The screenshot shows the 'Share Space' section of the IKEA blog. It features two main blog posts and a sidebar with navigation and social media links.

Share Space [Login or Join Us](#)

[BROWSE](#) [DESIGN BY IKEA BLOG](#) [FAQ](#) [ADD YOUR SPACE](#)

Design By IKEA



IKEA Lights Up UNHCR Refugee Camps With Sustainable Lighting

Posted by Christine Soner on February 12, 2014


Choosing to make a difference in the lives of millions of refugees is what has motivated the IKEA Foundation to partner with UNHCR to create a 'Brighter Lives for R... [Read More...](#)

[Like](#) [Pin it](#) [Twitter](#) [Facebook](#) [Email](#)

Comments (0)

Tags: brighter lives, donation, ikea foundation, led, lighting, one night without lights, refugees, twitter party, unhcr

Categories: Done in a Day, Sustainability, Tips & Ideas



Pick of the Week - Smart Studio Space

Posted by Janice Simonsen on February 11, 2014

Small spaces might seem like a challenge but with the right solutions in mind, you can turn a small space into a smart space like our Pick of the Week, Rosemary Lopez's ... [Read More...](#)


[Like](#) [Pin it](#) [Twitter](#) [Facebook](#) [Email](#)

Comments (0)

Tags: bedroom, dining, expedit, fusion, living room, pick of the week, rosemary lopez, small space, smart solution, soderhamn, sofa, storage, studio

Categories: Organization, Tips & Ideas

About the Bloggers



Janice Simonsen

Philadelphia-based IKEA design spokesperson, Janice Simonsen is the main blogger for Design by IKEA Blog. [Read More](#)

Categories

- [Before & After](#)
- [Behind the Scenes](#)
- [Colors](#)
- [Done in a Day](#)
- [Organization](#)

Recent Popular Posts

Circular Motion - Polka Dots

(Image: Life Magazine, April 14 th 1952, via Pinterest) Polka dots have been trending the last year, not ... [Read more...](#)

Street Cred

Just about 10 years ago, I suddenly developed a love for modern art, including street art. I was finding that ... [Read more...](#)

Pick of the Week

This week's pick is a little girl's bedroom by MarthaB . I love this

[About](#) | [FAQ](#) | [Privacy Policy](#) | [IKEA-USA.com](#) | [IKEA Catalog](#) | [Contact Us](#)

© Inter IKEA Systems B.V. 2011

Examples from the Social Media Greats

[National Geographic](#) provides a variety of blogs on their website. You can read about intelligent travel, view entries from their experts, keep up with adventure news, or follow their “digital nomad”. While this might not seem like marketing, it is an excellent example of the “soft sell” for the work that National Geographic does.

National Geographic Blogs

Daily writings, photos, and videos from National Geographic’s explorers, scientists, adventurers, and staff.

[Travel & Adventure](#) | [Photography](#) | [National Geographic Channels](#) | [News & Information](#) | [Environment](#)

Travel & Adventure



Intelligent Travel

Cultural, authentic, and sustainable: This is your brain on travel.



Digital Nomad

Andrew Evans is National Geographic's digital nomad—always traveling and always wired.



Field Notes

Get inspired to explore with stories, photos, and videos from our experts and travelers.



Adventure Blog

Get the latest in adventure news—trip ideas, explorer and athlete updates, outdoor skills and advice, gear reviews, and more.

Blogs for Marketing



[American Society for the Prevention of Cruelty to Animals](#) uses their blog to write about issues related to the treatment of animals. They hope to engage their readers in the work that they do to stop animal abuse; they also hope that readers will support their efforts through donations and membership.

The screenshot shows the ASPCA website header with the logo and tagline 'We fight for animals. Will you join the fight? Become a Member'. Below the header is a navigation bar with 'Blog' selected. The main content area features the article 'Michigan Wolves Don't Need to Die' by ASPCA President and CEO Matt Bershadker, dated Monday, February 17, 2014. The article text discusses the decline of Michigan wolves and the impact of hunting. A photograph of a wolf is included. To the right, there is a 'In the Blog' sidebar with a list of categories and two buttons: 'Donate Today' and 'Become a Monthly Donor'.

ASPCA We fight for animals. Will you join the fight? [Become a Member »](#)

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Blog

Home > Monthly Archive


Michigan Wolves Don't Need to Die

Monday, February 17, 2014 - 1:45pm

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By ASPCA President and CEO Matt Bershadker

Michigan's wolves, once reduced to less than a handful by the 1970s, are now squarely in the crosshairs of eager hunters and politicians hoping to destroy as many as they can under a thin, and sometimes fictional, justification of threats to livestock and humans. Before we take lethal aim at these relatively defenseless and innocent animals, there's good cause for a reality-check, because the reality is **there's simply no good reason to hunt these wolves.**



Protected since 1973 under the Endangered Species Act, Michigan wolves were delisted at the start of 2012. By the end of that year, Governor Rick Snyder signed legislation declaring them fair game for hunting. Why? Because...

In the Blog

- \$100K Challenge
- Adopt
- Advocacy
- Animal Cruelty
- Animals in the News
- ASPCA Grants and Partnerships
- ASPCA Rescues and Arrests
- Contests and Giveaways
- Pet Care
- Support the ASPCA
- Team ASPCA
- Your Stories

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Blogs for Marketing



Resources to Learn More About Blogs and Marketing

- [How to Use Blogging as a Marketing Tool](#) by Russell S. Powell, in [The Chronicle of Higher Education](#) (September 2010)
- [6 Reasons Why Nonprofits Must Blog](#) by Jamie Smith, for [jamiesnotebook.com](#) (January 2020)
- [6 Essential Components of Top Notch Nonprofit Blogs](#) by Taylor Corrado, for [Inbound Marketing](#) (August 2013)



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