

Blog checklist

By Ken Sands

Mission statement

In one or two sentences, explain what the blog will be about. Does it address a “franchise” area of coverage? Is it about something specific?

Making readers’ lives easier

Explain how the information you’re going to provide will make readers’ media consumption experience easier and more effective. Is the content so compelling they will seek it out? Is it content they can’t get anywhere else? Will the blog aggregate content from other sources?

Definitions

Will this be a personal opinion column? Will it be a beat-reporter’s news column? Other?

Will it be an individual or group blog?

Will it be a temporary or permanent blog? (Temporary blogs might cover special events or an on-going story for an unspecified length of time.)

Frequency

A minimum number of posts should be 3-5 a week. Depending on the material, it could require 3-5 posts per day, or even more. Writers and their editors need to be in agreement on this. What is the expectation for the frequency of posts for this blog? If it’s a group blog, define expectations of content and frequency for each writer.

Immediacy/Interactivity

Will the blog be updated immediately when news (big or little) occurs in this subject area? Do you plan to post raw materials, such as transcripts, official documents, etc.? Will comments be enabled? How will you respond to reader feedback? How will you encourage reader interaction?

Multimedia

What are the opportunities for multimedia? How will you identify opportunities as they arise and who else needs to be involved to make sure multimedia is handled? Do you know how to use Twitpic and Flickr?

Editing

What's your plan for editing? Edit prior to publication? Review after posting? Which editor is responsible? Who will be the backup editor? How do you plan to edit posts that are made on night and weekends?

Social networking

What's your plan for social networking? Do you have a Facebook account? What about Twitter?

For more information, contact Ken Sands at ken.sands@gmail.com or (509) 496-2715