



# Bloggning for beginners



## What is it?

A blog is an online journal which is used to record opinions or share topical articles and interesting links for visitors to your website. There are over 100 million blogs online covering every topic you could think of - from headbands to hedgehogs! Some dedicated bloggers update their Blogs every day, others less frequently.

## Why should I create one?



A blog is the single best way to attract new visitors to your website. It can increase your online visibility when parents look for childcare providers using search engines like google. The result? Increased occupancy levels without spending a penny!

## How else can it help my setting?



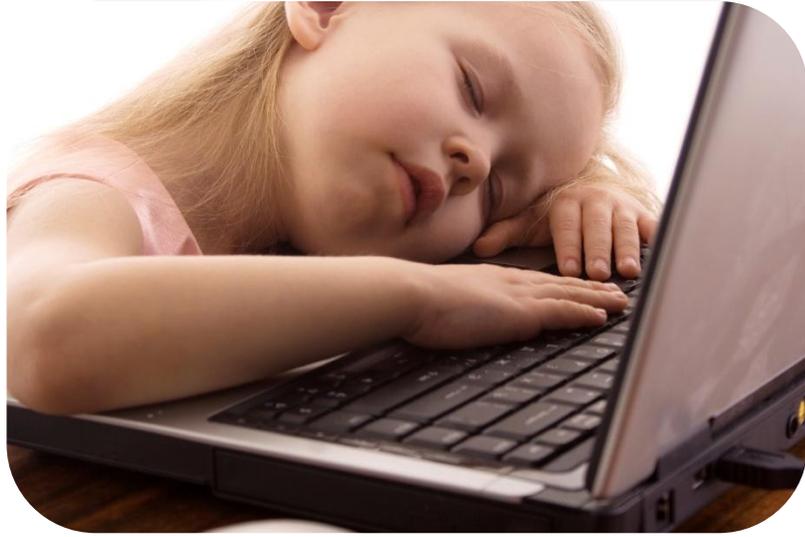
An added benefit of having a blog is that you can show that you are in touch with the latest events and changes in the law in your industry; by sharing new articles or links about important issues in childcare. This will make you seem more professional to any potential parents who visit your site

It will also help strengthen the connection you have to both existing parents, because you can use your blog use to keep them up to date with upcoming events happening at your setting.

# I'm interested...how do I create one?



Popular free blogging services that you can use include Tumblr, Wordpress and Blogger. However if you already have a social media page such as Twitter or Facebook linked to your childcare setting, you can also use these as a way to blog as well.



## What should I be aware of?

Posting comments or pictures on your blog which could be interpreted as offensive can do a lot of damage to your setting's reputation. Therefore your chosen blogger should be a responsible adult ideally with many years experience in childcare, or someone who knows enough about your industry to understand the repercussions about blogging about certain topics or sharing a controversial opinion.

# Inspirational Ideas for your blog



## **Newsjack**

News topics related to childcare are a good source of content for you to capitalise on – as interest has already been generated by newspapers and TV.

Give your own opinion on the situation in your blog, and invite people to post their comments as to whether they agree or disagree.

## **Run Interviews**

Conduct an interview with someone in the team to give your readers an insight into their daily lives. For instance you could write about “A day in the life of a nursery manager”

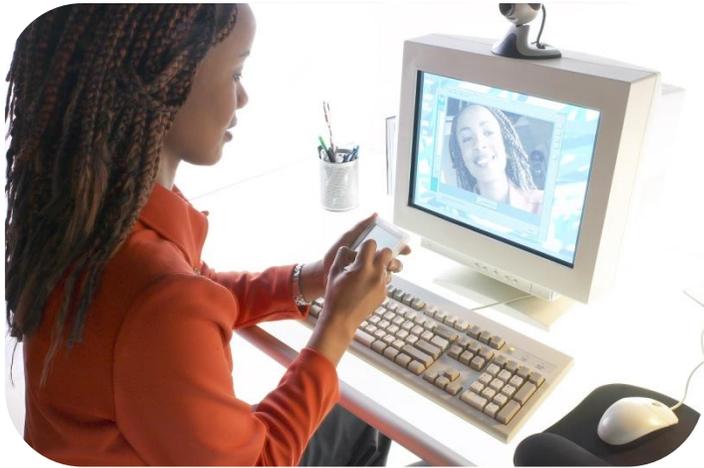
Ask 5 or 6 relevant questions about what their job entails and post the answers on the blog..

## **Check out other blogs**

Do some research and find out what other childcare settings are blogging about on their own websites.

What information are they sharing with their readers? What questions are they asking:? Which of their posts is really popular at the moment?

There's no shame in borrowing ideas from other people!



## Inspirational Ideas for your blog

### **Look for answers**

Are you looking for an answer to a problem? Ask your readers if they have experienced a similar issue and whether they have found the answer. You'd be surprised at the mountain of responses you might get from something as simple as asking "the best way to stop the play dough drying out".

### **Find out what's popular**

Type childcare into the search function of twitter and you will be able to find hot topics that other people are chatting about which are currently popular and relate to childcare. Don't be afraid to hijack them to use in your own blog. Strike while the iron is hot!

### **Do a keyword search**

A keyword is a popular word (or phrase) that people put into search engines. For example parents may search "nursery in local area". You can find out keywords using tools like Google's keyword planner then include particular words in your blog content to help funnel parents to your site.

# Inspirational Ideas for your blog



## **Brainstorm**

Get out a pen and some paper, find a quiet space - and take a deep breath. Now write a list of all topics you think would be good to post on your blog. Write everything which comes to you without hesitation; you can always go back later and cherry pick your best ideas.

## **Share your tips**

Think you're a bit of an expert when it comes to making crafts? Or perhaps you have a knack of making food into animals shapes which children

love to eat? Use your natural strengths to create a blog posts using your own top tips. This kind of content will encourage parents to share your ideas with others and draw people to your website

## **Use your own experience**

Draw upon your own day to day experience to highlight topical issues in the industry.

For example you may see a parent shouting at their child who has misbehaved in your local supermarket. This might open up a topic which you invite people's opinions about the best way to deal with challenging behaviour without parents resorting to corporal punishment.



## Inspirational Ideas for your blog

### **Look up an industry expert**

Find out what Jo Frost (from the Channel 4 program “Supernanny”) says about managing toddler biting and hitting. Share what Sam Gyimah (MP for Childcare) has to say about developments in Early Learning. Always look for influential people in the childcare industry that can provide their opinion on a topic you are posting about in your blog.

### **Reinvent popular topics**

Have you had a big response to a topic you have posted about before? Go back over your old blog posts to find out what it was. Perhaps you can create something similar on your own blog with a different spin on it to generate new comments and responses.



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