# Crafting the “Perfect” Blog Post – A Template

Word Count Goal: 500 words or less (if possible)

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| --- | --- |
| **INSERT YOUR HEADLINE/TITLE HERE** | Keep it short and catchy! |
| *By: [insert your name and title here]* |  |
| *Paragraph 1 & 2: A brief introduction to the MAIN content* | |
| **Lead Sentence:** | Max 25 words; the topic of your story! |
| **Photo 1:** [don’t forget to attach the photo that you want to go at the top of your post] |  |
| **Next 2-3 sentences:** | Expand lead & answer: Who, what, when, where, and why! Readers shouldn’t have to read beyond this point to understand the content! |
| *Paragraphs 3 – 5: Providing more detail about the MAIN content; ADD PARAGRAPH HEADERS IF APPROPRIATE* | |
| **Next 2 – 3 paragraphs:** | Keep paragraphs short: 2-3 sentences MAX.  Use each paragraph to give more detail about the main story.  Where possible, use bulleted or numbered lists.  Give definitions and write out acronyms!  Insert quotes where possible. |
| **Photo 2:** [don’t forget to attach the photo that you want to go in the middle of your post] |  |
| **Conclusion:** | Summarize article and highlight call-to-action or article’s importance for readers. |