**SE 9 Opportunity to participate in Community Education: Write a Blog**

**Keep It Short**

* Write your blog posts in short paragraphs (no more than 4-5 sentences is a safe rule) to provide visual relief from a text heavy web page. Most readers will skim a blog post or web page before committing to read it in its entirety. Text heavy web pages and blog posts can be overwhelming to readers while pages with a lot of white space are easier to skim and more likely to keep readers on the page.

**Find Your Tone**

* Blogs are usually not written in academic tones or ‘professional’ voices. You want to write in a relaxed and laid back manner. Don’t be afraid to input a joke or funny reference. Write with a smile on your face, it will transfer to your writing. Write as if you were telling a co-worker whom you know well about a certain subject. Don’t be afraid to use lists and numbering in your post. Readers like things that are easily ‘skimable’.

**Think About What Is Useful/Interesting**

* Write about things you think the general public would find useful. We want to give them tips, suggestions about various health topics. Then pair it with a catchy and intriguing title.
  + ‘7 Foods That Can Boost Your Energy’
  + ‘4 Questions You Need To Ask Your Doc’
  + ‘What To Expect When Giving Birth’
  + ‘5 Ways To Protect Your Back While At Work’

You’ll notice people like things that are in numerical lists. It’s just human nature. If you can tie your writing to a numerical list or bullet points of tips, that’s fantastic!

**Example Blog Post:**   
High-heel shoes increase the force behind the kneecap and inside the knee joint by 23 percent or more, which can cause degenerative changes to the knee. “Most of my female patients are victims of fashion, with osteoarthritis being the main outcome leading to pain,” says Kenneth Gavin, a certified orthotist in Colorado Springs. So what’s a girl to do? If you’re unwilling to give up your Manolo’s, try these tips to ease the pain.

* Buy the right size shoe and customize. Most women buy shoes that are too narrow, particularly in the toe box. Buy shoes that fit comfortably in the afternoon, and don’t expect shoes to “give.” Add cushioning pads under the ball of the foot.
* Wear wedges or shoes that lift the forefoot along with the heel. Look for the latest styles that have platforms on the front.
* Break in your shoes. Just like you’d never wear hiking boots for the first time on an all-day hike, don’t wear your new heels for the first time to an all-day wedding.
* Take frequent breaks. Save your highest heels for date nights at the movies and skip them at work where they increase your chances of falling.
* Strengthen your core. You’ll not only look better in heels, you’ll also have the support to help protect your knees.

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This is just one example, but you can see just how short a post can be as long as it’s packed with useful information!