**The Fellowship of the Pen Blogging Guidelines & Strategy**

**What do I need to know?**

New to blogging? Have no fear. The Fellowship has your back. The Fellowship aims to launch a blog with our website in January 2019. We would like to expand awareness of our community to potential new members around the world with the wide reach of the internet. Eventually, we hope to have three categories of blogs for easy access, but the blog will cover anything about your writing experiences, creative works, and discussing life as a writer. We aim to write in a conversational style that aligns with the Fellowship’s brand and voice (inclusive, thoughtful, and exploring creative freedom). We want to showcase different personalities through the blog that readers can connect and relate to.

Blog posts will be promoted via Facebook, Twitter, and Instagram to draw more readers (leads) to the blog and website. We hope to begin with posting 1 blog/week, but that is flexible to change if more people want to contribute.

**Guidelines**

* Approximately 400-750 words (If it’s a creative work, then 6,000 words)
* Use your own voice. Try to be approachable and curious with your writing. We aren’t claiming to be experts, but rather a group of people who bring different experiences and points of view to writing
* If you are not sure about the suitability of a topic or you want to discuss potential topics, please feel free to check in with Karla or Eleni

**Schedule**

* Our goal is to update the blog approximately 1-2 times per week
* Please submit your blog 2 days prior (not including Sat/Sun) to the posting date so they can be reviewed and edited if necessary
* Posts should be sent to: tfotpkw@gmail.com
* Contributors can sign up for slots on the [Content Calendar](https://docs.google.com/spreadsheets/d/1soXqUFeLNhVyicpEA82sTftQXuCRG9l6JTh9zjWL4_E/edit?usp=sharing). Add your name to the date with a title describing what you will be writing about
* Contributing 1 post per month is a suggested goal

**Potential Blog Ideas**

Here are some potential blog post ideas and topics that you can use but are by no means limited to:

* Prompts/Challenges and your experience completing them (I.E. Write a crazy prompt. How did it go? What did you learn?)
* Sharing any creative work
* Stay away from how to’s: we are not experts, but feel free to share “in my experience, this is what I’ve found.”
* Personal essays
* Writer Help/Support (whether that’s sharing personal struggles for others to relate to, or offering inspirational suggestions/advice.)
* What are you reading? (Book reviews can go here, or even sharing a favourite book that has influenced your writing is also good)
* What’s inspiring you lately?
* Commenting on anything new and noteworthy in reading/writing pop culture (stay away from politics if possible, we live in divise times and remember this blog is for everyone. You are welcome to share opinions but make sure you clarify that it is your opinion and others are welcome to disagree. But preferably no politics just to be safe.)
* Have you created a writer’s prompt? Share it with everyone!

**Strategy & Logistics:(For Admin)**

**Website launch date**: January 2019

**Project Goal**: Increase website traffic and awareness for the Fellowship Group. Foster community on and offline through engagement

**Audience**: Will need to reach an audience outside of our group who is a bit unsure of contribution at the moment. Targeting with Facebook. Eleni will run a campaign on Facebook. I will look into this to run during first couple weeks of January. (pricing, etc.)

**Target posts per week**: Aim for 1 post/week to begin with, eventually 2. Will share Google Calendar with launch date and examples of blogs that will be published on certain dates in January.

In the meantime, we will continue to build Insta and Twitter accounts. Once the blog goes live, we will use these platforms and Facebook to share blogs and increase traffic.

**Brand voice**: Explorer and Everyman. This means our collective voice is being inclusive and thoughtful (anyone can write!) all while being on the frontier exploring all types of creative writing.

**Blog Organization**: Work towards dividing blog posts into 3 categories eventually: Creative Writing, Personal Essays on Writing or Life in General, Writer Help/Support)

**Future Outlook: Long Reaching Goals**

* Offer editing services once more members are published and have credibility (See direct competition [Storywell](http://www.storywell.ca/) from Susan Fish: she evaluates manuscripts etc.)

**Next steps**