**KEYWORD**

*You’ll want to identify one keyword or one term that you’ll write against in your blog post. Ideally, this keyword would be used in the title of your blog post, one time in the first paragraph and in one or two subsequent headers. You’ll also use this keyword or term in your meta description.*

* Keyword

**IMAGE(S)**

*You should always include images with your blog. You’ll want to treat the search or development of images as part of the blog writing process. First source free photo options on Pexels or Pixabay. If nothing fits, reach out to Creative Services for something custom or something we can license through a paid service like Adobe Stock. Additionally, you should plan alt-text descriptions for each image to ensure compliance and accessibility.*

* Image, placement and alt-text
* Image, placement and alt-text
* Image, placement and alt-text

**TITLE**

*Enter your post title. Remember: keep it under 70 characters for best search and social visibility.*

# Titles should be written in sentence case

**BLOG COPY**

*Enter the content of your blog post. Ensure your reader is able to scan content in organizable sections by making sure there is a hierarchy to your post (e.g. using headings, paragraphs and bulleted lists).*

Write your blog post here.

**META DESCRIPTION**

*The meta description is a 150 character description of the blog post topic and is the copy that will appear when your blog post shows up in Google search results and often when you post on social media. You’ll want to incorporate your keywords into the description.*

**SOCIAL POSTS**

*Why not take advantage of writing the social media updates you’ll use to promote your blog post while you’re already in the headspace of writing the post? If you have thoughts on emoijis or any other styling notes, put those in [brackets].*

**LinkedIn**

* #1 LinkedIn post
* #2 LinkedIn post

**Facebook**

* #1 Facebook post
* #2 Facebook post

**Twitter**

* #1 Twitter post
* #2 Twitter post
* #3 Twitter Post

**Stories (Instagram/Facebook); Twitter Thread**

* #1 Card/Tweet
* #2 Card/Tweet
* #3 Card/Tweet
* #4 Card/Tweet