The Naropa Network
Let’s Recap

OVERVIEW
- Understanding Your Audience
- Your Online Presence/Importance
- Client/Community Persona
- Current Online Conversations
- Tools/Resources To Engage With Your Audience

HOMEWORK
- Setting Up Notifications
- Weekly: Check/Review Your Alerts Through Chosen Tools
- What Inspired You?
- Challenge of the Month: Try A New Platform & Follow/Engage With New Thought Leaders/Perspective Community Members
WELCOME BACK!

Today We’ll Learn:

How to format, design & share engaging work with the world via: eNewsletters, social media, online content and digital marketing
BLOG POST BEST PRACTICES

- Formatting
- Content
- Site Structure
Ok, paragraphs now let’s get in formation.

Beyoncé
FORMATTING

- Bulleted Lists & Citations
- Media (ie: video, podcasts, imagery)
- Title Tags
  - Lists, Statements, Questions
  - Length - 600 pixels (50-60 characters recommended)
  - Title Tag Tester: [https://moz.com/learn/seo/title-tag](https://moz.com/learn/seo/title-tag)
  - Put keywords toward the beginning of your title
  - Avoid keyword stuffing
- Snippets - 130-160 characters
CONTENT

- Internal & External Links (don’t use “click here”)
- Post Length & Frequency
  - https://overthinkgroup.com/blog-post-length/
  - https://moz.com/blog/blog-post-length-frequency
- Keywords
  - https://trends.google.com
  - Research Thought Leaders
- Tone (ie: amiable, driving, analytical, expressive)
- Quotes (who are you quoting?)
CATEGORIES VS TAGS
EVERGREEN VS TIMELY CONTENT
Dissecting YOUR Content

- Formatting & Length
- Media, Quotes & Links
- Categories vs Tags
- Evergreen vs Timely
- Networking
SHARING IS CARING!

- Listen
- Engage
- Share
- Repeat
MINDFUL SHARING

- 80/20 Rule
- Quality vs Quantity
- Authenticity (People Connect With People)
RULES OF ENGAGEMENT!

- Networking Opportunities
- Newsletters
- Social Media
- Being a Content Ambassador
- Share with Hashtags, Groups, Forums
- Try Another Format
- Cultivating Your Audience (drip campaigns, analytics, strategic reviews)
Start sharing content & resources from your community! (we recommend Buffer)

Choose your website domain name (to check if your domain is available visit Whois.com)

Choose a site template from SEO Themes

Craft 1-3 posts using the content optimization skills discussed in our second workshop.

Submit website content information by 4/5 via https://www.christopherrachal.com/marketing/create-your-online-brand-workshop-series/
THANKS!

Any questions?

christopher.rachal@naropa.edu
whitney.gaffari@naropa.edu
CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash