



Welcome to '*Blogs for Marketing*', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing. [Click here](#) to access our resources.

Using Blogs for Marketing

Once you have set up your blog (we show you how to do this in our [Blogging 101](#) module), you need to let people know where to find it so that they will start following it. Be sure to include a link to your blog in your email signature, on your website, on your Twitter feed, on your LinkedIn profile and on your Facebook page – in short, anywhere you have a web presence, let people know about your blog.

You can also choose to integrate your blog right into your website, which means that people won't have to go somewhere else to find it. Promote new blog posts on your Facebook page, your LinkedIn feed and your Twitter feed. If you are tech savvy, you can set this up so it happens automatically. This [blog entry](#) from Kate McMillan's Outbox Online Design Studio can help you do that. If you send out a newsletter, mention it there as well. Promote your blog at every opportunity!

It will take some time to build a following, so don't despair if you don't get a lot of feedback in the first couple of months. If you still only have a few followers after six months or so, you may need to rethink your blog. Are you posting regularly to keep readers interested? Are you responding to comments to keep readers engaged? Have you let people know where to find your blog? Are you following and commenting on other blogs so that those bloggers will follow you? Do a blog entry to ask your followers what topics have been the most interesting and what type of content they might like to see in future blog posts.



Blogs for Marketing



Like so many social media marketing tools, blogs are not generally used for a “hard sell”. Social media is often used to gather a following, to give your agency a voice, and to engage in conversation with your stakeholders and target audience. Blogs are no exception. Use your blog to discuss literacy issues, to share resources and learner testimonials (with permission, of course), to thank donors and to encourage donations, and to post pictures of celebrations or fundraising events.

Because blogs aren’t generally used specifically for marketing, it can be difficult to find examples of how other agencies and businesses have used blogs to sell a product or service. However, there are many excellent literacy blogs that share success stories and, in general, act as a vehicle to promote and advocate for adult literacy. These are perfect examples of how social media marketing is used to start a conversation and to engage readers. When you are starting a new series of classes or workshops, or if you have a resource to sell, you can promote them on your blog, but it won’t seem like a marketing ploy to your followers because you have already established a relationship and a discussion with them.

Whatever you are marketing on your blog – literacy in general or activities specific to your agency – it is important to keep your blog up-to-date. This doesn’t mean that you have to post every day or even every week (blogs are generally less immediate and time-sensitive than other social media tools such as Twitter, LinkedIn and Facebook), but you should try to post regularly. Many non-profit blogs are updated bi-weekly or monthly. Remember that writing the blog doesn’t have to be done by one person. However, one person should have the responsibility for ensuring that all blog posts fit with the agency’s overall communication practices and standards. Staff can take turns, volunteers can write entries, and learners can contribute their stories as well. You can also invite guest bloggers to contribute on occasion. Remember to keep blog posts interesting and friendly – they can be more personal than a press release, for example.

Blog posts don’t have to be long – 500 words or so is plenty. Most people won’t read much more than that anyway. Make sure that someone edits blog posts for both grammar and content, and to ensure that the content meets social media guidelines (adherence to privacy guidelines, to Human Rights codes, etc.).



Target Audience

Blogs do require a certain level of literacy to both write and to read. Including clear language and non-written information such as photos, videos and audio podcasts can help your blog be more accessible to more people, including literacy students and potential students. For example, you can embed a YouTube or other video file directly into your blog. When you include photos, videos, podcasts or other media, do remember to ask permission to use them if you didn't create them to avoid any copyright infringement. (For more information, see this helpful blog entry about [Copyright and Fair Use](#) from GCFLearnFree.)

There are two ways to approach creating a blog – choose the audience first or choose the topic first. If you are focusing on general literacy advocacy, you will want to promote and target your blog to the public at large, to potential partners and donors, and perhaps to employers. If you are focusing on what your literacy agency offers, you will more likely want to target referral agencies as well as current, former and potential volunteers and students.

Use the tools from your blogging platform to find out how many people are following your blog. Check your Facebook, LinkedIn and Twitter profiles to see who shared or retweeted posts about your blog. If your blog is open to comments, respond to them and listen to commenters' constructive ideas and suggestions to help develop further posts.

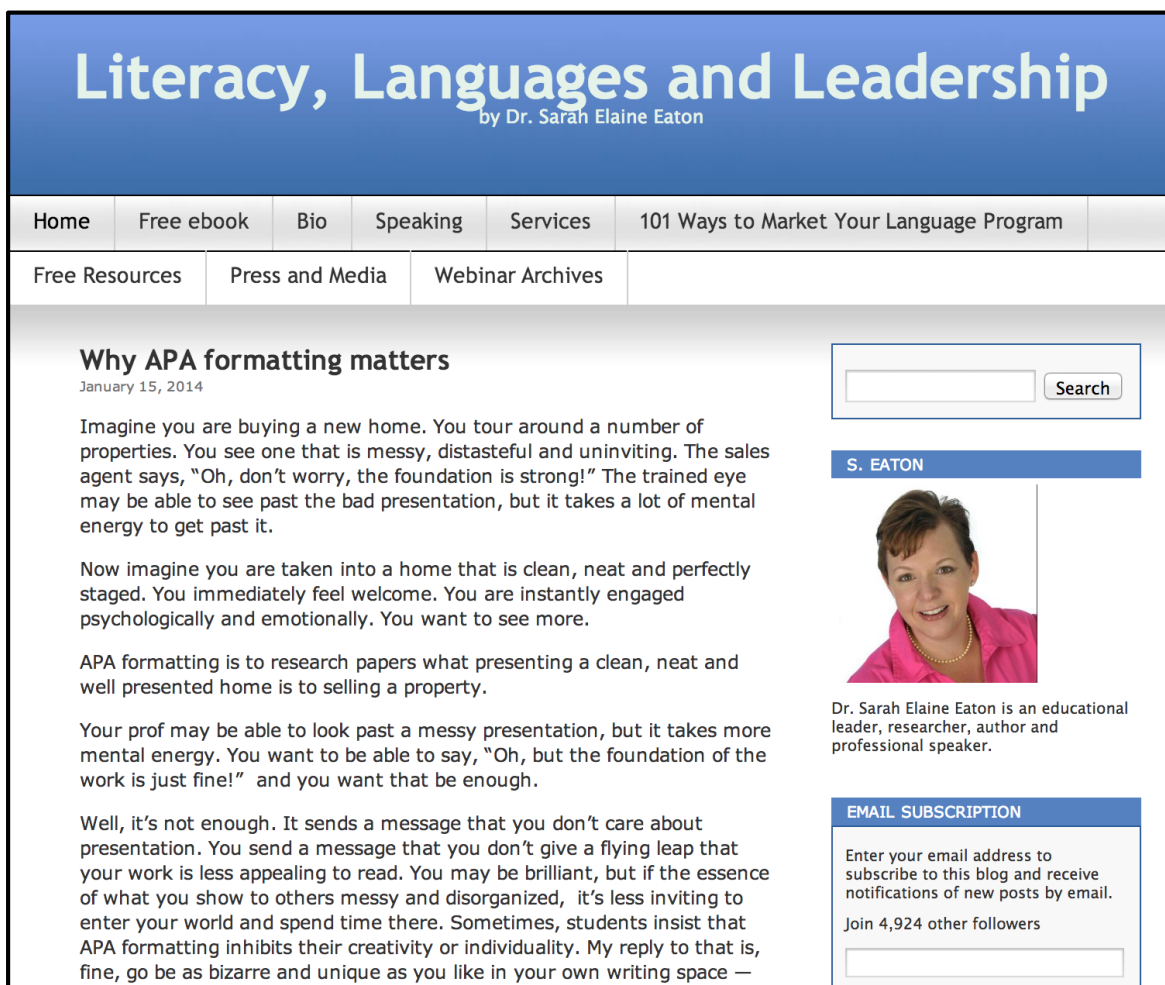
Whatever your blog's focus and regardless of the audience you are targeting, remember to include links to your website and to your other social media profiles.



Using Blogs to Market to Other Literacy Agencies

We often don't think of other literacy agencies as a target audience for our marketing efforts, but we should. Establishing working relationships – networking with our colleagues – is an important way to gain new information and knowledge, to develop partnerships, to gain referrals and to promote any resources we might want to share or even sell.

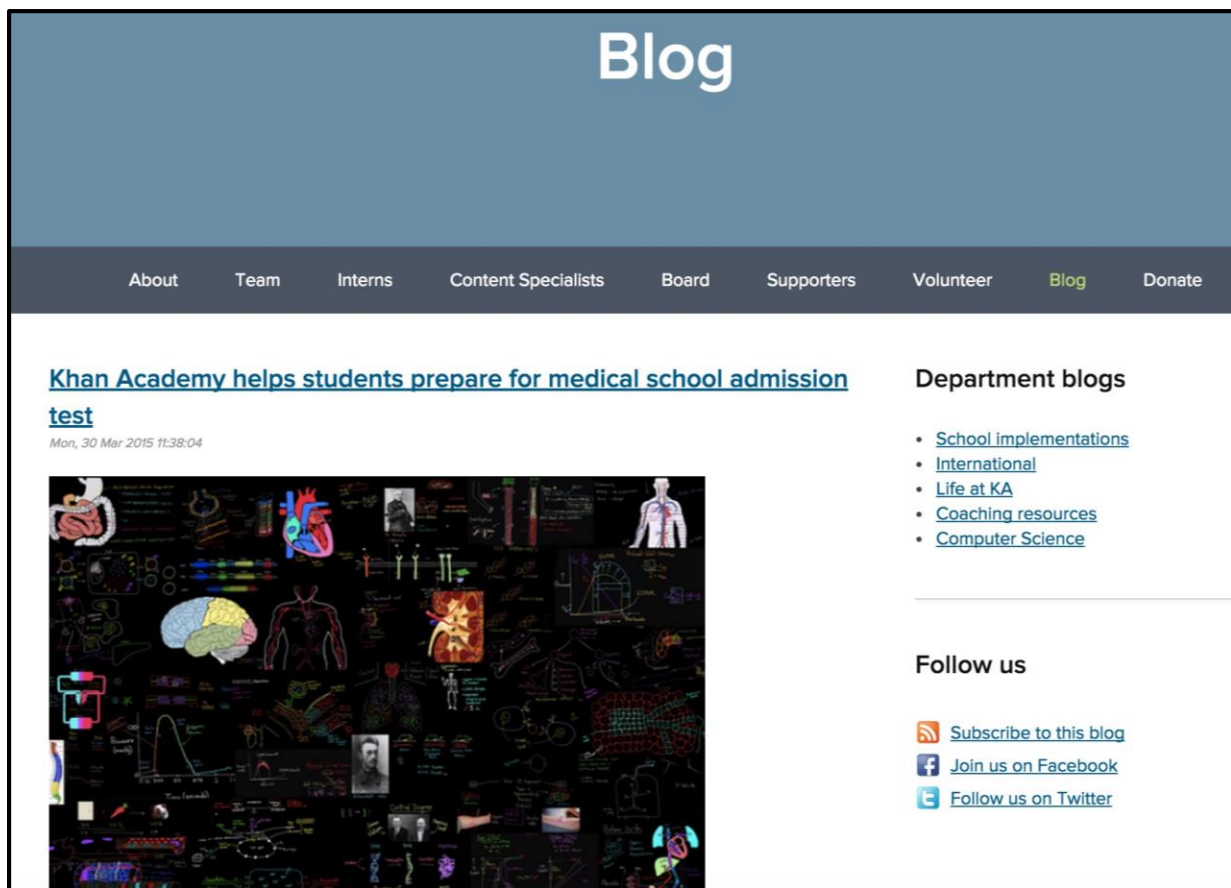
Dr. Sarah Eaton, a respected educator and social media advocate, writes a [blog](#) (using WordPress) that is a good example of marketing to colleagues. She uses her blog (and other social media tools) to network and begin conversations with literacy practitioners. Because she establishes relationships, she can then also use her blog to promote her books, workshops and webinars.

A screenshot of a blog titled "Literacy, Languages and Leadership" by Dr. Sarah Elaine Eaton. The blog has a blue header with the title and author's name. Below the header is a navigation bar with links: Home, Free ebook, Bio, Speaking, Services, 101 Ways to Market Your Language Program, Free Resources, Press and Media, and Webinar Archives. The main content area features a post titled "Why APA formatting matters" dated January 15, 2014. The post text discusses the importance of presentation in research papers. To the right of the post is a search bar and a profile section for S. Eaton, which includes a photo of Dr. Sarah Elaine Eaton and a brief bio. Below the bio is an email subscription form with a text input field and a "Search" button. The bio text states: "Dr. Sarah Elaine Eaton is an educational leader, researcher, author and professional speaker." The email subscription form includes the text: "Enter your email address to subscribe to this blog and receive notifications of new posts by email. Join 4,924 other followers".

Using Blogs to Market Your Resources

Similarly, the [Khan Academy](#) uses their blog to share learner success stories and testimonials, which in turn promotes their resources.

The Khan Academy provides free resources, but even though they are free, they still need to be marketed so that potential users know they exist. Marketing isn't just about selling things for money!

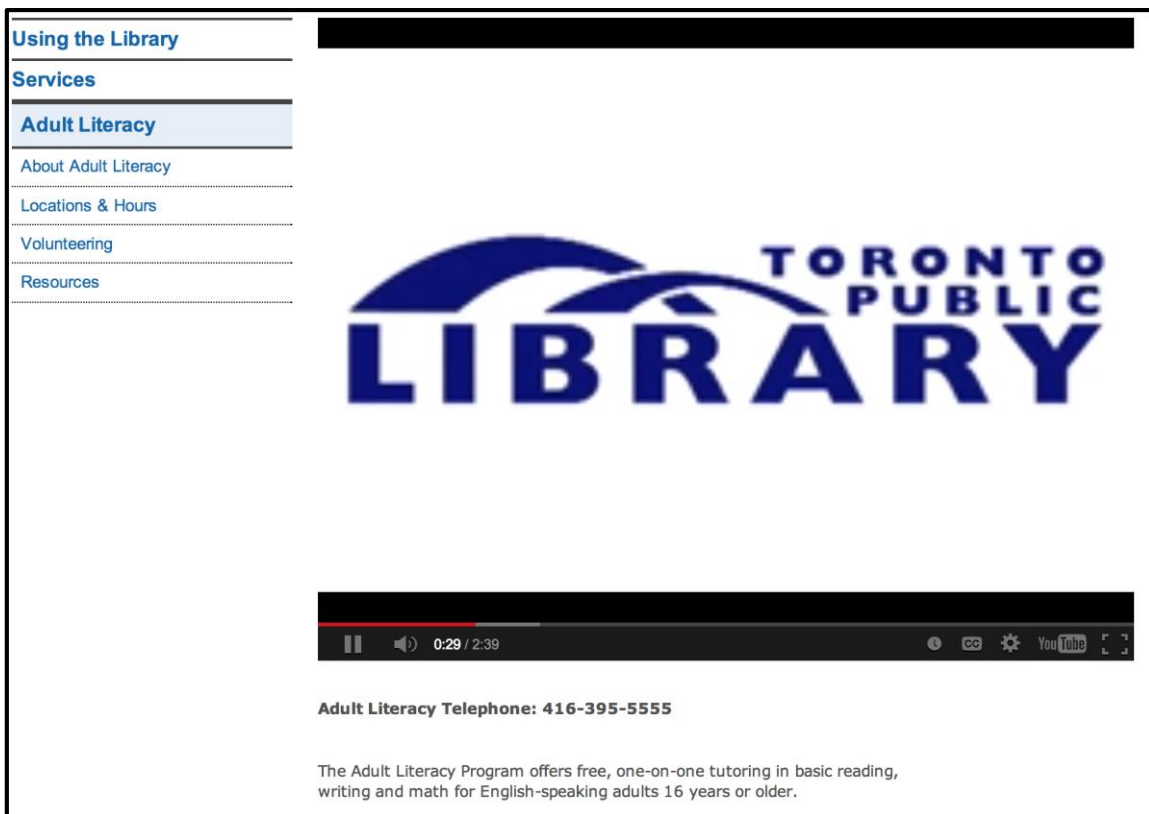
A screenshot of the Khan Academy Blog page. The page has a dark blue header with the word "Blog" in white. Below the header is a navigation bar with links: About, Team, Interns, Content Specialists, Board, Supporters, Volunteer, Blog (highlighted in green), and Donate. The main content area features a blog post titled "Khan Academy helps students prepare for medical school admission test" with a sub-header "test" and a timestamp "Mon, 30 Mar 2015 11:38:04". The post image is a collage of medical diagrams and charts. To the right of the post is a sidebar with "Department blogs" listing links for School implementations, International, Life at KA, Coaching resources, and Computer Science. Below that is a "Follow us" section with links to subscribe to the blog, join on Facebook, and follow on Twitter.

Using Blogs for Marketing to Adult Students

Blog posts can be a great way to let potential students learn about some of the skills they can gain by joining your program. For example, blogs can highlight not only written communication skills but also digital communication skills, such as social media, multimedia storytelling, videos and more. Encouraging your learners to write guest blog entries is a terrific way to market your agency. Just as in-person testimonials can be a powerful way to market literacy programs, so too can personal blog entries about an individual's literacy journey.

Your blog is also an excellent tool for sharing any promotional videos you have, providing updates about registration information, dates and times the centre is open, and any other information that potential students would find interesting and useful.

The [Toronto Public Library](#) uses a blog entry to let potential students know about their program – as you can see, they use very little text, opting instead to use a video encouraging adults to sign up for their programs.

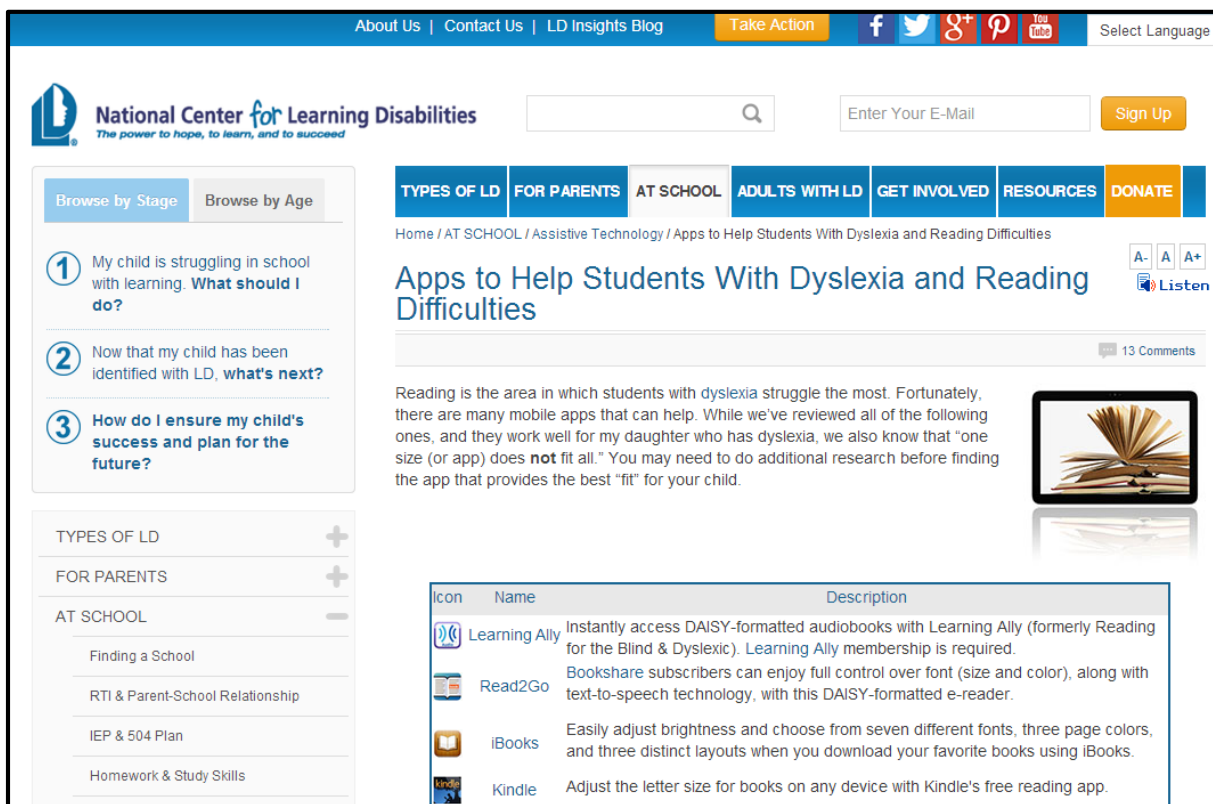


Using Blogs to Market to Community Stakeholders

Blogs can also be good tools for sharing information about your agency and its programs and achievements with community stakeholders such as service providers, funders, volunteers, donors and the media. You can use your blog to share inspirational videos about literacy in general or videos created for or about your own agency.

Your blog can also be a good place to share any partnership success stories. Again, this is a great opportunity to bring in a guest blogger, perhaps from an agency you partnered with or a volunteer who has contributed to your program. You could run a series of guest blogs from a variety of stakeholders, each highlighting why your agency is important and why the guest blogger is proud to be associated with you.

The [National Center for Learning Disabilities](#) in the United States makes good use of their blog to promote the work they do, to share resources, and to promote awareness about issues relating to learning disabilities for children, families and adults.

A screenshot of the National Center for Learning Disabilities website. The header includes navigation links like "About Us", "Contact Us", and "LD Insights Blog", along with social media icons and a "Take Action" button. The main content area features a sidebar with "Browse by Stage" and "Browse by Age" options, and a main section titled "Apps to Help Students With Dyslexia and Reading Difficulties". This section includes a list of apps with icons, names, and descriptions. The footer of the website is not visible in the screenshot.

About Us | Contact Us | LD Insights Blog | Take Action | f | | g+ | | | Select Language

National Center for Learning Disabilities
The power to hope, to learn, and to succeed

Browse by Stage | Browse by Age

1 My child is struggling in school with learning. **What should I do?**

2 Now that my child has been identified with LD, **what's next?**

3 How do I ensure my child's success and plan for the future?

TYPES OF LD +

FOR PARENTS +

AT SCHOOL -

Finding a School

RTI & Parent-School Relationship

IEP & 504 Plan

Homework & Study Skills





TYPES OF LD | FOR PARENTS | AT SCHOOL | ADULTS WITH LD | GET INVOLVED | RESOURCES | DONATE

Home / AT SCHOOL / Assistive Technology / Apps to Help Students With Dyslexia and Reading Difficulties

Apps to Help Students With Dyslexia and Reading Difficulties

13 Comments

Reading is the area in which students with dyslexia struggle the most. Fortunately, there are many mobile apps that can help. While we've reviewed all of the following ones, and they work well for my daughter who has dyslexia, we also know that "one size (or app) does **not** fit all." You may need to do additional research before finding the app that provides the best "fit" for your child.

Icon	Name	Description
	Learning Ally	Instantly access DAISY-formatted audiobooks with Learning Ally (formerly Reading for the Blind & Dyslexic). Learning Ally membership is required.
	Read2Go	Bookshare subscribers can enjoy full control over font (size and color), along with text-to-speech technology, with this DAISY-formatted e-reader.
	iBooks	Easily adjust brightness and choose from seven different fonts, three page colors, and three distinct layouts when you download your favorite books using iBooks.
	Kindle	Adjust the letter size for books on any device with Kindle's free reading app.

For those who like to learn about and share information about literacy and adult learning issues, [The Learning Age](#), by Paul Stanistreet, provides interesting and thought provoking reading about adult learning. This type of informational blog can be shared to help gain support for and interest in the work your agency does.

THE LEARNING AGE

A blog about adult education and learning by Paul Stanistreet

[ABOUT](#) [HOME](#)

29/04/2015

2 COMMENTS

UNCATEGORIZED

ADULT EDUCATION AND AUSTERITY

Adult education matters. It matters at home, in work, and in the community. It matters to families, to the economy and to our health and wellbeing. It makes society fairer, more resilient, more creative and more democratic. It ought to matter in the ballot box too. Its demise is indicative of the huge price this and future generations are set to pay for the politics of austerity.

The figures are stark. Since the coalition came to power in 2010 more than a million publicly funded adult learning opportunities have disappeared. Over the same period, according to the Association of Colleges (AoC), funding for post-19 further education has been cut by 35 per cent. The 2015–16 adult skills budget is to be cut by a further 24 per cent – a move which has prompted the AoC to warn that state-supported adult education will be a thing of the past by 2020 if the next government does not offer a change of direction.



Using Blogs to Market to the General Public

Your blog can be a useful tool for sharing information about upcoming events, fundraising activities and literacy in general. Again, videos are a terrific way to showcase achievements, whether it's an award that your agency won or a graduation ceremony.

[Parkdale Project Read](#) in Toronto uses their blog to share information about their programs, to encourage new learners to sign up, to link up with their volunteers, and to let people know about their resources. They are an active and busy agency, and their blog entries are a great way to share all of the good work they are involved in.

Welcome to Parkdale Project Read

We are excited to tell you about our program, literacy in Parkdale, and how you can get involved.

We have organized our site so that you can browse by topic, for example, What's New or Groups & Projects, or you can visit the audience page that best describes you – Learner, Volunteer or Supporter. If you are a frequent visitor, check out the What's New section for updates on our events and groups.

- Thank you to everyone who attended our Annual General Meeting. We appreciate your support and contributions to our community. Thanks to Erin Hatfield of InsideToronto.com for covering the event; read the story here [Rita Cox tells the story of Parkdale Project Read](#)
- If you are a current **Volunteer Tutor** with us, please take a few minutes to complete the following survey [Volunteer Feedback Survey](#)
- Thanks to our community corporate partner, **Softchoice Corporation**, we are pleased to share our latest marketing and outreach video: [Parkdale Project Read](#)
- Take a look at our PSA (Public Service Announcement) on YouTube: [Parkdale Project Read PSA](#)
- **Parkdale Project Read is always looking for volunteer literacy tutors.** If you are interested in becoming a volunteer and would like more information, please visit our Volunteer page. Complete the tutor application form (click on the Volunteer link at the top of the page to download a copy) and give us a call at 416 531 6308 to arrange an interview.
- **Parkdale Project Read is excited to announce the launch of NEW online tools for community literacy workers and students; *A Reflection Guide on Community Based Literacy* and a kit for students, *Helping Myself Learn* located at www.learningandviolence.net . Just click on the Changing Education box on the top right corner or on the words above.** This research was made possible through a partnership with George Brown College and generous funding from the Office of Literacy and Essential Skills Canada (OLES).
- **Academic Upgrading Program with George Brown College:** In partnership with George Brown College, we offer an Academic Upgrading Program that provides students with an opportunity to upgrade their Communications and Computer skills in a community setting. This program is geared to youth and younger adults and accepts students on a continual basis. Program hours are Tuesday, Wednesday, and Thursday from 9:30 a.m.-12:30 p.m. Call 416 531 6308 or 416.415.5000 ext. 2438 for more information or to register for an information session.

Recent Posts

- Summer Project
- Reflection on Project Read
- Party Time
- Tutor Training
- My Favorite Body Part
- Carrot and Raisin Salad
- Feel Like a Woman
- Living on My Own
- Spring Time Again
- Community Garden Orientation

Blogroll

- Development Blog
- Documentation
- Plugins
- Suggest Ideas
- Support Forum
- Themes
- WordPress Planet

Meta

- Log in
- WordPress

More Examples of Marketing Using Blogs

Literacy Examples

[The Literacy Shed](#) is a collection of school blogs. It is an excellent example of how to use blogging, both as a learning and a promotional tool.

This approach could be adapted for use with adult literacy learners. For example, a recent entry included the promotion of an upcoming training session.



[AlphaPlus](#) has been blogging for many years. Their blog entries are informative and educational and provide links to useful resources as well as information about literacy, technology and more.



The [ReadWriteServe Tutor Blog](#) is a good example of how a literacy program can use a blog to share success stories and promote the good work it does. This blog is targeted at literacy tutors, and is an excellent way for this agency to build relationships and network.

ReadWriteServe Tutor Blog

A resource for literacy tutors



ReadWriteServe Tutor Blog
The Center for Adolescent Literacies at UNC Charlotte

[Home](#) [About RWS](#)

← [A Flexible Framework for Tutoring](#) [UNC Charlotte calls faculty & staff to volunteer for Project 1,000](#) →

Success Stories: Progress at Druid Hills Elementary

Posted on [January 22, 2014](#)

Tutors from St. Peter Catholic Church in Charlotte have been working with students at Druid Hills Academy, a Pre-K through grade 8 school in CMS, since September, 2013. The program is seeing success!

Phoebe Levine, a volunteer with St. Peter, said that 18 tutors meeting twice a week with 9 second grade students since the last week in September.



Tutor Broderick Sings works with a student from Druid Hills.



Brenda Eckmair tutors a student.



Angeline Ransom is one of the tutors from St. Peter Catholic Church.

Recent Posts

- [UNC Charlotte calls faculty & staff to volunteer for Project 1,000](#)
- [Success Stories: Progress at Druid Hills Elementary](#)
- [A Flexible Framework for Tutoring](#)
- [Sept. 30 Tutoring Training at Davidson College](#)
- [ReadWriteServe support for Project 1,000](#)

Recent Comments

-  [johnshivamber](#) on [A Flexible Framework for ...](#)
-  [dialogicblog](#) on [A Flexible Framework for ...](#)
-  [Mattijs](#) on [A Flexible Framework for ...](#)

Archives

- [February 2014](#)
- [January 2014](#)

The blog of the [Literacy for Life](#) Foundation is another terrific example of how a literacy agency can use a blog to promote not only literacy in general but to advertise and highlight their fundraising events – in this case, a spelling bee.

Literacy For Life

Literacy and Learning



Home Why is literacy important to you?

Can you HELP!

Posted on February 7, 2014 by admin

Our second annual Grate Groan Up Spelling Bee will be held in High River in October 2014. We are looking for volunteers to help with the organizing committee. Do you have skills in marketing and promotion. Do you like to network and connect with others promoting a great cause? Do you have the time to commit to making this a great event. Contact the office at 403.652.5090 or email info@litforlife.com.



Spelling Bee Logo

Volunteer Learning Coaches are needed to help adults meet their learning goals. The coaches work one on one with adults, helping them to achieve their learning goals. The learner identifies what they need to be successful and the focus is on building some of the essential skills such as reading, writing, and document use, speaking and math skills. Training and support is offered.

Support Us Today



Follow Us!



Recent Posts

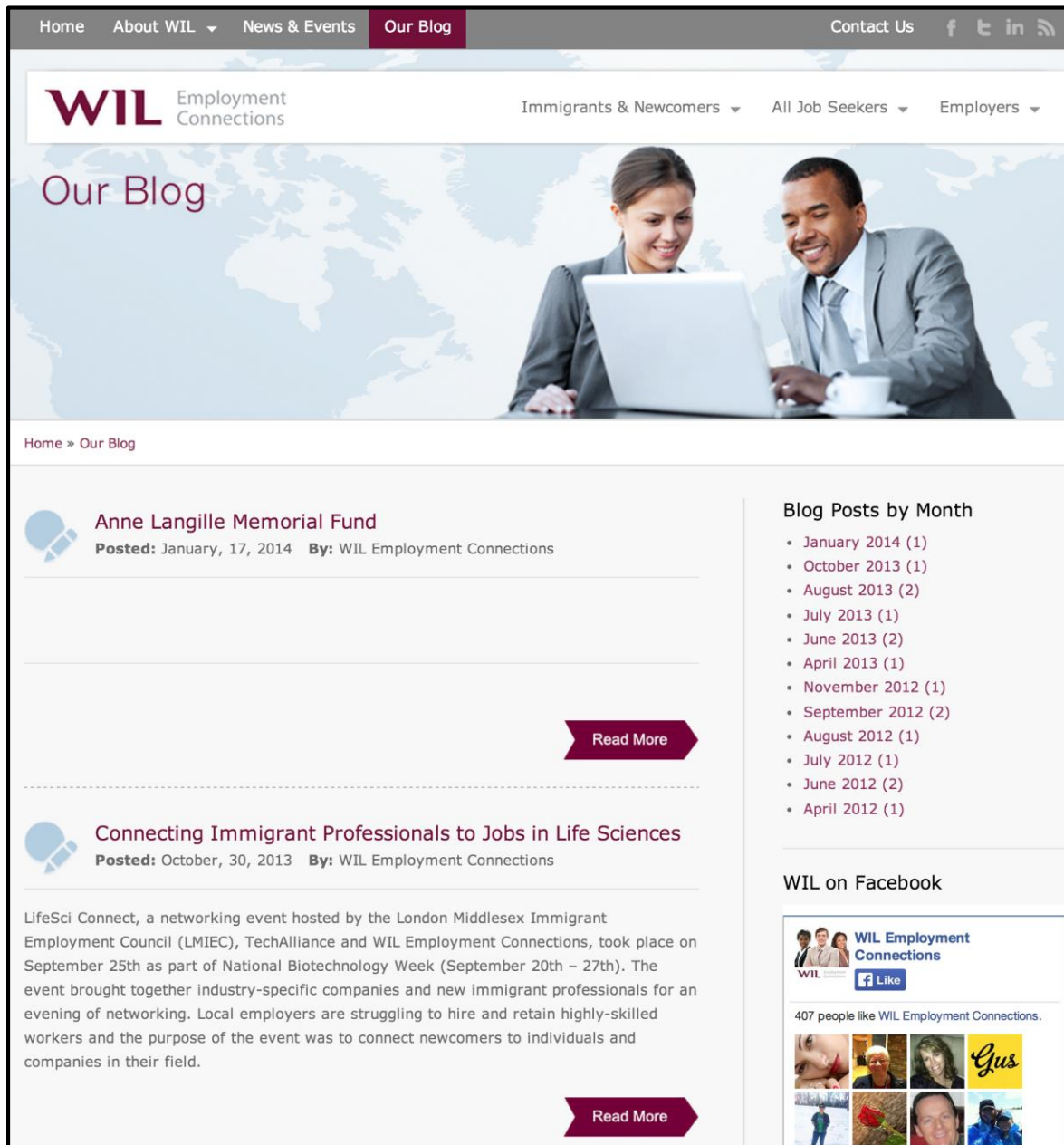
- Can you HELP!
- #15MinutesofFun Family Literacy Day January 27th 2014
- Healthy Eating and Dealing with Stress = Good Learning!
- We are Winners!
- Your Vote Counts Most Right Now

Recent Comments

- Sue Stegmeier on Joey's Only Community Revival Project
- schwinn 220 exercise bike on Jump into Literacy
- admin on Welcome to our blog
- Tracy on Welcome to our blog

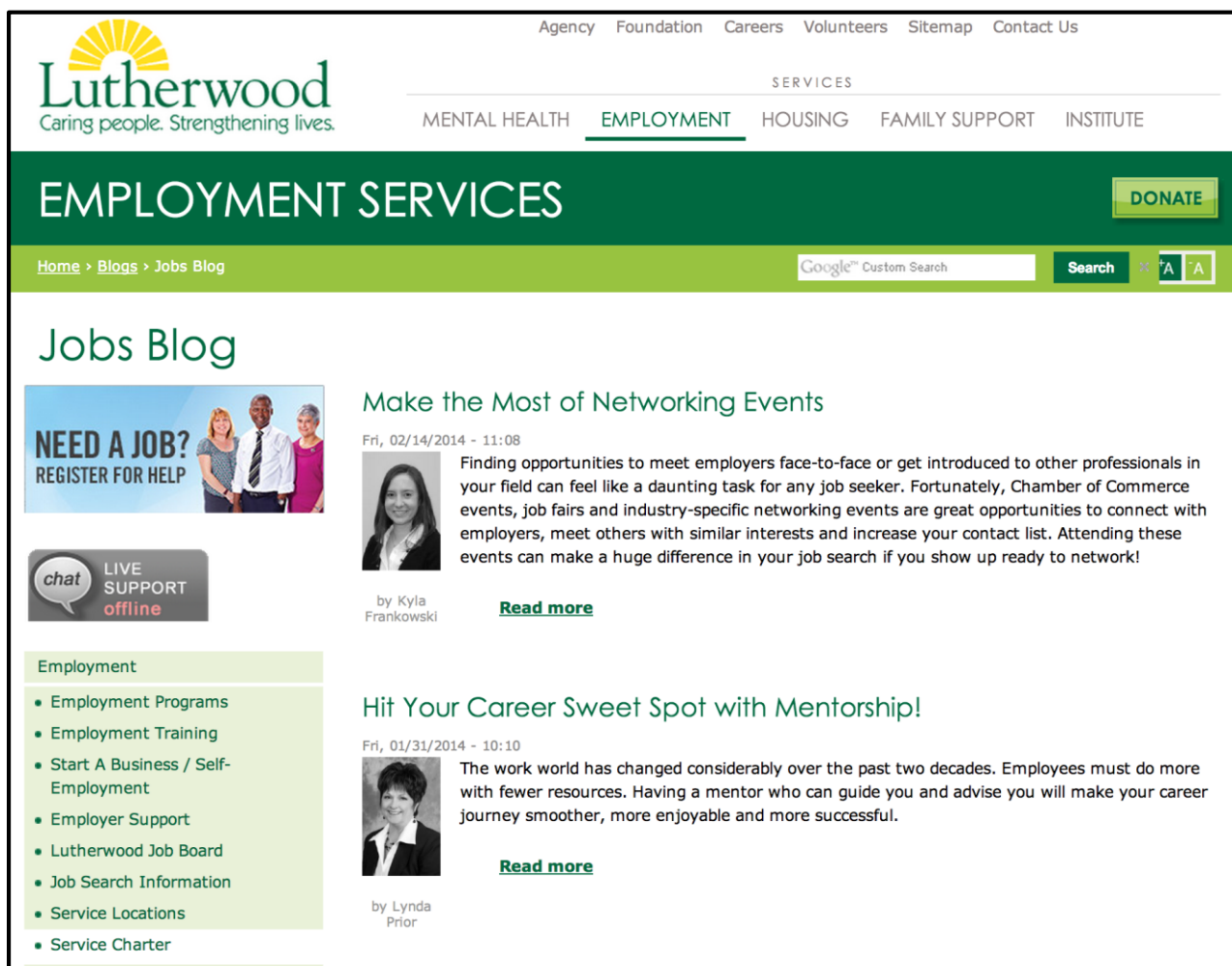
Employment Services Examples

Employment Services agencies use blogs to promote their services and to engage with their partners and community stakeholders. A good example of this is [WIL Employment Connections](#) in London, Ontario.

A screenshot of the WIL Employment Connections website. The header includes navigation links: Home, About WIL, News & Events, Our Blog (highlighted), and Contact Us. There are also social media icons for Facebook, Twitter, LinkedIn, and RSS. Below the header, the main content area is titled "Our Blog" and features a large image of a man and a woman working on a laptop. The blog posts are listed in two columns. The first post is titled "Anne Langille Memorial Fund" and the second is "Connecting Immigrant Professionals to Jobs in Life Sciences". Both posts include a "Read More" button. On the right side, there is a "Blog Posts by Month" section with a list of posts from January 2014 back to April 2012. Below that is a "WIL on Facebook" section showing the Facebook profile picture and a "Like" button, along with a list of people who like the page.

[Lutherwood](#), a multi-service agency in Wellington County, Ontario, provides blog entries on a number of topics, including jobs.

Through their blog entries, they offer valuable resources to their clients and the community while promoting their services, and hopefully attracting new clients and partners.

The screenshot shows the Lutherwood website's "EMPLOYMENT SERVICES" section. The header includes the Lutherwood logo with the tagline "Caring people. Strengthening lives." and a navigation menu with links to Agency, Foundation, Careers, Volunteers, Sitemap, and Contact Us. Below the header, there's a sub-menu for "SERVICES" with options: MENTAL HEALTH, EMPLOYMENT (highlighted), HOUSING, FAMILY SUPPORT, and INSTITUTE. The main heading is "EMPLOYMENT SERVICES" with a "DONATE" button. A breadcrumb trail reads "Home > Blogs > Jobs Blog". A Google Custom Search bar is present. The "Jobs Blog" section features two articles. The first article, "Make the Most of Networking Events" by Kyla Frankowski, dated Fri, 02/14/2014 - 11:08, includes a photo of three people and a "Read more" link. The second article, "Hit Your Career Sweet Spot with Mentorship!" by Lynda Prior, dated Fri, 01/31/2014 - 10:10, includes a photo of a woman and a "Read more" link. On the left sidebar, there's a "NEED A JOB? REGISTER FOR HELP" button, a "LIVE SUPPORT offline" chat button, and a list of "Employment" services including Employment Programs, Training, Start A Business / Self-Employment, Employer Support, Lutherwood Job Board, Job Search Information, Service Locations, and Service Charter.

Nonprofit Examples

Beth Kanter has been active on social media, including blogs, for many years. She is a well-known expert in the nonprofit field and uses [Beth's Blog](#) to provide tips, information and resources, as well as to market her workshops, books and other materials.

The screenshot shows the homepage of "Beth's Blog". At the top is a navigation bar with links: "About Beth", "Speaking", "The Networked Nonprofit", "Work with Beth", "Best of Beth", "Archives", "Contact", and a home icon. Below the navigation bar is the title "Beth's Blog" and a subtitle "How Networked Nonprofits Leverage Networks and Data for Social Change". To the right of the title are social media icons for Google+, RSS, Twitter, Facebook, LinkedIn, YouTube, and Pinterest. On the left side, there is a date widget showing "14 FEB 2014" and a comment count of "1 Comment". Below this are buttons for "Like" (6), "G+1" (2), "Tweet" (50), "Share" (0), and "Email" (0). The main content area features a post titled "Curating Valentine's Day From Nonprofits, Geeks, and Social Media" with a "STRATEGY" tag. Below the title is a grid of various topics including Art, Auto & Motorcycle, Big Data, Biology, Business, Career, Communications, Community Management, Computer Science, Content Curation, Culture, Data Visualization, Design, Digital, DIY, e-learning, Economics, Education, Education Technology, Electronics, Entrepreneurship & Startups, Environment, Family, Fashion & Beauty, Finance, Food & Beverage, Gaming, Geography, Green & Sustainability, Health, History, HR & Management, and Humor. A large text overlay on the grid reads "YOU are my favorite topic." To the right of the grid is a "Scoop.it!" logo. Below the grid is a paragraph: "Happy Valentine's Day! Valentine's Day is a [big day](#) for florists, jewelers, restaurants, candy makers, and nonprofit techies too! Here's a few curated examples." On the right side of the page, there is a welcome message "Hi, I'm Beth. Welcome!" with a photo of Beth Kanter wearing a red hat. Below the photo is a book cover for "MEASURING THE NETWORKED NONPROFIT" by Beth Kanter and Katie Delahaye Paine, edited by William S. Pearlberg. Below the book cover is a button that says "Buy Beth's New Book Now!" and a "Subscribe via RSS" link with an RSS icon.

NPR (National Public Radio) in the United States is considered one of the “nonprofit greats”. They use their [Two-Way News Blog](#) to share breaking news and to engage their followers in discussions about news items.

A screenshot of the NPR Two-Way News Blog website. The header includes the NPR logo and navigation links for "topics", "programs", and "listen". Below this is the "the two-way" logo with the tagline "BREAKING NEWS FROM NPR". A secondary navigation bar includes links for "america", "international", "economy", "must reads", and "contact us", along with social media icons for Facebook and Twitter. The main content area features a "top read" section with a large photograph of North Korean soldiers in brown uniforms and black berets, holding rifles. Below the photo is the headline "U.N. Report Details North Korea's 'Crimes Against Humanity'" by Mark Memmott. A short excerpt follows, mentioning the U.N. High Commissioner for Human Rights. Below this is another article section titled "Penn State Picks New President: Florida State's Eric Barron" by Mark Memmott, dated February 17, 2014. A small photograph of Eric Barron is shown to the right of the text. The article excerpt mentions his previous role at Penn State and the 2011 scandal involving Jerry Sandusky. Social media sharing icons are visible at the bottom of the article.

Business Examples

Many for-profit businesses use blogs to connect with their customers and to build a relationship. Businesses can provide tips and tools, ideas on how to use their products, links to useful information and so much more. They can solicit input and feedback from their customers and respond to them. The customer feels that they are being taken care of and that they are getting good value for their money. The business has an excellent way to interact with their customers and to promote their products. Once again, it's about the "soft sell".

[Whole Foods](#) is an excellent example of how a company uses a blog (and other tools) to engage and keep their customers while also promoting their goods and services.



WHOLE STORY
The Official Whole Foods Market® Blog

Sriracha All the Time
By Molly Siegler, February 17, 2014 | [Meet the Blogger](#) | [More Posts by Molly](#)

Sriracha is one hot commodity, and a potential shortage at the end of 2013 only added to its popularity. The garlicky, chile paste is just vinegary enough to brighten-up anything while still adding plenty of heat. An extra tidbit, the sauce is named for a coastal city in Thailand, which is why the word needs to be capitalized.

I was a devotee of Tabasco on scrambled eggs in my formative years, so it should come as no surprise that Sriracha makes an appearance at many a meal these days. Sriracha on eggs is outstanding, but it can do so much more than that. Let's discuss...

[Read Full Story](#)

(Category: [Food & Recipes](#), [Grocery](#)) [Leave a Comment](#)

What to Make This Week
By Megan Myers, February 16, 2014 | [Meet the Blogger](#) | [More Posts by Megan](#)

Cooking a good meal at home doesn't have to be difficult, especially when we've taken all the guesswork out of meal planning for you. Make these recipes for dinner this week!



[Rosemary Poached Salmon with Spiced Cream Sauce](#)

[Read Full Story](#)

(Category: [Food & Recipes](#)) [Leave a Comment](#)

RECENT POSTS +

BLOG ROLL +

BLOG ARCHIVES +

POSTS BY CATEGORY +

SEARCH THE BLOG

LINKS

[Coupons](#)

[Videos](#)

[Podcasts](#)

[John Mackey's Blog](#)

[Walter Robb's Blog](#)

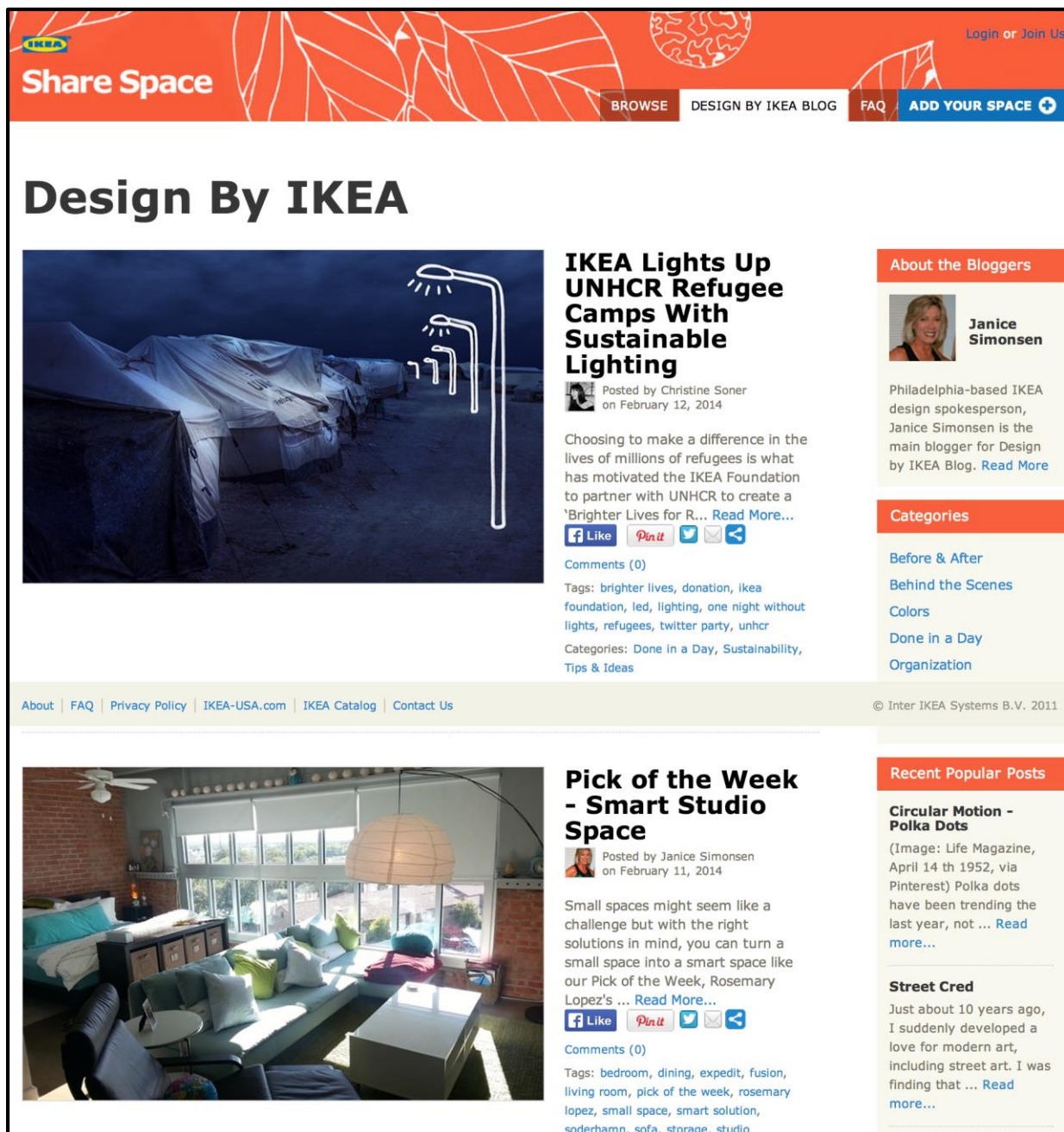
[Comment Posting Guidelines](#)

ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market. Don't know us? In a nutshell, we are the world's leading natural and organic grocer and we're passionate about healthy food and a healthy planet. Learn more about us.

We're lucky to have a whole bunch of smart, passionate people doing incredible things in areas like organics, supporting local growers, green practices, fair trade, micro-lending and all kinds of food related stuff. We'll use this blog to share some of the cool things going on around here.

[Ikea](#) is another company that uses a blog to interact with its customers. In this example, they promote some of the good work they have done in one blog entry, and provide design ideas to their customers in another. Of course, their design ideas use their products!

The screenshot shows the IKEA Design By IKEA blog interface. The top navigation bar is orange with the IKEA logo, "Share Space", and links for "BROWSE", "DESIGN BY IKEA BLOG", "FAQ", and "ADD YOUR SPACE". The main content area features two blog posts. The first post, "IKEA Lights Up UNHCR Refugee Camps With Sustainable Lighting", includes a photo of tents at night with glowing light fixtures, a post by Christine Soner, and social media sharing options. The second post, "Pick of the Week - Smart Studio Space", includes a photo of a modern living room, a post by Janice Simonsen, and social media sharing options. The right sidebar contains sections for "About the Bloggers" (featuring Janice Simonsen), "Categories" (listing various design topics), and "Recent Popular Posts" (featuring "Circular Motion - Polka Dots" and "Street Cred"). The footer includes links for "About", "FAQ", "Privacy Policy", "IKEA-USA.com", "IKEA Catalog", and "Contact Us", along with the copyright notice "© Inter IKEA Systems B.V. 2011".

Examples from the Social Media Greats

[National Geographic](#) provides a variety of blogs on their website. You can read about intelligent travel, view entries from their experts, keep up with adventure news, or follow their “digital nomad”. While this might not seem like marketing, it is an excellent example of the “soft sell” for the work that National Geographic does.

National Geographic Blogs

Daily writings, photos, and videos from National Geographic's explorers, scientists, adventurers, and staff.

[Travel & Adventure](#) | [Photography](#) | [National Geographic Channels](#) | [News & Information](#) | [Environment](#)

Travel & Adventure



Intelligent Travel

Cultural, authentic, and sustainable: This is your brain on travel.



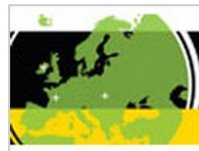
Digital Nomad

Andrew Evans is National Geographic's digital nomad—always traveling and always wired.



Field Notes

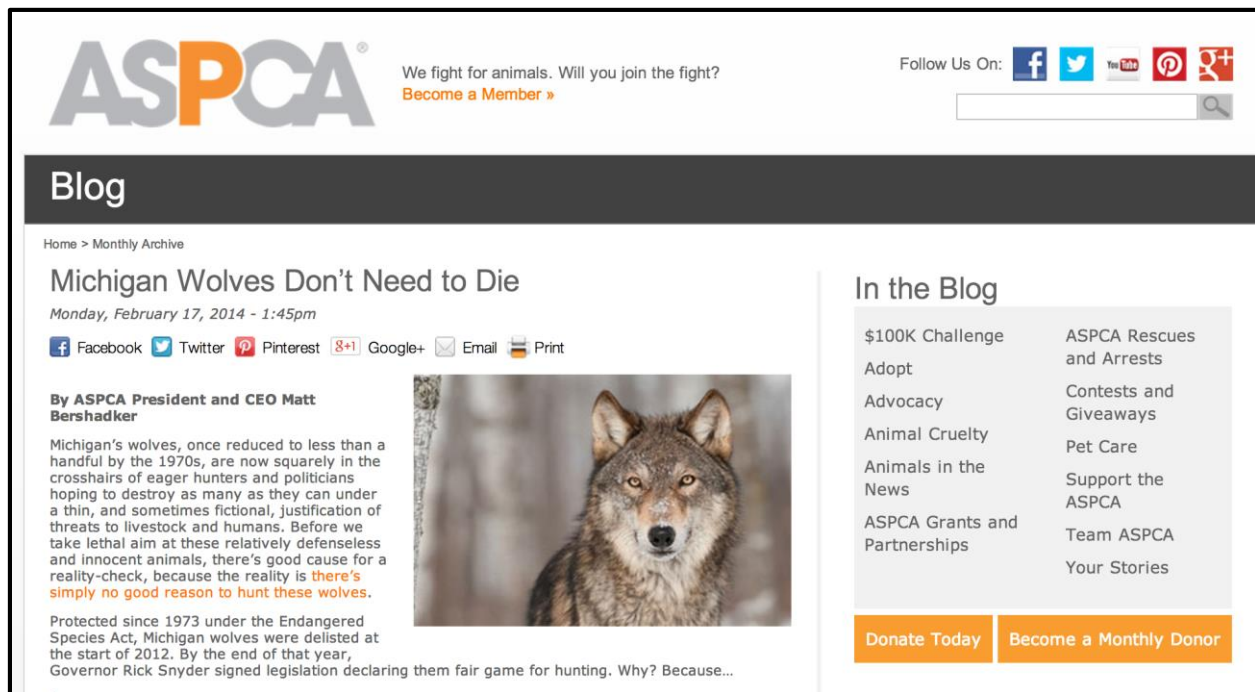
Get inspired to explore with stories, photos, and videos from our experts and travelers.



Adventure Blog

Get the latest in adventure news—trip ideas, explorer and athlete updates, outdoor skills and advice, gear reviews, and more.

[American Society for the Prevention of Cruelty to Animals](#) uses their blog to write about issues related to the treatment of animals. They hope to engage their readers in the work that they do to stop animal abuse; they also hope that readers will support their efforts through donations and membership.

The screenshot shows the ASPCA website's blog page. At the top is the ASPCA logo and a navigation bar with social media links. The main content area features a blog post titled "Michigan Wolves Don't Need to Die" by ASPCA President and CEO Matt Bershadker. The post includes a photograph of a wolf and text discussing the delisting of Michigan wolves. To the right of the post is a sidebar titled "In the Blog" with a list of topics and two orange buttons: "Donate Today" and "Become a Monthly Donor".

ASPCA We fight for animals. Will you join the fight? [Become a Member »](#)

Follow Us On: [Facebook](#) [Twitter](#) [YouTube](#) [Pinterest](#) [Google+](#)

Blog

Home > Monthly Archive

Michigan Wolves Don't Need to Die

Monday, February 17, 2014 - 1:45pm

[Facebook](#) [Twitter](#) [Pinterest](#) [Google+](#) [Email](#) [Print](#)

By ASPCA President and CEO Matt Bershadker

Michigan's wolves, once reduced to less than a handful by the 1970s, are now squarely in the crosshairs of eager hunters and politicians hoping to destroy as many as they can under a thin, and sometimes fictional, justification of threats to livestock and humans. Before we take lethal aim at these relatively defenseless and innocent animals, there's good cause for a reality-check, because the reality is **there's simply no good reason to hunt these wolves.**

Protected since 1973 under the Endangered Species Act, Michigan wolves were delisted at the start of 2012. By the end of that year, Governor Rick Snyder signed legislation declaring them fair game for hunting. Why? Because...

In the Blog

- \$100K Challenge
- Adopt
- Advocacy
- Animal Cruelty
- Animals in the News
- ASPCA Grants and Partnerships

- ASPCA Rescues and Arrests
- Contests and Giveaways
- Pet Care
- Support the ASPCA
- Team ASPCA
- Your Stories

[Donate Today](#) [Become a Monthly Donor](#)



Resources to Learn More About Blogs and Marketing

- [How to Use Blogging as a Marketing Tool](#) by Russell S. Powell, in [The Chronicle of Higher Education](#) (September 2010)
- Network for Good's [NonProfit Marketing Blog](#)
- [6 Reasons Why Nonprofits Must Blog](#) by Jordan White, for Inbound Marketing Blog (November 2013)
- [6 Essential Components of Top Notch Nonprofit Blogs](#) by Taylor Corrado, for [Inbound Marketing](#) (August 2013)
- [Blog Basics: Writing and Promoting Your Blog](#) by GCFLearnFree



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