

Tips for writing a blog



Blog basics

We're interested in written content for use on the Go Construct website that captures real people from the world of construction, talking about their experiences working on and off site.

All blogs should:

- **Provide value**
- **Show authority**
- **Be accurate**
- **Be relevant to the audience**

Is the blog:

Evergreen or time-sensitive content?

- Evergreen - core content that will be reviewed and updated
- Time-sensitive - short term trending topics (news/opinion pieces)

Informational or transactional?

- Informational – to attract attention, interest, desire
- Transactional – factual, encourages an action

Writing a blog

A blog could be an article or news item that is published on the blog section of the Go Construct website. It will cover a specific topic and will be educational for our audiences. Further guidance on structuring blogs can be found in the '*How to write an engaging blog*' pack.

Some ideas for written subjects include:

- Written first-hand experiences from a range of job roles answering the same question
- Longer, in-depth transcripts with an employee delving into their construction journey
- Ask a colleague to write about a typical day in their role
- Collect experiences at a talk/event
- Exciting updates at your organisation. Do you have any upcoming awareness/diversity events, big projects or awards and celebrations you would like to write about.
- [This blog about CSCS cards](#) is a great example of how to structure a blog post. Helpful headings ask key questions and there are useful internal and external links for people who want to find out more.

Head to slide four for more tips on how to structure a blog post.

How to write a Q&A blog

The template questions below are available to help steer the direction of your blog. Even if you're not writing a Q&A blog, these questions will provide guidance on potential subjects to cover.

Template questions for Q&A blog:

- Can you tell me a bit about yourself, your role and the company/organisation you work for?
- What is the highlight of your day / favourite thing about working in construction?
- What attracted you into the sector and what was the route you took to get into it?
- How did the initiative / project / campaign / event come about and who is it for?
- What are the core aims and why are these important to you?
- What impact do you hope the initiative / project / campaign / event will have on the construction industry?
- Why is it important to encourage [question around the theme of the initiative here] within / into construction?
- What advice would you have for someone thinking about a career in construction?

Thank you

Any questions?

Get in touch by emailing: info@goconstruct.org

Using the subject "Go Construct content"

