**Blogging**

Blogging can be a great strategy for advancing the work of your advocacy effort for school choice. You can use a blog to:

* Update your network about the progress of your advocacy efforts
* Convey your positions about particular school choice issues
* Highlight some next steps that your network of readers can take to further engage in your campaign for school choice

You want to be intentional if you decide to use a blog. Some good tips to follow include:

* Be clear and concise. Your readers are likely exposed to lots of emails, as well as a number of different news sources. They have a limited amount of time to read and engage with content. The posts in your blog should be accessible and ideally, readers will be able to review the content quickly.
* Tools like [Squarespace](https://www.squarespace.com/websites/create-a-blog?channel=pnb&subchannel=go&campaign=pnb-go-us-en-verticals_blog_tier1-phr&subcampaign=(blog_create-a-blog_phr)&&cid=13842267521&aid=125919731258&tid=aud-307746716840:kwd-297960265341&mt=p&eid=&loc_p_ms=9061294&loc_i_ms=&nw=g&d=c&adid=532740002861&channel2=pnb&subchannel2=go&gclid=CjwKCAjw6fyXBhBgEiwAhhiZsopwLHjzphnomojISJzuD1Nld1WyRyq47OJhjJYttUb5QRv2u2e-JBoCDe0QAvD_BwE&gclsrc=aw.ds) or [Wordpress](https://wordpress.com/) will allow you to easily build a blog. These applications offer a series of templates and design tricks that should make creating a visual aesthetic for your blog significantly easier.
* Tie your blog posts back to actions that readers can take. While you might be using your blog to share your opinion about school choice topics, you should also offer readers clear opportunities to engage with your advocacy efforts.

**Vlogging**

A more visual option for keeping your network of supporters updated on your advocacy work is to create a vlog (video + blog). This vlog could live on a few different forums: a website, a Facebook page, an Instagram handle, a TikTok account, or a YoutTube page. If you choose to use a Vlog to communicate about your advocacy work, here are a few tips that we recommend following:

* Keep it focused. Clear and concise is once again better here. You want your audience to be able to quickly watch your video, understand your message, and be able to take action. The longer the video is, the more likely you will deviate from your message and the more viewers will drop off.
* Shoot your video in a place with a neutral background, good lightning, and limited background noise. While your video doesn’t need to have movie quality production, you should limit the amount of outside distractions for the audience.
* Think about including other people in your network in your videos. You can film different parts of your advocacy work and include those clips in your Vlog. This will help provide some additional voices and stories in the story.