

TIPS FOR WRITING A BLOG

Blogs are quick and concise articles posted to a website.

They can help motivate community residents and businesses to engage in building energy performance programs, highlight energy efficiency benefits and best practices, and generate a broader awareness of a city's results and progress when it comes to improving the efficiency of its buildings.

In addition to local news outlets and city government channels, blogs are often used by local and national organizations to share successes and news on topics relevant to their members and readers.

A BLOG IS...

A blog is an engaging, quick read that is often a more opinionated piece than a press announcement or a fact sheet. When writing a blog post, be sure to think about your audience and the tone, style, and guidelines for the outlet you will be writing for.

CITY EXAMPLES

- [Chicago Proposes 4-Star Rating System for Benchmarking](#)
- [Salt Lake City Passes Ordinance to Reduce Air Pollution from Buildings by Improving Energy Use](#)

HOW TO CRAFT AN EFFECTIVE BLOG POST

Keep it short. Ideally, blog posts should be no longer than about 600 words. Few people will read to the end of a long blog post.

Focus on solutions, not problems. Frame energy efficiency as a cost-effective solution. Research has shown that solutions-oriented messages make people feel less helpless in the face of climate change and more energized to take action.

Focus on results, not processes. Most people don't care about how a policy is implemented, or even how an energy efficiency measure works, exactly. They care about results (why should our city do this?) and impact (what does this mean for me?)

Point to concrete, real-world examples. Policy is abstract, and airy concepts can't resonate with readers the way something tangible can, such as a person or company they're familiar with or a building they walk past on the way home.

Make it personal. Whenever possible, draw on examples of local residents, businesses, and buildings that are reaping the benefits of energy efficiency.

Data is your friend. Try to cite hard numbers showing that energy efficiency saves money and cuts emissions. If possible, translate harder-to-grasp numbers such as carbon savings into terms they can better visualize, such as energy used to power homes or number of cars removed from the road.