

COTA Website Blogging Tips

The benefit of blogging about your COTA patient's transplant journey is twofold. First, COTA patients and/or families can use blogging to document the journey and, in the future, can reread those posts to look back on the experience. Second, blogs allow supporters 'a look' into the COTA patient and family's transplant journey. These blogs can cover a range of topics, from hospital visits to fundraising event follow-ups to patient milestones. Perhaps this first blog introduces your COTA patient and describes his/her new partnership with COTA.

While there is no 'right way' to approach blogging, here are some suggestions to help you get started.

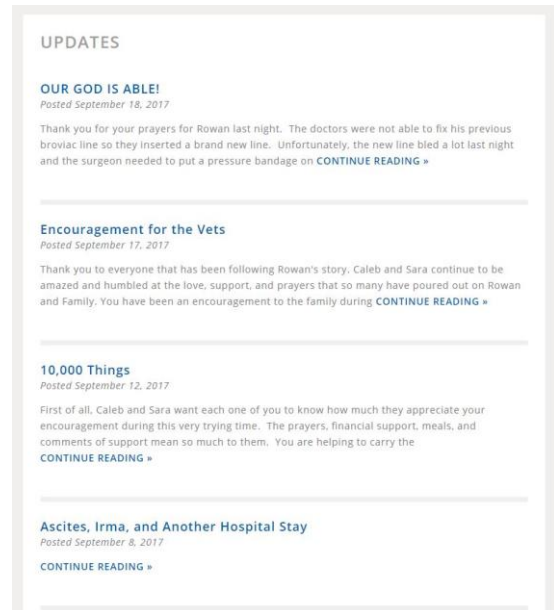
Blog for Yourself First. Ignore the fact that anyone else will read what you write. Focus on your thoughts and experiences, and figure out how to put those into words. Be true to your voice. There is no need to be 'professional' or use 'big words' to impress others. Write like you talk. The more approachable your writing is, the more people will read it and interact with your posts.

Write from Experience. Write about hospital visits. Provide health updates. Promote COTA fundraising events. Thank your supporters. Celebrate milestones. Offer a look into your COTA family's day-to-day life. Do not feel obligated to share *everything*, but do not be afraid to simply blog about what is happening with your COTA patient and family. Your COTA blog is a way to reflect on the entire transplant journey; your supporters want to follow you every step of the way.

Get Ideas from Your Audience. Are you being asked the same questions consistently? Or being asked interesting questions you never thought to share? Blog your answers. If one person is curious, chances are dozens more will be too.

Post Consistently. Blog as often as time allows. Try posting once a week to a few times a week. Sitting in the hospital waiting room? Post a quick blog. Lying in bed with recurring thoughts? Blog. The more frequently you blog, the more followers and supporters you will gain.

Keep it Short. Over time you will learn what length works best for your style and audience, but generally try to keep your blogs in the 1-2 minutes 'read-time' length. A good frame of reference is to write at least 300 words, but no more than 1000. And do not feel obligated to write lengthy posts to catch up on however many days it has been since your last blog post. Present a single thought and build upon it.



Children's Organ Transplant Association®

Community Campaign Resource

Include a Call-to-Action. Always finish your blog posts with some kind of call to action to follow your Facebook page and/or donate to your COTA community campaign. Include a sentence like “*P.S. We would love for you to join our journey on Facebook.*” or “*Please consider donating to COTA in honor of our COTA patient to help give hope.*” with a link to donate.