26+ Blog Posts for Non-Traditional Education

WEEKLY BLOG POSTS FOR AN ENTIRE SCHOOL YEAR

Keep up with your school's community. Provide your readers with rich and relevant content.

I know because I've been there. It takes everyone you've got and all you've got just to get the basics accomplished. (Drowning in paperwork, anyone?) I mean there are tuition checks to gather then deposit; forms to develop, disperse, receive, and document; taxes to submit; payroll to distribute; emails to send and respond to; and the list could go on and on forever.

And that's not even to mention the actual teaching at your school...because let's be real, you're probably doing that too.

So it's completely laughable when someone recommends starting and maintaining a blog for your school in addition to all of the work required to keep your school legal and in operation.

Buuuuuuuuuuuuuuuut.........

What if I told you it matters? What if I told you that it not only helps you build your online community but can also lead to:
- More shared links
- Bringing a community along with you to share ideas
- Communicating clearly to:
  - Current families
  - Potential families
  - Past families
  - The communities of your families
- Higher ranking on Google (read: easier to find) because of
  - Constantly updating information
  - Use of keywords that show up in searches
  - More interaction with guests to the website
  - Blogs indicate an active online presence rather than a stagnant one
- Builds your school's credibility
- Educating, entertaining, and engaging your audien

Now, who wouldn't want all that?

But still stuck on that first part where we wallowed in all that it already takes to run a school? I gotcha.

That's why I'm here with some starters to get you going. In fact, if you plan to post about once per week (recommended), this could get you through an entire school year!

Now, I can't write your blog for you (actually, <u>I can</u>, *and* <u>I'm **super** passionate about doing</u> <u>just that</u>...<u>check it out</u>...), I *can* provide you with topics, titles, subtitles, and a few notes I've picked up along the way. This should help you get off to a great start. After all, this is a blog. Which means if you're in the industry (and you are), you already have most of the information you need to write the post...right in your head.

A note or two about this super handy tool:

1. This is written to the benefit of independent, non-traditional schools. A lot of the posts focus on highlighting your school's distinct philosophy and uniqueness. If you are an educationally-based business but not a school, some modifications will need to be made.
2. While these are great writing prompts and starting points, there will obviously be work needed for the actual content.
3. Anywhere there is a blank is meant for you to fill out your school/business or your philosophy. Read a little and use common sense to figure out which one best applies. ☺
4. Any titles using "10" are just to get you thinking. If you can come up with only 7, use that. It's the list-type title that gets the clicks. Vary the number. Sometimes 3 is a lot more manageable and click-inviting than 10.
5. David Ogilvy (known as the "Father of Advertising") said, "On the average, five times as many people will read the headline as read the body copy." So, while these aren't canned blog posts you can just copy and paste to your school's site, these headlines have been designed (by yours truly) to maximize clicks and convince your audience to give it a look. The content you provide will be what gets them to read all the way through (which is the important part).
6. Scannability matters as much as the quality content throughout. The Headings are mini-titles (bolded and usually centered) throughout each post. This will give your post organization and structure as well as allow readers an easy way to gauge if they want to read carefully. Use these to draw readers' attention. These suggestions can also help you brainstorm and push through writer's block. (The list-based posts don't include heading ideas because each item on your numbered list will serve this purpose.)
7. If this feels important but overwhelming, you're right. Content writing for your school is all about the long-term approach. This is often something that gets shoved to the back burner...for years. Give it a shot. Or, reach out. This is my jam. I have been there. I know the struggles. I realize the importance. It's why I started content writing for schools just like yours. I want to help you get the word out. All you have to do is click.

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
Why attend a _____ school?	Top (10) Reasons to Choose _____		
Our School/Business' Start	The Start of _____: The Heart Behind It All	• The Problem • An Idea • Taking Actions • Ups & Downs • Perseverance • A Grand Opening	
Our Option Vs. Traditional	How _____ Compares (And Contrasts) to Traditional Public School	• Similarities • Differences • Curriculum • Standards • Testing • Class Structure • Schedule	• Throw in a classic Venn Diagram for a visual. • Use bullet points and big-picture ideas. • These headings are just to get your own wheels turning.
_____ Philosophy	Top (10) Things to Know About a _____ Philosophy		
What Sets Us Apart?	Top (10) Unique Things that Set _____ Apart		• This is similar to last week's, but it highlights some of the "WOW" factors that people would notice when observing your school. These aren't necessarily top philosophy points.

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
Catering to Different Learning Styles	Is Your Child Unique? We Accomodate!	• Each Child is Unique • Children Learn Best When They're Interested • One Size *DOES NOT* Fit All • Creative Teaching • Versatile Environment	
How Does Teaching Look Different?	A Teacher's Role in _____	• Educating • Guiding • Preparing the Environment • Communicating • Assessing • Developing Lessons • Accountability	• Throw in a classic Venn Diagram for a visual.
Developmental Research & How ____ Follows This	The Science Behind _____ Approach	• The Science • Brain Development • Recognizing Trends • What Exactly This Looks Like	• This will likely be a science-heavy (aka big-word-heavy) post. • Use plenty of bullet points throughout to break up the technical language.
Community & _____	(10) Ways _____ Serves Its Community		• Use lots of applicable pictures. • If you're feeling bold, branch out: This post could be completely filled with captioned pictures and no real body of text.
A Day in the Life of _____ (a vlog)	A Day in the Life: Behind-the-Scenes		• 3-6 minute video of actual footage from a standard day in the classroom. • Pair video with bullet points highlighting specific things you want viewers to notice.

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
Technology's Place in _____	Putting Technology in its Place	• Benefits of Tech • Limitations of Tech • Drawbacks of Tech • Day-to-Day Tech Use in ____ Classrooms • Philosophy Behind our Methods	• Bullet points will help this piece a lot if the headings are used as suggested.
Classroom Structure	10 Ways We Structure our Classroom		
Our "Curriculum" Compared to CCSS	_____ and CCSS: How do we Stack Up?	• Overview of CCSS • Overview of our Curriculum (Program) • General CCSS Timeline • Our Timeline	• Throw in a classic Venn Diagram, timeline, or other chart for a visual here.
Funny Story or Anecdote	[Something Clever] [Quote from the Story]		• You'll have to title this one yourself. • This type of post could be used regularly (monthly, quarterly, etc.). • This is meant to break up the educational-heavy content with some light fun.
Integrating Skills & Subject Areas	An Integrated Approach	• We Don't Learn in Isolation • Research • Projects • An Average Lesson	• This post could serve as in introduction to a series. A suggested series is listed in the next row: ○ "____ Approach to [Insert Subject Area]"

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
_____ Approach to [Insert Subject Area]	_____ Approach to [Insert Subject Area]	• Long-Term Goals • The Foundation (Early Years) • Refining Interests and Understanding (Middle Years) • Specifying (Later Years) • Curriculum • Materials • Integration	• This could be a full series. ○ You'd dive into some nitty-gritty specifics of **each subject area,** framing up the big-picture then fleshing out what that looks like daily.
Our Administration's Role in Education	How _____ Structures Administration	• Leadership • Business Operations • Supporting Teachers • Educating Students • Supporting Families	

What our Students Say	(10) Student Interviews	• What is your favorite thing about ____?
		• If you could change one thing about ____, what would it be?
		• What do you love about _____ teachers?
		• What do you think makes ____ different from other schools?
			• You can conduct this post many different ways (and many different times):
			  ○ Same interview question to al interviewees
			  ○ Different question for each person
			  ○ Video/Vlog format
			  ○ One interviewee, multiple questions
			  ○ Interview a student-of-the-month

What our Teachers Say	(10) Teacher Interviews	• What is your favorite thing about ____?
		• If you could change one thing about ____, what would it be?
		• What do you love about _____ students?
		• What do you think makes ____ different from other schools?
			• You can conduct this post many different ways (and many different times):
			  ○ Same interview question to al interviewees
			  ○ Different question for each person
			  ○ Video/Vlog format
			  ○ One interviewee, multiple questions
			  ○ Interview a teacher-of-the-month

What our Administrators Say	(10) Administrator Interviews	• What is your favorite thing about ____?
		• If you could change one thing about ____, what would it be?
		• What do you love about _____ students/teachers?
		• What do you think makes ____ different from other schools?
			• You can conduct this post many different ways (and many different times):
			  ○ Same interview question to al interviewees
			  ○ Different question for each person
			  ○ Video/Vlog format
			  ○ One interviewee, multiple questions
			  ○ Interview a student-of-the-month

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
The Arts and _____	(10) Ways _____ Embraces, Encourages, & Supports the Arts in Education		• Use lots of applicable pictures. • If you're feeling bold, branch out: This post could be completely filled with captioned pictures and no real body of text.
Stats to Show our _____'s Methods Work	(10) Statistics Supporting the ____ Approach to Education		• Select, cite, and link sources meticulously!! • This is a deep dive post, and you want to back up everything you're saying! • Use graphs and visuals as much as possible.
Success Stories (for schools that have been around for a while)	A Peek into a ____'s Future: (10) Success Stories		• This could also be done as individual feature posts highlighting alumni of your school/program. • This could be a recurring post.
Resources	Keep Learning with These (10) Resources	• Books • Videos • Podcasts • Articles • Social Media • Other	• Either update or refresh this blog quarterly. • Provide links when appropriate.
Blogs from Students	Student Blog:		• You'll have to title these individually. • Make sure to tag and categorize it (and title it) so it is easily identified as a guest post written by a student. • This could be an assignment or option incorporated regularly into older and/or Language Arts classrooms

TOPIC	TITLE IDEA	HEADING IDEA	NOTES
Blogs from Teachers	Teacher Blog:		- You'll have to title these individually. - Make sure to tag and categorize it (and title it) so it is easily identified as a guest post written by a teacher. - This could be an option offered regularly to staff and teachers.