

To Blog or Not to Blog?

Coalition Blog Development Inquiry Worksheet

1. Who in our community do we most want to engage in reading and commenting on a blog? Are they online?	
2. What <i>kind</i> of community conversation do we most want to have or is most needed in our community e.g., theme, tone, style?	
3. What kind of information or ideas would our community most likely coalesce around and engage in thinking about and talking about online?	
4. What are we already actively learning about that we could also blog about that would expand the possibilities for connections and wider learning?	
5. Who else do we know is blogging on our topic that we could connect with and cross-post ideas, insights and information?	
6. Who (staff, coalition member) has time and interest in taking the lead for our blog? E.g., reading, writing, recruiting authors, coordinating, etc.	
7. Who could I/we recruit to initially read and respond with feedback to our blog as we get started?	
8. In what ways can we rethink what we do everyday to make blogging a thread in what we do rather than a sticky note (add on)?	
9. What is our intention and purpose in hosting a blog conversation in our community?	
10. Given your responses and provided you are ready to get started -- what will you title your blog?	