# Using Distance Technology to Meet Professional **Development Needs of Early Intervention Providers**

## **Ever Thought About**

BLOGGING as a

PROFESSIONAL DEVELOPMENT Tool?



Use a program like Google Analytics. Do a survey of your audience.

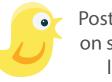
WHAT

WE'VE

**LEARNED** 



Allow readers to "like" and share on social media.



Post about your blog on social media sites like Facebook, Linkedin, Twitter, etc.

Use numbers in title & images in your posts.

Write about what you "know" and "love."



Use tags, keywords, and categories to make your work easier to find.

"Love it! Best El related real world advice out there. I'm in NJ and there's nothing else out there like this. Keep up the nice work!"





148+ Posts

7,000-8,000 Pageviews per month

Reaching Els in VA, US, & other countries

640+

Subscribers

CHECK OUT

**OUR GROWTH,** 

REACH, AND

STATS

#### Research

looked into blogging platforms and tips for good blogging; decided on Wordpress (free, user-friendly)

Keep it short,

conversational,

& "real."

#### **Funder**

pushback, moderating posts and comments

### Writing **Process**

wrote bank of posts to start, posted monthly at first

#### Launched

now post 1-2x/week (usually Tues-Thurs), linked on social media

#### **OUR GOAL..**

to connect early interventionists in VA and provide bite-sized information that they could use to grow their knowledge & skills

Preservice Coursework Inservice PD Supervision

> **Professional Development**

Staff Meetings

"Practical strategies are always useful. I particularly like... doing some self-reflection with the questions at the end. I am using my reading of this blog and the question at the end as part of my supervision and reflective practice."

> Facilitated Discussion at Staff Meetings

Individual Supervision

Other ways our Blog posts are

**Spread** 

the Word

Individual Reflection & Learning

Regional being used Training & Workshop Activities

Embedded in **University Course** Content



Get good spam blocker. **SPAM** You will get lots of spam so find plug-ins to help you.

**HELPFUL** 

Make sure your blog's title clearly relates to your content & your audience's needs.

**TIPS** 

Make it count with an attractive blog, catchy titles, and easy



Early Intervention Strategies for Success Blog Sharing What Works in Supporting Infants & Toddlers and Their Families in Early Intervention

HOW

we came up

with the idea

ABOUT US NEW RECENT ARTICLES HELP US BUILD THE BLOG STRATEGIES Q&A



www.veipd.org/earlyintervention

"PLEASE keep doing what you're doing! This blog has been just what I've been looking for. Every post I've seen I've gained some insight /new ideas to apply in my work.

Thank you!"



Deana M. Buck, M.Ed. Dana C. Childress, M.Ed. Corinne F. Hill, M.Ed.



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Most readers prefer to

subscribe by email so

make this really easy.

It takes 2-3 hours to write and post a 600-900 word blog post.

to read content.





Funding Source: Virginia Department of Behavioral Health and Developmental Services, Part C Office