



VCU

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

Ever Thought About BLOGGING as a PROFESSIONAL DEVELOPMENT Tool?

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



Writing Process
wrote bank of posts to start, posted monthly at first

Funder
pushback, moderating posts and comments

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

"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."

Professional Development

- Inservice PD
- Preservice Coursework
- Supervision
- Staff Meetings



www.veipd.org/earlyintervention

Spread the Word
Other ways our Blog posts are being used

- Facilitated Discussion at Staff Meetings
- Individual Supervision
- Regional Training & Workshop Activities
- Individual Reflection & Learning
- Embedded in University Course Content



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

HELPFUL TIPS

Make it obvious how to do subscribe on your home page.

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

Make it count with an attractive blog, catchy titles, and easy to read content.

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

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

WHAT WE'VE LEARNED

- Write about what you "know" and "love."
- Use tags, keywords, and categories to make your work easier to find.
- Use numbers in title & images in your posts.
- Allow readers to "like" and share on social media.
- Post about your blog on social media sites like Facebook, LinkedIn, Twitter, etc.

CHECK OUT OUR GROWTH, REACH, AND STATS

- 480+ Comments
- 148+ Posts
- 7,000-8,000 Pageviews per month
- 640+ Subscribers
- Reaching EIs in VA, US, & other countries

"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!"



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