

The Movement Blog

Blog with posts featured in the newsletter:

What is it?:

The blog is a place to tell stories. The work we do depends so much on our partnerships and on the people who commit to making a difference in our state. Capturing what Bosses, site directors, volunteers partners, board members have to say allows their voices to join with ours.

The blog is a place to see our work in action. While people know us for our successes, it's critical for them to see the *work in action*. Our successes come from hard work and the hard work is a constant. As The Movement, it's important to allow others to get caught up in the momentum of the work we do. They must SEE we are in motion and the best way to do that is to share more of our "behind the scenes".

The blog is a space to dig a little deeper into important topics. It's an alternative space to share information that, perhaps, doesn't warrant a webinar but asks more of us than an article. Down the line, we could even do our own research and share pertinent information there.

The blog is our own. In the end, I'd like to experiment a bit with this blog to **give us a creative space** to share ideas and connect to our audience in a way that inspires them to keep coming back to the website and the newsletter to see what's next.

Purpose: The purpose of this blog is to create more original content. Generating original content can help keep readers engaged and give them a reason to keep receiving our newsletter and visiting the website.

Additionally, the blog is a good tool for keeping topics relevant. For example, we can follow up with bosses after a year or two and share their stories with our readers. What is working? What challenges have they had to overcome? Why do they choose to stay committed? What does it mean to them? Etc. To avoid simply collecting and shelving bosses, we want to create a continuous dialogue.

Location: The blog will have its own page and will be found on the **drop down menu under Staff & Board**. Any boss/board member/etc will have a link on their page that takes the reader back to the specific entry in the blog.

All entries will be found on the blog's main page, however, as our content grows to include multiple categories, the topics will be sorted and searchable by category.

My aim is for this blog to give people a more intimate understanding of who we are and what we do. It's one more element that rounds out our profile, so including in this drop down section makes the most sense. It doesn't really fit anywhere else as it is a novel idea.

Alternatively, we could create a whole new tab for Media and make Gallery, Video Archive, and Blog options.

Content: I will collaborate with the directors to develop the questionnaires for each initiative (Bosses for Babies, ReadingPals, Future Project). I will also be responsible for ensuring the content is uploaded to the blog and website. (Potential for Sachs/AO support here for visuals and such). I will create the captions for the newsletter.

Meenakshi will be in contact with the interviewees, (Or Sachs when appropriate) sending and receiving our questionnaire and fielding any questions that they may have. She will also be responsible for posting the caption and link to the blog in the newsletter.

More on content:

The content creation process begins with pilot entries focusing on 'Bosses for Babies. 'We design a concise questionnaire tailored to specific bosses, whose responses form the core of our blog posts. These posts will also include engaging elements such as pullout quotes and photos. We can also link to Sachs case studies where appropriate.

The blog entry will be included in Worth Reading Weekly. Like other articles, we will draft a caption and have a link to the blog on our site. (We always want to drive traffic to our site)

The questionnaire:

The questionnaire will be short – 7 questions total, with 4 or 5 static questions and 2 or 3 additional “probing” questions. I will ask for support from directors for development of probing questions as they are tailored to specific individuals.

Frequency: Monthly installments for the blog with an increase in frequency over time. (Bi-weekly?)

Initial push: As content is the most critical aspect of this blog project, it has been advised (By Paul) that we have several installments ready before launching the blog. This means sending out multiple questionnaires at once and then staggering their release over several weeks. The blog shouldn't be released with only one or two entries.

If approved, I can start setting meetings with our directors in the next week or two to develop questionnaires. After that I will reserve some time during our monthly meetings to discuss candidates for our next installments.

Proposed Blog Categories With Examples

Spotlight- Bosses for Babies, RP, Board Member, Advisory Board Member, Partner
Involves sending a questionnaire (Pullout Quotes, video if we have it)

Example:

- Harris Rosen – his choice to become a Boss for Babies and his work on the Tangelo Project
- Dr. Miller – Her time as an educator and her work on The Future Project

Impressions/Reflections—Penned by the staff. We can offer our team this space to write about their work or share reflections on specific projects, events, or aspects of their work.

Example:

- Varnessa— Can write about her experiences at Children’s Week and what it meant to invite parents and educators to the Capitol to meet with legislators.
- Ian or I – Can share our thoughts about tabling at the FLAIEYC conference and why that kind of “boots on the ground” advocacy is essential for us and our work.

Focus Pieces (Topical)/Important Partnership - Breastfeeding, Autism in Pre-K, health-related (much like the newsletter, only more directly connected to our partnerships)

Example:

- The Movement’s close relationship with The Chamber (Or any of the Chambers)- How it works, why it works, and what we aspire to see in the future.
- A Piece on La Leche League

Investigative – We research a topic, maybe conduct a series of interviews, and put it together like a news article.

Example:

- A piece on local initiatives in Miami or Gainesville to help immigrants access maternal healthcare
- A piece on an education program at a university specializing in neurodivergent children in Pre-K settings.