



WANT TO COMMUNICATE THROUGH CHOC'S BLOGS?

To further engage CHOC Children's supporters and enhance our online reputation, we have developed a presence on several of the top social networking sites. Let's face it: social networking is the # 1 activity on the web. And, when it comes to health information, *online* is the health line!

In addition to our Facebook, YouTube, Pinterest, Instagram and Twitter activities, we've created two blogs. Geared towards consumers (moms and dads), the **CHOC Children's Blog** offers health tips and guidelines, as well as details on CHOC happenings. The **CHOC Docs Blog** is geared to the physician audience, and is a channel we've created to enhance physician communications, especially to our community/referring physicians.

To ensure we have new and valuable content that keeps attracting visitors to these sites, we would love your blog submissions and your ideas for articles.

Writing a blog post is easier than you think!

- Write a few paragraphs (no more than four) about your topic of interest/specialty, keeping in mind your audiences. Remember: CHOC Docs Blog is for physicians and the CHOC Children's Blog is for a consumer audience, consisting of parents, families, and care givers.
- For topics to cover, consider current news, health trends, new research, upcoming events, frequently asked questions you receive, etc. What would your colleagues and physicians in the community want to read about? What would patient's families want to know about? Make the content useful for your audience.
- Keep your blog post brief – word count should not exceed 250 words. We know how busy physicians are, and have learned that you – and your colleagues – want to get to the important facts, quickly. Consumers are no different in that regard.
- Write in a conversational, concise, easy-to-read style.
- Include subheads, bullet points or lists when applicable, to make the post easy to follow.
- Consider a Q & A, or fact vs. fiction format. If you prefer video, the PR team can arrange for a quick and easy video interview.
- Submit a graphic or photo, if available. (If the photo is of a patient, you must have proof of proper consent.) If you do not have a photo, the PR team will select one from the photo library.
- Do not include any patient identifiable information without the proper consent.
- When quoting from or referring to other sources, respect copyrights, cite sources and provide links as appropriate. Avoid plagiarism.
- Most importantly, have fun with it! Readers appreciate helpful tips and information, and want to hear directly from *you*, our subject experts!

If you are interested in submitting a blog post, or have an idea for content, please email the CHOC Public Relations team at pr@choc.org.