Content Creation (Microblogging using Medium.com and LinkedIn Pulse)

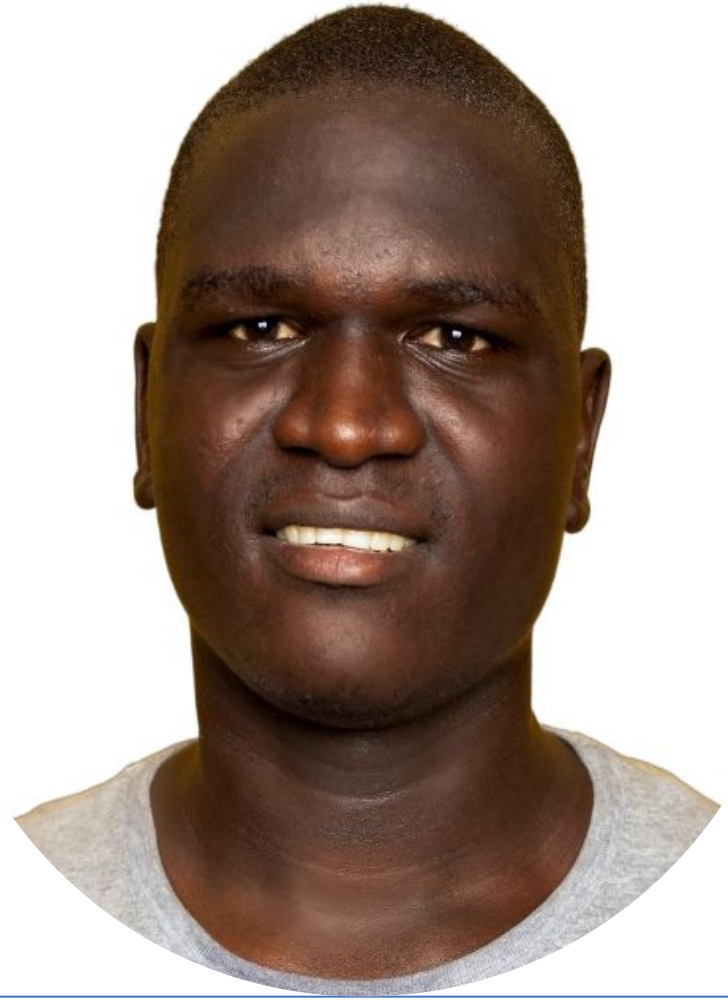
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Introduction

I am a teacher, media, communications and project management professional with over six years of experience. I specialize in delivering impactful work, reaching more than 5,000 stakeholders yearly both in South Sudan and internationally through a mix of in-person and online engagements since 2019.



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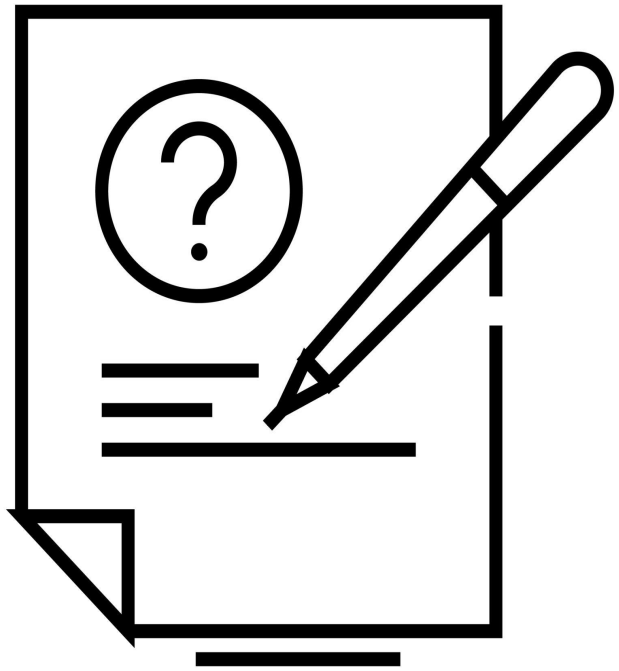
Session Outline

01 Why Microblogging?

02 Introduction to Medium.com

03 The Anatomy of a Great Post

04 Content Strategy: What to Write About



Learning Outcomes

Fellows will be able to:

- Create a professional Medium profile to establish your online presence.
- Develop a content strategy to consistently create valuable posts.
- Use Medium's features to improve post visibility and reach.
- Understand how to use microblogging to build a personal brand.

Session 1: Introduction

Why Microblogging?

Why Microblogging?

- It's a low-barrier way to share your expertise.
- Builds thought leadership and credibility.
- Boosts your professional online presence.
- A powerful tool for networking and job opportunities.
- Showcases your communication and critical thinking skills.



Introduction to Medium.com

- A blogging platform and social network.
- Clean, ad-free interface focused on content.
- Large, built-in audience of readers and writers.
- Allows you to create a "publication" (your own blog) - ***This is a paid for feature***
- Monetization opportunities available.

Setting Up Your Profile on Medium

- **Username & Bio:**

  Choose a professional username. Your bio should be concise and keyword-rich, similar to a LinkedIn summary.

- **Profile Picture:**

  Use a high-quality, professional headshot.

- **Custom Domain:**

  (Optional, for advanced users) You can connect your own domain name.

- **Connect Social Accounts:**

  Link your Twitter account to your profile.

Photo & Background: Making a First Impression

Profile Photo



Cover Photo



The Anatomy of a Great Post

Headline:

Catchy and informative.

Featured Image:

High-quality, relevant image. Use Unsplash, Pexels, etc.

Introduction:

Hook the reader. State the purpose of the post.

Body:

Use subheadings, bullet points, and short paragraphs.

Conclusion:

Summarise key takeaways and add a call to action.

Content Strategy: What to Write About

Share Your Expertise:

Write about topics you are passionate about and knowledgeable in (e.g., your industry, a specific skill).

Document Your Learning:

"What I learned from my first internship," or "My journey in the Build Your Best Self Fellowship."

Share Your Opinions:

Respond to industry news or trends.

How-to Guides:

"A Beginner's Guide to Digital Marketing," or "How to Build a Simple Website."

Keywords & SEO on Medium

Tags:

Use up to five relevant tags for each post. These are crucial for discoverability.

Title:

Make your headline searchable.

Subheadings:

Incorporate keywords naturally in subheadings.

Internal & External Links:

Link to your other posts or external resources to provide value and improve SEO.

Formatting for Readability

White Space:

Break up large blocks of text.

Subheadings (H1, H2):

Use them to structure your post and guide the reader.

Bold & Italics:

Highlight key phrases and words.

Quotes:

Use the quote block for emphasis.

Lists:

Use bullet points and numbered lists for clarity.

Session 2: Promoting Your Content

Know the basics

Promoting Your Content

- **Share on Social Media:**

  Post your article link on LinkedIn, Twitter, and other platforms.

- **Email Signature:**

  Include a link to your Medium profile or latest article in your email signature.

- **Network:**

  Share your work with your professional network like WhatsApp, Facebook, Messenger or Telegram groups.

- **Engage:**

  Comment on other people's posts and build relationships.

Building a Personal Brand with Medium

- **Consistency:**

  Publish regularly, even if it's just once a month.
- **Authenticity:**

  Write in your own voice.
- **Add Value:**

  Don't just share information; offer unique insights and opinions.
- **Monetization:**

  (Optional) Join the Medium Partner Program to earn money based on engagement. This shows your work is valuable.

Session 3: Measuring Your Success

The Power of Connection

Measuring Your Success

- **Medium Stats:**

  Use the built-in analytics to track views, reads, and claps.

- **Engagement:**

  Pay attention to comments and shares.

- **Followers:**

  Track your follower count as a measure of your growing audience.

Your 30-Day Action Plan

Week 1:

Set up your Medium profile and follow 10-15 writers and publications in your niche.

Week 2:

Write and publish your first article (even a short one!).

Week 3:

Write and publish a second article and promote both on your social media channels.

Week 4:

Write and publish a third article and promote it on your social media channels.

Final Tips & Best Practices

Don't overthink it.

Just start writing.

Write for your audience.

What problems can you solve for them?

Embrace the community.

Read, comment, and clap for other people's work.

Proofread!

Read your work out loud before publishing.

Q&A and Closing Remarks

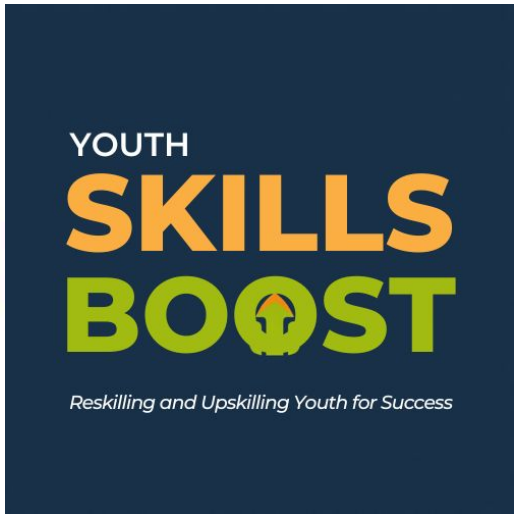
Thank you for attending!

Comments. Observations. Objections.

Connect with me on Medium:

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