



Twenty Blog Post Ideas to Promote Your Community

1. Answers to your most frequently asked questions.
2. List of locals to follow on Twitter (and subsequent posts can be updates to this list).
3. List of businesses that have Facebook Pages in your community (and subsequent posts can be updates to this list).
4. Create a post of your favorite images from a recent event or just a normal day or time of day (sunset, early morning, etc.) in your community.
5. Compilations of testimonials, best comments, etc. about your community, a certain aspect of the community or an event.
6. Link and commentary (say thank you a lot!) about press or blogger coverage your community received in another venue.
7. Write seasonal posts about “how to spend \$500 in downtown” that spotlight seasonal menu items, products in retail stores or events and experiences.
8. Write reviews of products, experiences, places and people in your community. This is a “feature” style post. Make sure to link back to their website and social media sites to help your local businesses.
9. List out marketing or promotional ideas that you’ve learned that might help your community.
10. Embed videos from recent events or from other businesses or people in your community. Videos can be huge for search engine traffic!
11. “Where to Buy” posts – share options for various needs or desires that a local or visitor to downtown might have. Where to buy ice cream. Where to get pizza. Where to shop for kids.
12. Review posts, ticket purchasing information, deadlines, and sponsor announcements for upcoming events.
13. Write a post sharing the success of one local business and outlining their success so others can do the same.
14. Share and comment on an interesting local statistic.
15. Share a list of your favorite blogs.
16. Run a contest on your blog to encourage commenting and readership – write a post to explain the contest!
17. Invite guest posts from local business owners, community leaders or celebrity guests to the community (authors, chefs, “real” celebrities, business leaders, etc.)
18. Conduct a poll by asking a question and soliciting answers through the commenting section of the blog.



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19. Write about a local experience from a different perspective – say a young child's or an elderly or disabled citizen.
20. Write a post profiling one benefit of membership or sponsorship or way to support your community. Really explain that benefit in great detail and from the perspective of a potential customer that you are trying to attract (major corporate sponsors, other businesses, individual members, etc.)

Use these ideas, and then use them again. These are categories of posts that work well when you're trying to promote your community, engage your followers to comment or share and to solicit some of that much-wanted search engine traffic.

Once you post, be sure to post a link and ask for feedback or comments on the post on Facebook, Twitter (several times), LinkedIn, and through e-mail or SMS alerts.