

Stories2music Blog Promotion Analysis

My blog’s purpose is to provide social media presence for my [stories2music](#) website. Therefore, my blog has its own link on the s2m website. Anyone going to this website has access to the blog link, which promotes the blog.

Chapter 9 in *Journalism Next* suggests five ways to promote my blog:

- Content tracking
- Web analytics
- Search engine optimization
- Effective headline writing for the web and social media
- Distribution and engagement through social media (Briggs, 2016, p. 285).

Content Tracking

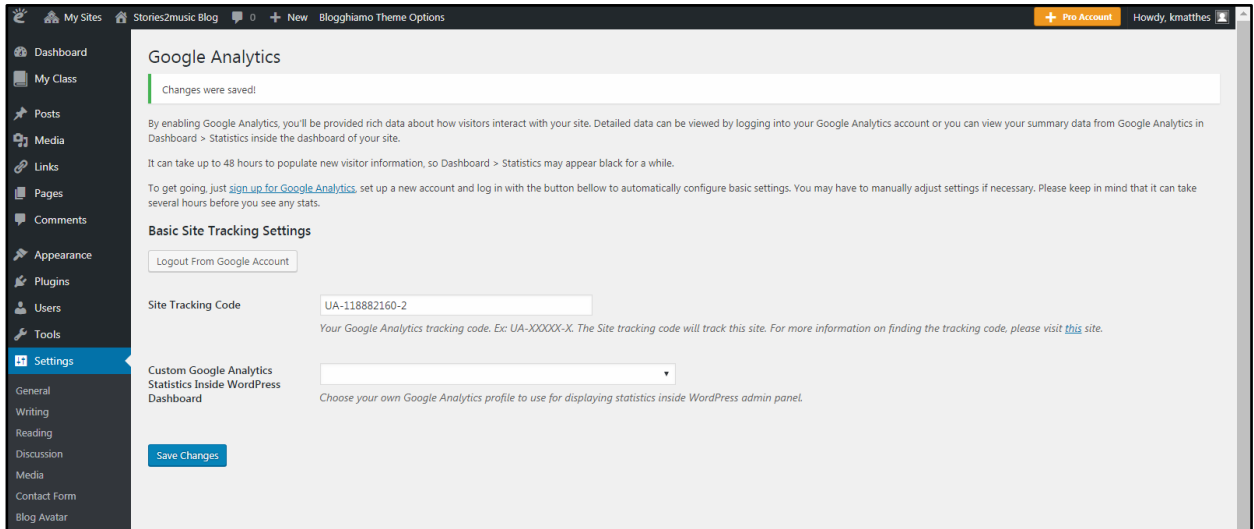
Page 287 in *Journalism Next* shows an example of a spreadsheet that is used to track content. I can use the following spreadsheet to track when I post on my blog as well as other social media and s2m website content. Clearly, I am not a news organization or a business, so what I need to track is simple, but using the spreadsheet can help me visualize how often I am posting content, which can help me set benchmarks and monitor my content distribution goals. I can total content by day and by category.

stories2music Content Tracking Spreadsheet

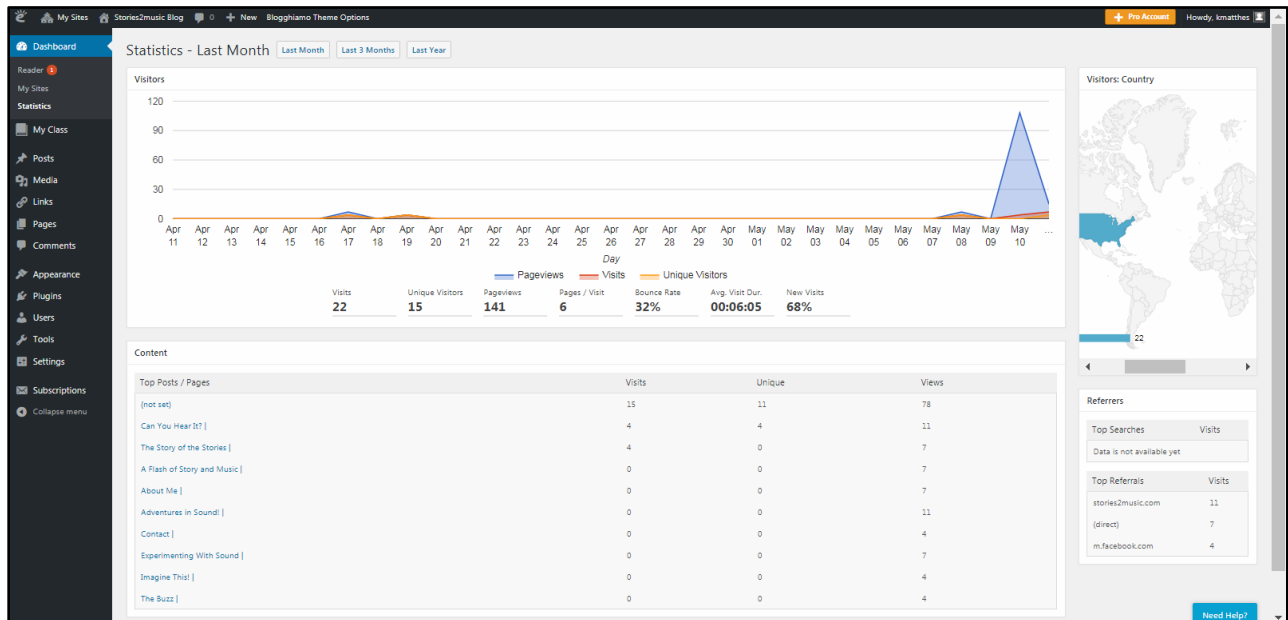
Week of	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total
Blog posts								
Facebook posts								
Twitter posts								
s2m news page								
s2m newsletter								
s2m new audio stories								
Daily Totals								

Web Analytics

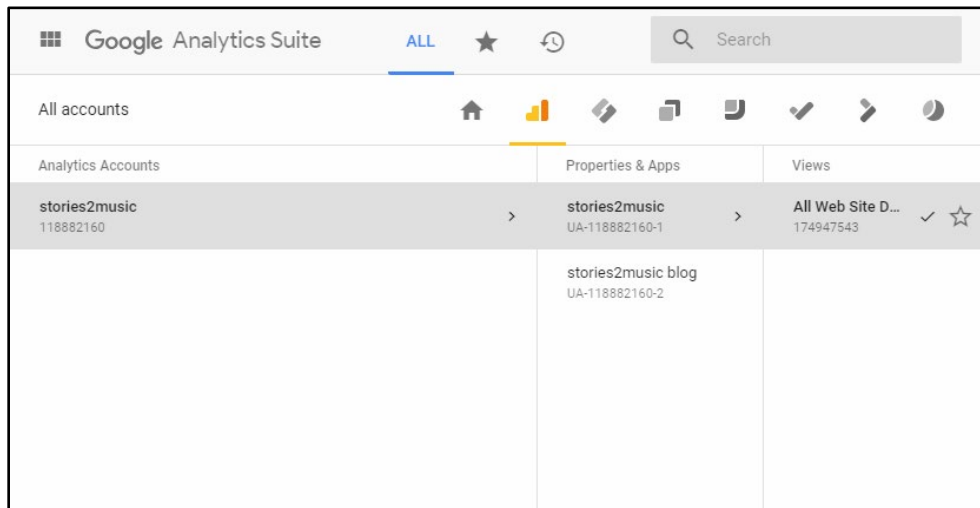
My Edublogs site allows integration with Google Analytics. This feature is enabled for my blog. Once the Google Analytics account was created, I made the blog a property and linked it with Edublogs. The page below shows the Google Analytics page from Edublogs.



Here is an example of the statistics page (web analytics from Google Analytics) for the Edublogs blog.



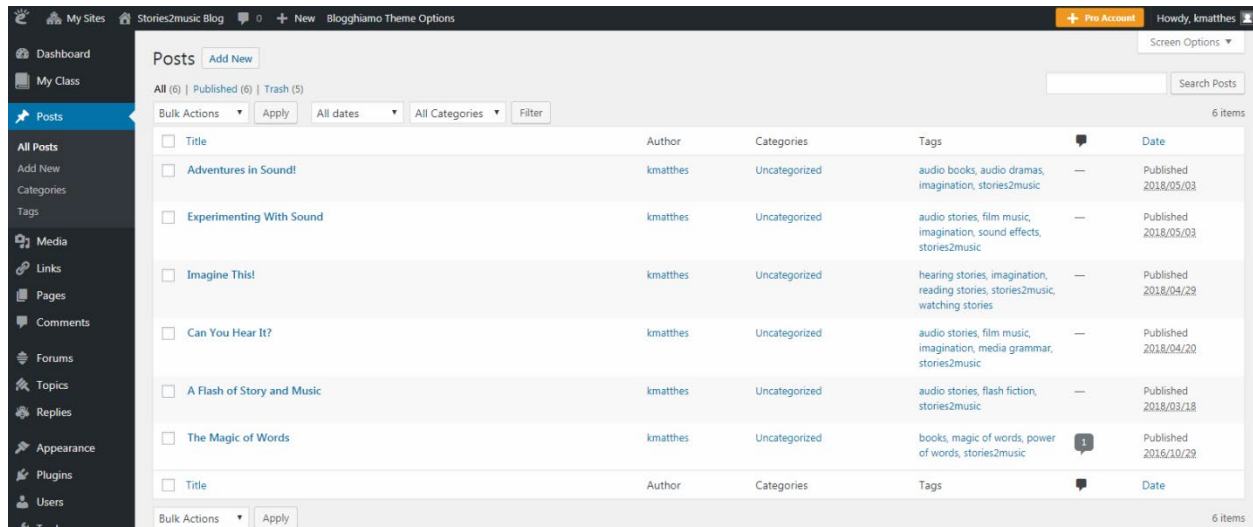
This image below shows that Google Analytics has been set up for both the stories2music blog site and the stories2music website. Each one has been set up as a property that can be tracked.



Search Engine Optimization

On pages 295-298 in *Journalism Next*, it discusses ways to increase SEO.

- My s2m blog has unique content because it supports the stories2music product.
- I have links in the blog posts to other sites, which will “increase [my] authority in many search engines and could lead to more Google juice if the sites [I am] linking to recognize it and return the favor” (Briggs, 2016, p. 298). The links make sense because they are used as sources for the post topics (Briggs, 2016, p. 298).
- Each blog post has tags (see below).



Effective Headline Writing for the Web and Social Media

On pages 298-300 in *Journalism Next*, it discusses ways to write effective headlines.

- I have effective blog headlines that are “simple, literal and direct” (Briggs, 2016, p. 299) and contain keywords that are also used in the posts.
- I am writing for readers (blog titles motivate readers to read the post) and robots (keywords are also used in the posts) (Briggs, 2016, p. 299).
- I use direct, conversational language that is unique (Briggs, 2016, p. 300).
- I have a fun, experimental attitude in the posts (Briggs, 2016, p. 300).

Distribution and Engagement Through Social Media

stories2music has its own Facebook page, Twitter feed and YouTube channel. These links are available on the [social media page](#) on the s2m website. There is also a link to the s2m blog on my personal [portfolio web page](#).

- New blog posts are announced on the [s2m Facebook page](#) and [Twitter feed](#). They are also announced on my personal Facebook page.
- New blog posts are announced on the [s2m News page](#) on the website.
- New blog posts are announced in the [s2m newsletters](#).

In addition, I send email to colleagues, who may not be on my s2m and personal Facebook pages, announcing new blog posts. For example:

- Dr. Cynthia Chandler, who is my lead faculty at National University's Sanford School of Education, publishes the *Quest* newsletter for the school that announces scholarly work being done by its faculty. She often posts something about s2m in the newsletter.
- The school also produces a weekly Dean's Digest that announces news from the school. They often post something about s2m when I sent them emails.
- [Dr. Emma Roderó](#) is a professor and researcher in the Department of Communication at Pompeu Fabra University in Barcelona, Spain. She is doing scholarly research on audio books, audio dramas, music and sound effects and their effects on the imagination. We've recently connected via email and may be working on research together, so I pass along my blog links to her via email.

I believe that this is sufficient evidence that the s2m blog is being promoted.

References

Briggs, M. (2016). *Journalism Next* (3rd ed.). Los Angeles, CA: Sage.