

# Community Blogging Coordinator Expectations



Welcome to the growing group of communities that will be part of the Horizons 3 program in Montana! We feel that the Horizons program is a great opportunity for communities to create new enthusiasm and positive energy around a project that can make a lasting difference. One aspect of Horizons is community “blogging.” Blogging is the 21<sup>st</sup> Century version of the neighborhood grapevine; providing news, information and updates to all community members. The key person assigned to maintain and update the community blog webpage is the “Community Blogging Coordinator”. The Community Blogging Coordinator will essentially be reporting the activities of the Horizons program in their community through the blog to keep everyone informed and create excitement about what is happening. Short articles, pictures and announcements make the blog a source of insight and information for the whole community. The blog will be periodically checked by the State Horizons Office as well as the Northwest Area Foundation to see how the program is developing and offer assistance if needed. Ultimately, the blog will be the eyes and ears for many individuals who have never visited the community before. It is essential that the Community Blogging Coordinator market the blog site in a way that will create discussion, discourse and will empower individuals to get involved in the Horizons program. The Community Blogging Coordinator is expected to remain with the local community throughout the 18-month Horizons program.

## **Key Duties and Responsibilities of Community Blogging Coordinator:**

- **Participate in all community blogging workshops, trainings, and conference calls.**
- **Maintain the community blog on a daily-to-weekly basis. This includes: compiling photographs of events, collecting and/or writing entries on Horizons events, or upcoming community events.**
- **Integrate the “community reflection handout” into blogging entries.**
- **Work collectively with the State Horizons Blogging Coordinator (Halsey Bishop) to collect and post grant opportunities on the blog webpage.**
- **Recruit Horizons participants to write articles for the blog webpage.**
- **Promote the blog through other avenues such as, handouts, word-of-mouth, newspaper feed and emails.**

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