

01. LAYOUT (HEADER)

When it comes to the header of a blog, it depends on whether you wish to write an entry or a comment. For an entry, stating the subject is mandatory (*verpflichtend*), whereas for a comment, this is not required, as you are responding to another person's post, which already has its own subject.

Here is an example of an entry! "*subject: agricultural fair*" - then continue with "*by: modern-farmer*", "*May 10th, 9:30*". Should you respond to this post, do so as follows. Leave out the subject line! Simply begin with "*by*" followed by your nickname. Then note the date and time of your comment.

Now, here is a tip for writing comments! Ensure (*sicherstellen*) you select a date close to that of the original post you're responding to - ideally just a couple of days later. Do not use the current (*aktuell*) date, as it often does not fit the context. In our example, "*March 14th, 18:45*", which would be today's date, would not be appropriate. This would be either two months before or ten months after the original date, both of which are unsuitable (*unpassend*). However, "*May 12th, 18:45*" would be a fitting choice. This would mean you are responding to modern-farmer's entry two days later.

And one more thing! When it comes to the subject, always start the first word after the colon (*Doppelpunkt*) with a lowercase letter unless it's a proper noun (*Eigennamen*), as in "*subject: agricultural fair*". If the subject contains a proper noun, the first letter should, of course, be capitalised, for instance, "*subject: Hannover's agricultural fair*".

02. LAYOUT (MAIN BODY)

A blog post should include a brief introduction and ending, spanning (*umfassen*) two to three lines each. The core (*Kernstück*) of the posting should be composed of three paragraphs, each dedicated (*widmen*) to one of the three main aspects outlined in the writing assignment. While you have the freedom to determine (*bestimmen*) the order of these aspects, the suggested sequence often represents the best and simplest approach (*Ansatz*) to follow. And remember! One crucial point is to ensure that the three main paragraphs of your blog are approximately equal (*gleich*) in length.

Start every paragraph with an introductory phrase to guide (*führen*) the reader through your arguments. Examples include "*First, / Furthermore,*" and "*Let's continue with another aspect!*" These phrases help structure your post and make it more accessible (*zugänglich*) for the reader.

Additionally, you may include a PS - a so-called postscript section. It is put at the very end of your post. Traditionally, the PS section is used to add a final thought or just additional information that didn't fit naturally into the body of the post. It should remain concise (*kurzgefasst*) and, only in exceptional cases, include an aspect of the writing task.

03. INTERACTIVITY

To give your post a genuine (*authentisch*) blog vibe (*Stimmung*), add some interactive elements! Doing this will not only make your text more engaging (*fesselnd*) but also help you build a closer connection with your readers. Here are some ideas!

Enrich (*anreichern*) your text with so-called hyperlinks to provide additional information and context! For example, include links to your previous (*vorherig*) posts or any relevant websites. When using a hyperlink, ensure it is underlined to make it stand out (*auffallen*), like in the following sentence. "*For more insights, click here*" - underlined - "*to explore one of my older posts on this topic.*"

Next up, engage your readers with questions! Prompt (*auffordern*) your followers to interact by asking for their opinions or experiences related to your blog's topic. For instance, "*Have you ever travelled really far from home? I'd love to hear about it in the comments!*" Or "*What is your take on this topic? Leave your thoughts in the comment section below!*"

Another way to improve interactivity in a blog post is by referring to supplementary (*ergänzend*) material. If you have additional resources, such as photos, videos or PDF files, mention them and provide links. For example, you might say, "*Take a peek (kurzer Blick) in the description box for exclusive photos from my journey!*" Or you could write the following, "*I've added a PDF file with a map of my journey. You can find the link below this post.*" Adding extra material will offer your readers a more immersive (*umfassend*) experience.

Here is another tip for writing an engaging blog post. Use hashtags! Whether you're sharing travel tales with "*#adventureawaits*" or talking about modern farm technology with "*#beastsinagriculture*", hashtags make your blog sound way more authentic.

Last but not least, encourage (*anregen*) likes and notifications! Politely ask your followers to leave a like if they have enjoyed your post and to turn on notifications to stay updated on your latest content. "*If you found this post helpful, leave a like and turn on the notification bell so you don't miss any of my future content!*"

04. BLOG LANGUAGE

Here are some suggestions (*Vorschlag*) for adopting typical blog language! First, use emojis and smileys! Adding them can make your post more relatable (*nachempfindbar*) and visually appealing (*ansprechend*). For instance "*I was thrilled to see the sunset*" - sunset emoji - "*at the beach!*"

Next, use common acronyms and netspeak! This can add a casual (*salopp*) touch. For instance, expressing enjoyment (*Freude*) with "*LOL, I really liked this vacation!*" adds a light-hearted (*unbeschwert*) tone to your post. Additionally, guiding readers to further content with "*BTW, check out one of my older posts to learn more about it!*" offers a seamless (*nahtlos*) way to encourage exploration of your previous postings.

And a final tip when it comes to blog language! Make sure to adopt a casual tone by using slang expressions. Phrases like *"This trip was a blast!"* or *"That party of a friend of mine was super lit?. You would have really dug³ it!"* add personality to your writing, making it more engaging and approachable (*zugänglich*) for your readers.

05. FURTHER TIPS I

Now to the first tip! Be cautious (*vorsichtig*) when starting your post with *"I've been a follower of your blog for some years now."* Such an introduction often doesn't fit the context of the given writing task. Writing assignments frequently use phrases like *"stumble upon a post on the internet"* or *"come across"*. Such vocabulary suggests that you have discovered the posting by chance (*zufällig*). This implies (*bedeuten*) it's the first time you've read one of their posts and thus you can't be a follower of this person.

Next, when responding to comments, it's important to directly address the author of the original post to create a more personal connection. Significantly increase the use of *"you"* and *"your"* to make your replies (*Antwort*) feel more engaging. Use expressions such as *"Thank you for your insightful (*einfühlsam*) comment"* or *"I appreciate your feedback and agree with your points"*.

In blogging, using email or letter sign-offs like *"Best,"* or *"Yours,"* and then stating your name is unusual because your nickname, such as *"John98"*, is already displayed in the post's header. Including your full name at the end, like *"John Macintosh"*, can be redundant (*überflüssig*) and may not be wise due to safety concerns (*Sicherheitsbedenken*).

06. FURTHER TIPS II

And here is another thing to watch out for! When giving additional information in brackets (*Klammer*), many students make the following punctuation mistakes. *"Our timetable is different"* - period, opening bracket - *"See"* - written big - *"link for more NFO"* - closing bracket⁴. If you want to add information in brackets, make sure to include it within the same sentence. This means that you need to make the full stop at the end. The correct version of the previously mentioned sentence is as follows. *"Our timetable is different"* - opening bracket - *"see"* - written small - *"link for more NFO"* - closing bracket - which is then followed by the full stop⁵.

And one last thing to note! At the final English exam, the writing assignment usually does not specify (*festlegen*) whether the blog you have to write should be informal or formal. Given that most tasks presented at the Matura involve a company setting, I recommend opting (*sich entscheiden*) for a semiformal tone. This approach allows for the incorporation (*Einarbeitung*) of elements typical of blog language while maintaining (*beibehalten*) a level of professionalism appropriate for a corporate (*Firmen-*) context. Such a balance ensures that your writing is engaging yet respectful (*achtungsvoll*)

¹ *be a blast* = very enjoyable

² *super lit* = extremely exciting or fun

³ *dig* [dug / dug] *sth.* = really enjoy *sth.*

⁴ *Our timetable is different.* (**See** link for more NFO)

⁵ *Our timetable is different* (**see** link for more NFO).

and suitable (*geeignet*) for a wide audience (*Leserschaft*). Within this context, using an acronym like "by the way" is acceptable as it can soften the tone without compromising (*gefährden*) professionalism. However, avoid acronyms like "WTF" that might be seen as inappropriate or offensive (*anstößig*) in a professional or educational setting.