

**Blog Post Writing – Success Criteria**  
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See/Don't  
see

<b>Topic &amp; Purpose</b>	
1. I have chosen an important and/or interesting topic.	
2. My purpose for writing the post is clear. (It is obvious why I am writing this piece.)	
<b>Ideas</b>	
3. I have 3 main ideas/reasons to support my topic and purpose for writing.	
4. My writing includes my “thinking” about the topic. I give my ideas, opinions, reactions, experiences, emotions/feelings, etc. related to the topic.	
5. I have included research and/or personal “learnings” around the topic.	
6. I have made “connections” to the topic.	
7. I have explained my ideas/reasons with at least 3 supporting details and examples for each.	
<b>Voice</b>	
8. I am committed to the topic. It is obvious that I care about the topic.	
9. My writing sounds like me. It “sings” out with my voice. The reader can “hear” me speaking through my writing.	
10. I have carefully chosen words to “show” how I feel about the topic, bring the topic to life and show my personality	
<b>Organization</b>	
11. I have organized my writing to have a beginning, middle and end.	
12. I have included a “catchy” title related to the topic. The reader wants to read my post immediately.	
13. I have an introductory paragraph that clearly introduces the topic in an interesting way. After the reader reads my introduction, they know the “big idea” of my post and want to read on.	
14. My ideas/reasons are logically organized – follow one another in good sequence.	
15. Each of the main ideas is its own paragraph.	
16. Each paragraph is at least 4 sentences in length (including topic sentence, 3 “meaty” details, and conclusion sentence).	
17. I have a conclusion that summarizes my 3 main ideas, leaves the reader thinking and wanting to comment on the post.	
<b>Presentation</b>	
18. My blog post is at least 200 words in length.	
19. My blog post includes photos, pictures, video, etc. that relate to the topic and enhance the post.	

20. I have used proper spelling, punctuation, and grammar to make my post easier to read and understand.