



helping businesses and organizations market on the social web

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## **3 Tips For Business Blog Posting Schedules**

**Written By Joel Mark Witt**

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**I have three quick tips to help you schedule your business blog posts.**

**1) Post once per day.**

Don't try to be a super hero and post five times a day. One piece of content is good enough for a business blog.

**2) Schedule your posts ahead of time.**

No need to actually write your blog posts in real time. Block out large amount of time and use the auto posting feature in Wordpress, Blogger, or Typepad.

**3) Spread the workload.**

Get your entire company involved in creating blog content. It is a lot easier to have five people each post once per week than one person posting 5 times per week.

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## **ABOUT FOLK MEDIA**

Folk Media is a new media studio that specializes in helping businesses produce, distribute, and promote online media like blogs, audio podcasts, video and Facebook fan pages that drive sales and promote your business on the Internet. Some of the organizations our team has worked with include Open Eye Media, ARMA International, Blue Sky Factory, The Baltimore Business Journal, The Maryland Zoo in Baltimore, The National Aquarium, and the Maryland Science Center.

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