



HOW TO CREATE AN ICW BLOG POST

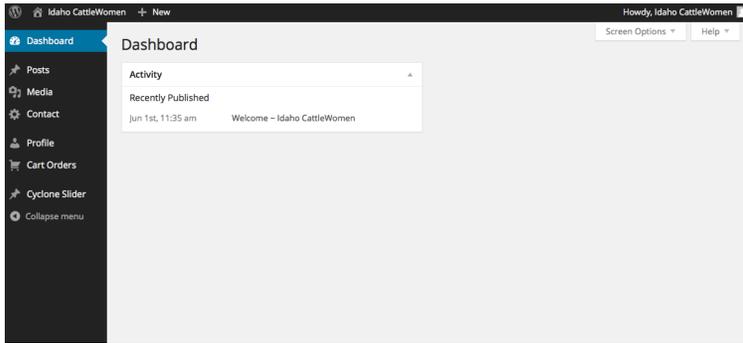
To put up a blog post for the Idaho CattleWomen Council, go to the following link: <http://www.idahocattlewomen.org/wp-login.php>

Enter the following: *(please store info in a secure place)*

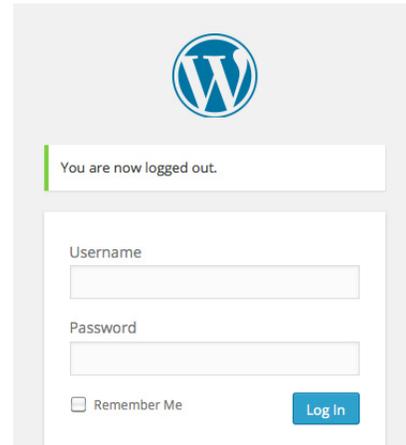
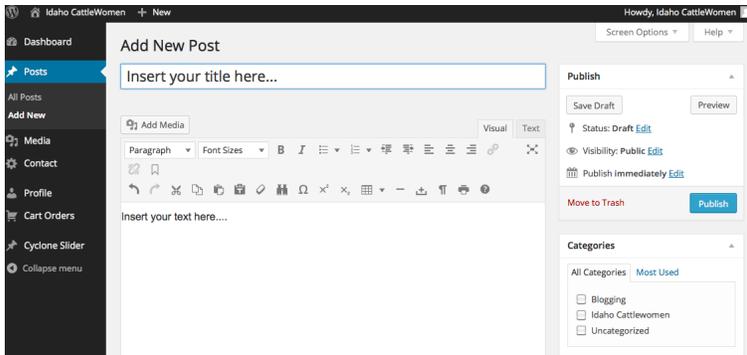
Username: Idaho CattleWomen

Password: I1998CwSellEb8991woC

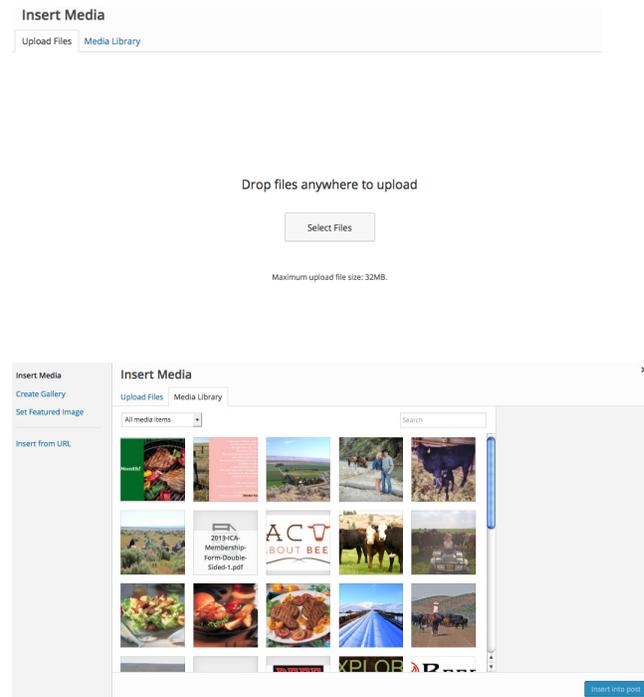
Once you login, you will see the Dashboard. In the lefthand column, click on Posts and click Add New.



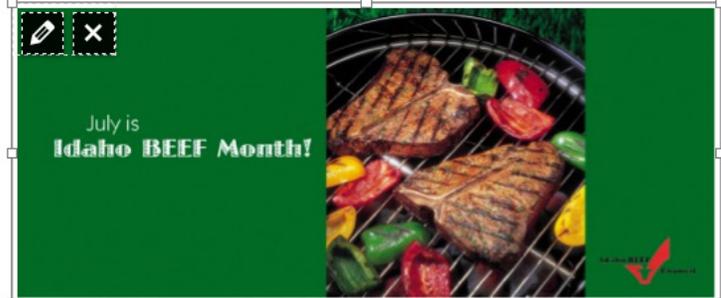
You can enter a title, then begin typing text in the large box.



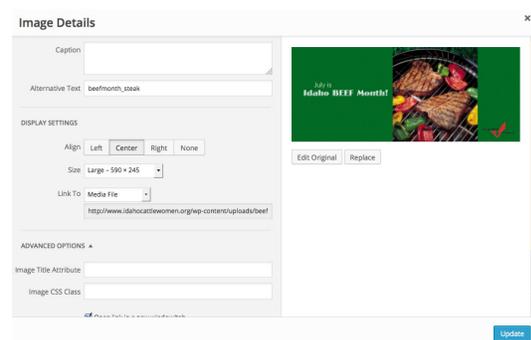
To add photos or graphics, click the Add Media button. Click Upload Files tab, then Select Files, which will take you to your computer to browse for your photos. Make sure photos are checked, then hit Insert into Post.



Share with you.

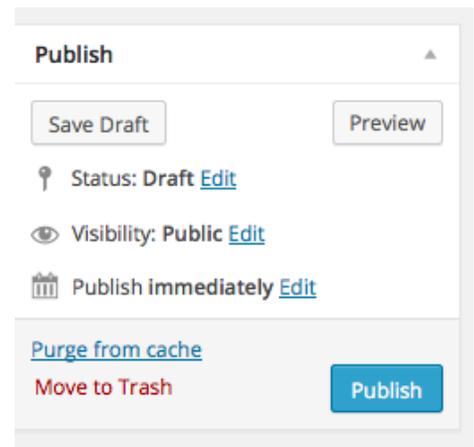


Once the photo is in the post, run mouse over left corner and icons will appear. Click on pencil and screen will pop up for you to add a caption and adjust photo. Hit Update to take you back to post.



Once photos and text are in, you can hit Preview to review what the post will look like. You then can make adjustments. Click **Save Draft** on the top righthand side of screen. The posts will be reviewed and edited before they are scheduled to post.

Thank you for taking the time to help share your story of the Idaho cattle industry! It is truly appreciated!

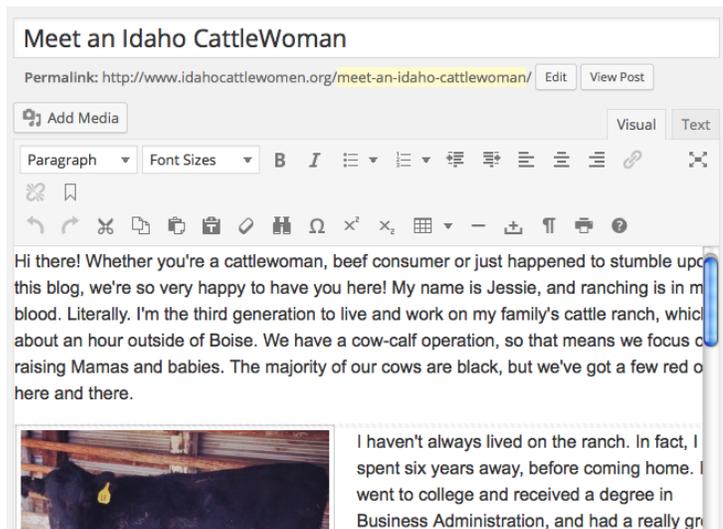


BLOGGING TIPS

Here are some ideas to get you writing and sharing your story. We are looking for brief introductions of yourselves. (I've attached an example post and you can view the entire version on the blog). You can be as specific or as general as you want. Talk about what kind of involvement you have in the industry—you raise cows and calves, feed cattle, raise horses, run an ag business, work in town, etc. Talk about your connection to the Idaho cattle industry and why it is so important to our state and nation's economy. Even if you don't feel it's important, think about meeting a consumer at the meat counter of the grocery store. If they asked you about raising beef, what you would tell them? We also want to share personal things that help us connect with them.

- Share about your kids/grandkids
- Share recipes you fix for your family
- Talk about what you do for fun or on the weekends
- Show a DIY project you've done
- Get creative. This is your opportunity to have a voice in sharing with others about the people raising their beef and supporting the cattle industry.

Example Post:



Our goal for now is to have two posts scheduled per week, on Mondays and Fridays. You can put up posts at any time, and they will be scheduled accordingly. There is great opportunity with this blog, so thank you for your time in helping us spread the word. You are important to our industry and we appreciate you being a part of the cattle community in Idaho. In addition, please share blog posts via social media or email links to your friends and family. Encourage people to comment. This is our way of having a conversation with consumers. As always, if you have any questions, feel free to call or email, 208-739-2265 or maggiejomalson@mac.com. Thank you!!