1) NAME AND DESCRIPTION OF THE TOOL

Blogging for Success (BFS). The idea of the blog is not one which is new but is to be used in tandem with our Visual Awareness (VA) work in order to keep the public and potential partners informed of entrepreneurial activities through written communication delivering updates of goals. The tool is not an actual blog, but rather the writing of small communicative excerpts to be used in tandem with VA materials.

2) OBJECTIVES OF THE TOOL

The BFS tool strives to facilitate a firm feeling of connection with the public and partners through daily communications. The tool is used with the VA tool to make sure the entrepreneurial efforts are completely transparent. Communication through daily writing will allow viewers to feel aware of what is taking place within the entrepreneurial space and therefore become comfortable and connected to the work.

3) CONNECTION OF THE TOOL WITH THE ENEMY

The BFS tool works by presenting short, bullet-point pieces of information for the viewers. These should be connected with the VA tool, so that the BFS text compliments the VA pictures. Both parts can exist separately, which is especially useful in case some viewers are more visual learners, or others prefer additional information. Communication of entrepreneurial goals and achievements is thereby delivered in digestible amounts which the viewer is more likely to remember.

4) RESOURCES & MATERIALS

Resources needed are computer with a back-up storage unit that can be used to keep copies of all the posts and pictures. Additionally, the communication resource is necessary as the writer can only effectively communicate information with the public if first the information is communicated to them. Finally, specific social media platforms are needed for sharing the information with viewers.

5) IMPLEMENTATION OF THE TOOL

- (Step 1: Weekly Planning: 1 hour. This should take place in the form of a meeting between the writer, the VA expert, and the management/entrepreneur. The long-term goals should be discussed and reiterated, along with a weekly plan. The weekly plan should consist of a five-day sketch with particular activities for each day. The "activities" should utilize specific platforms, and part of the weekly planning is determining which platforms on which days to build consistency in posting.

- Step 2: Daily Planning: 30 minutes. A review of the weekly plan should tell the writer which platforms to post on, what should be written in accordance with the VA materials and what to add to posts (i.e., tagging people or organizations. Communication with the VA expert might need additional time to discuss strategies and writing to make sure these works effectively with the VA material in communicating the information.

- Step 3: 30 minutes: A daily review of the written communication and visual materials posted from the previous day should be checked and data recorded to indicate what was the public reaction to posted communication and visual materials, as well as any interactions with local, national, or international partners.

- Step 3, 15 minutes: A weekly log reflecting completed activities and data should be devised and submitted to management/entrepreneurial staff. Descriptions of communicative and VA materials which were "posted" throughout the week should also be included, as well as brief indicators stating which material was most popular, etc.

6) WHAT TO LEARN

The local, national, and international communities can learn about the daily tasks of the entrepreneur through daily posted VA and written materials. These communicated materials should explain and display the importance of entrepreneurial tasks and explicate the impact of these tasks through daily communication. By being completely open and transparent, the entrepreneur and their staff can form a network which will help achieve goals, and also allow the entrepreneur to help others. This not only benefits the entrepreneur, but also benefits all members of this network and community.