Activity template for blog brainstorming! 🧠 ⚡

Main idea:
Goal:
Author(s):

Populate sections of the outline using the "ingredients" below. 👨‍🍳

Tip: Use bullet-point checklists to move from ideation to creation ("check" the boxes when blog includes info)!

Takeaways. 👋	Relatable feelings. 🫶	Connections. 👥	Work to openly publish? ⚙️	Flag(s) to raise. 🚩
Explanations. 🤔	Evidence. 🤓	Collaborations? 🤝	Impactful thoughts? 💬	Call(s) to action. 🚨
Introduction Topic and purpose.	☐			
Main point #1 Use ingredients to support.	☐			
Main point #2 Use ingredients to support.	☐			
Main point #3 Use ingredients to support.	☐			
Conclusion Takeaways and call to action.	☐			

Legend!

Blog "ingredient". 🧾	Its purpose in the recipe! 🧑‍🍳
Takeaways. 👋	What do you want readers to take away from this content? *Hint*: These are likely your blog's main points. Your introduction and conclusion should summarize.
Explanations. 🤔	Explain each main point using subheadings. Why is this a takeaway? What's so important about that point?
Relatable feelings. 🫶	Readers better engage with and remember stories that are relatable. Including feelings and experiences that the readers will relate with (or are memorable) will increase the story's chances of creating impact and change (or whatever the story's goal is).
Evidence. 🤓	Anything that helps "prove" your point—like links to others' work that supports what you're saying. For example: GC policies or directives, proof of concepts, reports, etc.
Connections. 👥	Give credit where it's due and acknowledge history. You're likely not the first or the only person working on this topic. There could be other GC teams working on it (including within your own department), academics researching the topic, or a history of people trying to do what you're doing (that can help support your ideas).

Collaborations? 🤝	If the purpose of the blog is to generate impact, there may be collaborators who could increase your results. Invite them to collaborate on your idea! We're one team in the Government of Canada. Think: Are there other teams doing similar work that you could quote? Can your work help them? For example, collaborating with other teams might help you overcome blockers, which in turn can be used as "evidence" for your main point.
Work to openly publish? ⚙️	If possible, openly publishing work is a great way to increase public trust and quality of the work. But blogs aren't the only way to work in the open! GitHub can store things like presentations, reports, and other docs. Remember to take criticism humbly, as it can improve public services and its impacts on people in Canada.
Impactful thoughts? 💬	On the blog's topic, do you have any impactful quotes or thoughts (like metaphors or analogies) that may be helpful or engaging to include? Could be yours or someone else's! It's ok if you don't yet - the Storytelling team can help.
Flag(s) to raise. 🚩	Are there any thoughts that should be raised to the reader on the blog's topic? Example: context that impacts decision-making.
Call(s) to action. 🚨	Now that they've read your content, what do you want them to do? What's the reader's call to action? For example, adopting a mindset, trying a tool, contacting x for y, feedback, etc.