



Creative Residency Cohort Outline

Duration: 8 months

Intake: 10 applicants per year

Starts: September 2025

Finishes: April the following year

Call Out: July 2025

Bloggers Expected To:

- Have reliable internet connection.
- Have WhatsApp and participate in Cohort Group Chat
- Attend the once a month online workshops.
- Complete a worksheet checklist of Tasks for final assessment

Month 1: Foundation and Introduction

- Programme orientation and introduction to blogging
- Personal introductions and goal setting
- Understanding the blogging landscape
- Identifying blogging role models

Month 2: Blogging Platforms and Basics

- Exploring various blogging platforms
- Niches and types of blogs
- Setting up a blog and creating a cohesive online presence
- Writing a compelling 'About Me' page

Month 3: Content Creation

- Content Planning-
- Crafting engaging and relevant content
- Storytelling techniques
- Basics of SEO for bloggers

Month 4: Visual Storytelling

- Importance of visuals in blogging

- Basics of photography for bloggers
- Creating and sourcing appealing visuals for blog posts
- Optimising visuals for blogposts

Month 5: Building an Online Community

- Social media strategies for bloggers
- Networking and collaboration
- Building and engaging with an audience
- Mental Wellbeing

Month 6: Monetising Strategies

- Introduction to monetisation options
- Affiliate marketing and sponsored content
- Building a media kit and negotiating with brands
- Copyrights and Intellectual Property

Month 7: Professional Development

- Pitching and submitting work to publications
- Developing a personal brand
- Time management and productivity for bloggers
- Upskilling

Month 8: Final Project and Graduation

- Finalising blog project to be submitted and marked
- Peer review and feedback
- Certificate ceremony and networking opportunities

Additional Features:

1. Mentorship: Assign alumni mentors to guide participants throughout the program.
2. Guest Speakers: Invite role models for guest facilitators as per workshop topic
3. Workshops: Conduct hands-on workshops for practical skills development.
4. Community Platform: Create an online platform for ongoing networking and support (alumni members)

Evaluation:

- Participants will be evaluated based on completion of assigned tasks on Worksheets, enagement and participation in the cohort.

Post-Cohort Support:

- Alumni network and ongoing resources to support their blogging journey.
- Regular check-ins and continued mentorship opportunities.
- Facilitating workshops for new cohort.