

## # Effective management of blogs on various platforms

- blogs are created and managed only under CMT View on ceybook.com
- each blog can be posted to only one platform at anyone time, the platforms are ceybook.com, ceycard.com, centurionprestige.com, limitone.io

## ## Quality and requirements of a good blog

### ### Image

- must be clear and sharp under desktop view, do not post images that are blurred
- if there are words on the image, they cannot be cropped or warped looking
- if images are AI-generated, they should not be distorted
- use a mix of AI and real life images
- always check that images are properly sized under BOTH desktop and mobile phone view

### ### Language and content

- no abusive language
- check for hallucinations in any AI-generated content
- ensure that the content is aligned to the TOPIC
- IF the blog is a review of a HOTEL or RESTAURANT, ensure tone is pleasant and pleasing
- use agent Longley to assist in crafting the content but always check and correct any irrelevant content
- you can also use external AI such as Google Gemini, Anthropic Claude etc to craft longer articles and extend the blog
- ensure that blog is properly paragraphed and spaced

### ### Accurate and proper links

- ensure all hotel reviews articles have a pop-up link to the hotel listing on ceybook.com that is working, no dead links
- ensure that "Related Articles URL" are those of similar theme or story or hotels to your blog content, your blog should cross link to similar articles to allow reader to continue reading
- Ensure that "Explore More URL" is directly related to the content of the blog, it is strongly suggested to link it to another blog of ceybook.com or possibly the official website of the subject matter
- learn from Senior Content Managers to insert direct links into content words, link to other ceybook.com pages
- you can also put links to YouTube videos

### ### Moniker links

- ensure you provide proper moniker URL so that reader can FOLLOW your moniker

### ### Accurate Category and Tags

- all blogs must be accurately matched with at least one Category and Tag. Multiple

Category and Tags are encouraged

- do not over Tag
- all blogs are automatically posted onto various monikers and Telegram Channels of similar Category and Tags

### Creating a Theme

- Content Managers are each responsible for blogs of attractions, hotels and restaurants for the countries they are assigned to
- always attempt to create a theme and link several blogs articles together
- for the series of linked blogs, always identify hotels with high Lead Indicator (under Checklist) to promote as part of the blogs
- Eg, winter holidays in December can be a theme of various snow activities such as skiing, snowboarding, winter hiking, and tied to a few hotels that are in the region promoted

## Steps to posting blog

### For a Content Manager daily work

- draft blog and immediately ask Senior Content Manager to quickly review and post
- IF Senior Content Manager is not available, ask another Content Manager to review
- all draft blogs must be posted within a working day (ie 24 hours)

### For a Senior Content Manager daily work

- review all draft blogs by Content Managers and DENNIS
- all draft blogs must be posted within a working day (ie 24 hours)
- all Senior Content Managers have joint responsibility for all blogs by DENNIS
- Senior Content Managers will self organise and take turns to review and upload content for DENNIS
- any draft blogs by DENNIS that are not posted will result in a demerit for ALL Senior Content Managers

## DAILY requirements

- on each working day, read all blogs posted on the preceding days, it should not take too much time
- if there are errors or issues on image or content, immediately crop the picture and forward the blog link to internal CMT Telegram group chat
- put the article to DRAFT and ask Senior Content Manager to check
- anyone who actively highlight issues will be positively rewarded and looked upon favorably
- fulfil all blog KPI as given by the company