70/30 Campaign - Blogging Guidelines

We would like you to develop great blogs by being creative and self-expressed. So here are our guidelines:

1. Before you start, read through our blog page to get a sense of what we usually publish.

2. Have, and hone, a main message. Edit your intro so that the point of your post is ridiculously clear.

3. Tell a story – like a journalist. Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, people you've engaged with etc.

4. Let your heart show; where appropriate, share your feelings.

5. Please disclose any relationships / partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).

6. Give credit. Check your facts and quotations. Cite your sources.

7. Be polite and considerate. If you are mentioning someone else, please ask their consent to do so.

8. Be positive and upbeat. People want to see what good came out of a situation and they will enjoy celebrating your success with you!

9. Include a Call to Action and be prescriptive. Don't just tell readers to do something. Explain how.

10. Avoid or explain buzzwords. Some of our readers feel turned off by geekspeak. If you're using a specialist term that is not commonly known, help people understand by clearly explaining the term.

11. Images always go down well but please ensure that you have permission to use them. Make sure you're citing photos if you're using ones from other sources. (A simple "Photo from [fill in the source]" with a link to the exact page you got the photo from will do.) It can be awkward to receive a "hey, can you credit my photo or take it down?" email from a budding photographer or fellow blogger.

12. If you include photos and/or videos (and you should!), make sure they're high res (PNG or JPGs).

13. Make your post is long enough to engage and enrich readers (and no longer): We don't have a word-count goal, although a nice blog post length to generally aim for is between 500 and 700 words. It's long enough to write something of substance, but short enough so that people's eyes aren't glazing over when they scroll through.

14. One word: proofread. Who wants to read bad writing and poor grammar on the internet? No one.

15. Last but not least, here's the cardinal rule of blogging: Don't treat your blog like a vacuum where it's just you and your computer. Talk to fellow bloggers, reach out to followers, link to other people's interesting posts, and make connections. Blogging, like anything else in life, is what you make of it!

Note:

Anything which we judge to be rude, inflammatory, illegal or offensive in any way may be amended or taken out of your blog before posting.

We reserve the right not to publish any blogs which are not relevant to the 70/30 Campaign.

We reserve the right to publish only part or parts of your blog.