



Blog Writing Tips

1. Personal
 - a. Don't be afraid to use "I". Blogs are meant to be personal and from one person rather than from the entire organization (while still representing the organization of course).
2. Think about length
 - a. 600-1000 words. A little less is okay! If you write something significantly shorter than this, it might be okay too. It all just depends on the content.
3. Timely
 - a. Try to tie your blog into something that's going on currently in the world.
4. One subject/argument/pointed
 - a. Having too many arguments or subjects in the blog can make it too long, too confusing, or take too much energy for readers.
5. Audience
 - a. Who is our audience? Does your blog speak to them?
6. Attention-Grabbing Headline/Title
7. Use subheadings, bullet points, or numbers to make it easy to follow and scan
 - a. Think about how many people click, read, and share BuzzFeed articles, for example, because they are quick "5 Reasons Why...", "10 Ways to...", etc.
8. SEO Keywords
 - a. Use keywords like "sexual violence," "sexual assault," "survivors," "oppression," etc. These are important terms for our work (obviously!), but they also help our blogs to come up when someone Googles these or other related terms.
9. Links and Sources
 - a. As readers, we appreciate sources when data are presented, and we of course appreciate links to connected information. So, try to include a few links to other pieces or sources when possible (and of course use proper citation procedures).
10. Concise, active sentences
 - a. Avoid lengthy, passive sentences that might read more like a theoretical paper or like a book. Again, blogs are meant to be short and easy to read.