



WISH
THE NETWORK FOR WOMEN
WORKING IN SOCIAL HOUSING

Guidelines for Guest Bloggers

Thank you for agreeing to write a blog for us. Please take the time to review our guidelines.

Blog Objectives

A WISH blog provides a platform to discuss areas of work and best practice likely to be of interest to our members (women working across all disciplines of UK housing). Each blog post should be viewed as the beginning of a conversation that prompts further debate and consideration.

What Makes a Good Blog Post?

When writing your post keep these things in mind:

- Audience:** consider who the audience is for your post and keep them in mind when writing and editing.
- Voice:** our blog posts are opinion pieces and should be written in the first person.
- Style:** blog posts should be written in a fairly informal and conversational style.
- Tone:** try to phrase your blog so it reads more like an offering up of ideas rather than telling our members what they should be doing or not doing.
- Clarity:** avoid jargon and spell out acronyms in full. Assume your reader has little previous knowledge of the subject matter. Keep sentences and paragraphs short, and break up blocks of text using subheading or bullet points. Your post should be concise and clear in its messages.
- Party Politics:** a blog should not be party-political in its content, stay neutral.

References

Where a source is referenced, please include a hyperlink to it. We will not publish posts with unreferenced sources.



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Editing

We may lightly edit your blog to ensure it's consistent with our written style guide. The messages in your blog post must also be consistent with our wider communication and messaging strategy.

We will send any suggested edits back to you for final sign off before we publish.

Word count

400-600 words (no longer please).

What next

Please save your blog post as a Word document and email it to admin@wishgb.co.uk

When you send your blog post to us, please include your Twitter/LinkedIn @username so we can include this when we share it and a headshot photo would be great too.

If you have any questions, please contact us.