Blogging Guidelines

Remember, blogging is so important for our organisation!

Blog entries generate traffic to our website which increases awareness of what we do, and could translate into us being able to reach and support more people!

1. Why are you writing? Is it to promote a programme or activity? To raise awareness of an issue or of the work of another group? What do you want to achieve? What take-away point do you want each reader to learn? What is your premise?
2. Start writing! Don’t overthink and don’t get distracted with research beforehand. You can research as you write. Try not to criticise yourself. You can edit later.
3. Know who you’re writing for. Who is your target audience? Who can you picture sharing this piece of writing? Adjust your language for this audience if necessary.
4. Is this time-sensitive? Is it three days until FGM zero tolerance day, for example? Is it realistic to produce a good-quality piece of writing in this timeframe? If so, set yourself a deadline and stick to it.
5. Headings help readers to keep their place. They capture our attention.
6. If you’re asking the reader to do something, make it easy for them! Have a ‘share’ button. If you would like them to buy a ticket, include a link.
7. Get someone to check your work – a proof-reader can really help to pick up on anything from small errors to big requirements to add more content/change parts to fit Amina mission etc. Ask someone you trust to look over your post before sharing it.
8. Promote your blog entry. Once it’s published, share it! Get everyone you know to share it, too.

How much to write?

Do you want lots of comments on the blog? If so, around 200-300 words is best.

You could include a summary of the pros and cons of an argument, and invite opinions.

You could make a shout-out for experiences of a particular issue.

This kind of post won’t be shared much on social media, but will generate activity on your blog if it already has an audience.

Do you want something that will be shared widely on social media?

The length to aim for is 600 – 1300 words.

Your post should have a strong headline, and a compelling topic. It could offer information to help with a common problem. It could also present an opinion or call to action.

Would you like a high-ranking google result?

Your blog entry needs to be much longer – well over 2,000 words, and it should be well-researched and authoritative.

750 words is the standard length for professional journalism. If you’re going much under, or much over this, just check your blog post is in line with your goals.

Suggested Template

This is one way of structuring a blog post. It’s a bit like a 5-act play for the theatre, where the first act introduces a character and their dilemma, it all gets worse in the second act and so on. However, the character in a blog post is the reader.

Part 1 (or maximum first three paragraphs) – You could describe a problem that might be relevant to your reader. Otherwise, describe your premise/purpose in writing.

Part 2 (maximum 5 paragraphs) – Make this issue personal. This could be your own personal connection to a problem or issue. It could be an account of someone’s experience told in an emotive way. You want your audience to connect with what you’re writing.

Part 3 (maximum 5 paragraphs) – Tell a story about a solution. This could be a case study or testimonial. It could be your own personal struggle and eventual triumph. This is the account of how someone or multiple people came upon the solution to this problem.

Part 4. (around three paragraphs) Solve the problem. It’s the ‘good news’ part, but people will only share good news if it’s preceded by a bit of conflict or peril. Don’t begin your blog post with the good news!

Part 5. (1-3 paragraphs). Call to action. ‘Sign up for this life-changing evening class’. It could also be a conclusion, if you’re presenting information. If you’re asking someone to do something, remember to make it easy and include links/addresses/whatever they will need. Don’t send someone on a wild goose chase. A call to action could be as simple as ‘share your experience in the comments’.