Champions4Choice Guest Blog Style Guidelines

1. Propose a **THEME/TOPIC** for your guest blog post and identify **UP TO (3) KEY MESSAGES** in bulleted format. If EngenderHealth has proposed a theme/topic, please indicate whether you agree or wish to modify it (and if so, how).

- Do not submit a copy of an article or blog entry that has already been posted online. You are free to write a blog post with similar themes, content, structure, etc., but it must be original. This is to avoid problems with copyright ownership, as well as search engine penalties.
- Similarly, once your blog post has been put on our blog, do not copy it word-for-word to your own blog or to another site. However, you are free to promote it, link to it, quote it, and so on.

2. Propose a **TITLE**. Short titles (5-7 words) are typically best.

3. **WORD COUNT.** Please limit your post to 2–3 paragraphs and a total of 200–400 words. If your blog post is an analysis or a response to another article, research paper, or other material, you may include up to 200 additional words of quotation from that material.

4. **DESIRED STYLE AND TONE.** We only accept posts written in English. Assume that many readers' primary language is not English. Therefore, use relatively simple language understandable by a broad range of technical/program staff, advocates, and community-level champions engaged in family planning and human rights issues in countries around the world. Content may consist of informational updates, evidence, or opinion; it should not be overly technical.

5. We recommend that you include 3–5 **HYPERLINKS**. Note that we ask guests to include hyperlinks to resources that support or elaborate on your key messages, but to refrain from linking for the main purpose of promoting your work or that of your organization. Do not include e-mail links to yourself.

6. **LINKING POLICY.** EngenderHealth agrees to hyperlink to the guest blogger's organization web site within the author's brief bio, if requested.

7. **FORMATTING PREFERENCES**.

- Include all hyperlinks in the body of the text.
- Use bullet points where appropriate, and break up long paragraphs for easy reading.
- Suggest up to five key terms to use as tags (e.g., contraceptive choice, FP2020)
- Spell out all acronyms the first time they are used.
- Include footnotes where necessary/appropriate.

8. **PICTURES AND VIDEOS**. Blog posts are enhanced by including multimedia, so it is recommended (not required) that guest bloggers send one (1) image (photo or graphic) or video to accompany your blog post.

- We will not post an image without an attribution (caption or footnote) that states the image's source and ownership. For example, a photo taken by Jane Smith of EngenderHealth would be credited "Photo: J. Smith/EngenderHealth," unless her or her organization requested an alternative credit.
- If you are submitting an image of any kind, please obtain permission for use and provide the name/organization/company that should receive photo credit. It is not appropriate to find a photograph on the Internet and copy it. You must have confirmed permission to use it.
- If you own an image, then list yourself as the photographer.
- If your organization owns an image, please confirm with the photographer or communications staff that the image can be posted on our site.
- Videos do not need captions/attribution if they will be embedded from online public services such as YouTube.
- The blog manager may reformat/resize your submitted images to fit into the blog's format.
- The blog manager retains the right to reject images, videos, or animations for any reason, and to suggest alternatives.

9. **EDITORIAL POLICY.** The manager retains the right to edit your guest post for brevity, if necessary. If edits are made, the blog manager will obtain your approval prior to posting.

10. **GUEST BLOGGER BIOGRAPHY.** All guest bloggers should submit a brief 1–2 paragraph bio (up to 80 words) and, if desired, a "head shot" photograph.

11. **UPLOADING OF DOCUMENTS**. In the context of your blog post, EngenderHealth will consider posting and linking files in Acrobat/PDF and Microsoft PowerPoint formats if they meet the following criteria:

- The material is directly related to the blog post.
- The material is clearly labeled for public distribution, and/or you have obtained permission to distribute the file.
- The material is not already available online from a reputable source (in which case, a link may be suggested to you).

12. The blog manager reserves the right to remove your post from our web site at any point in the future.