



October 2017

## BLOGGING TIPS

Do you need to write a blog but don't know where to start? We have pulled together some tips to write a compelling blog.

### What makes a compelling blog?

- **Be personal and positive.** Child marriage is a serious issue and has lifelong consequences for the girls affected. To inspire change, emphasise what can be done to end this practice and share why you are determined to enable girls to thrive. Discuss how you have overcome the challenges you face in your work.
- **A fresh perspective or an interesting angle.** What is innovative about your work or approach? What might surprise readers about child marriage in your region?
- **Analysis and learning that can be applied by others.** What could others learn from the work that you are doing? What advice would you give to other organisations looking to achieve similar results?

### Format

- **Make it short.** Aim for 500 words max. The attention span of readers online is short. Each paragraph should be no longer than four lines. Keep sentences short too (no more than 25 words).
- **Make it visual.** Add multimedia content (video, infographics, photos, etc.) to bring your story to life.
- **Make it easy to scan.** Use sub-headings to break up the text. If a reader only skims the blog, they can identify the top messages from your piece.

### Writing tips

- **Stick to one topic or idea.** Clearly state your main point at the beginning of your blog – give readers a reason to read further. Cramming too many concepts in one sentence will confuse the reader.
- **Keep your audience in mind.** Always ask yourself: why should the reader care? What value are they getting out of it?
- **Write in the first person** – and feel free to explain your own background to give your argument context.
- **Use examples, stories or first person quotes to illustrate your point.** This gives readers a personal understanding of an issue and makes the blog more compelling.
- **Avoid jargon, acronyms or technical language.** Keep the tone conversational, but don't feel the need to 'dumb down' – your target reader is intelligent and engaged, but possibly new to your subject.
- **Provide more information for readers who want to dig further.** Provide hyperlinks to other sites, blogs, and organisations where relevant. Don't forget to provide references or sources for the data used in your post.

For examples of blogs written by *Girls Not Brides* members, visit: <http://www.GirlsNotBrides.org/news/>