

Helplines Partnership – Blog Post Editorial Guidelines

What's the Helplines Partnership blog all about?

The Helplines Partnership blog is where our members, helpline workers, helpline volunteers and professionals who work with helplines find expert, practical advice, news and updates.

Guidelines

Posts on the Helplines Partnership website are helpful, not self-promotional. No jargon, unexplained acronyms or corporate speak. Keep it interesting and conversational. Think about what it is that people are going to take away from the blog post. Is it a worthwhile read?

Requirements

The following are required material for the Helplines Partnership blog.

Word count:

500 -1,000 words

Links:

Link to other content whenever relevant. Every link included must add value for readers.

Formatting:

Use headers and sub headers to break up your post.

Avoid big blocks of text.

Use bullet points or numbered lists.

End the post with a question or a call to action - the more specific, the better. This is the ideal place to link to your helpline, a campaign or service that you've talked about in the blog.

Images:

Always have an image. The image should support the topic of the blog post. If it's a stock image, make sure it has a [Creative Commons Licence](#).

The images get cropped when they appear on the homepage so the best size image for a blog post is 640px wide by between 200 – 250px high.

Editing

We may edit your post, add an introduction or ending. We will always send it back to you for final approval before we publish it.

Exclusivity

If you write a blog post for the Helplines Partnership website, we ask that it's not a direct copy of something that has been published somewhere previously, or simultaneously.

Deadline

We'll agree a deadline with you, if you aren't going to hit the deadline please let us know as soon as possible.

Promoting

The more people see and read your blog post the better, so please plan to share your post throughout your social networks. How many times you choose to share it, which platforms you use and over what time period is up to you. Please always link to your specific blog post on the Helplines Partnership site.