



Network of Wellbeing Blog Guidelines

Generally a blog post should include:

- An introduction that states the key points of the post.
- Details of how the post's content links to wellbeing.
- Link to further information, wherever possible/ relevant (e.g. website link, links to relevant resources, links to relevant social media accounts where people can stay in touch etc.)
- A few good photos, if possible.

Audience/ Writing Style:

- Through the Network of Wellbeing's blog we seek to make wellbeing-related news, events, research, campaigning, stories etc. accessible and interesting to a wide audience. Therefore, blog posts should generally try to be snappy and succinct in language use. That said, we do not wish to shy away from complex ideas; we just want to ensure to present content in a way that is accessible.

Word count:

- We like to share quite short and accessible posts; generally they should be between 400-600 words, and no more than 750-800 at maximum.
- It can be helpful to use headings and bullet points to break up text, where possible/ suitable.

Image and video use:

- Photo and/or video use is encouraged in all blog posts. Please make sure that all rights for sharing are clear and you provide any required attribution. Please provide photos in as high resolution as possible.

Examples of other Network of Wellbeing blog posts:

- It may prove helpful to have a look at other guest blog posts on our website to get an idea of the kind of content we shared so far <http://www.networkofwellbeing.org/blog/category/guest-posts>

Sharing your post:

- Once you have a completed draft, please email this to NOW (contact details below). Someone from the NOW team will then review your post, and let you know if any final edits are needed before publishing.
- Once your post has been published NOW will email you the link, and also share the link via NOW's social media channels. Please share via your own social media channels and networks too, if possible.

If you have any questions or need any further information please contact:

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