



Blog

Writing guidelines

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Blogs feature narrative and short-form written content catering to a wide online audience, including non-experts. It must include insights, thoughts, data and/or stories on social protection or related topics, possibly also featuring photos and infographics that can help to better illustrate or demonstrate the text's argument.

For guidance on themes, please refer to our Theoretical Content Classification guideline. To learn how to add a blog post, please refer to our Technical Content Classification guideline and our video guidelines on how to add a blog post.

1. Word limit

- Your blog must be between 900 and 1500 words long (excluding the reference list and footnotes). If your subject requires longer analysis, we suggest you divide your submission in two separate blogs.
- It is important to note that the first 780 characters (including spaces) appear on the list view of the blog listing page. Hence, including a small teaser might provide leverage and bring more attention to your blog (please see more details on item 2).
- Footnotes are not considered within this word limit, but we suggest using them only when needed for indicating additional information and keeping them as short as possible. Footnotes and endnotes should NOT be used for referencing. Please check item 7 for more information on referencing.

2. Title

- The Blogs with higher access rates clearly state their subject on the title. Keep the following elements in mind:
 - Title should be up to 75 characters (including spaces).
 - Only capitalise the first word and proper nouns.
 - Do not use full stop at the end of title.

3. Teaser

- The Teaser is not mandatory, but it can be useful to spark reader's interest. Keep the following elements in mind if you decide to use it:
 - It should be up to 780 characters (approximately 3 or 4 lines) and summarize the blog's main argument, perhaps also briefly describing its main findings and conclusions.
 - Do not use abbreviations in the teaser.

4. Tags

- Tags can help reader finds your blog through the tag cloud or tag search, but they are not mandatory. Keep the following elements in mind if you decide to use it:
- Include only terms that are not available or comprehended in the blog classification form.
 - Do not use hashtags (#).
 - Separate the tags with commas (,).

5. Body

- Short sentences and paragraphs make the text easier to the audience to read:
 - Use sub-headings every 3-4 paragraphs.
 - The use of numbered or bullet point lists is recommended if you are listing elements.
 - You can add figures, graphs and other visual elements to illustrate your arguments (see more info on item 6 and on our Technical Content Classification guideline).

6. Level, style, and tone

- socialprotection.org caters for a wide audience of very diverse backgrounds and levels of familiarity with social protection. Hence, try to explain your arguments thoroughly and clearly, keeping specialist vocabulary to a minimum.
- Always try to explain terms or acronyms that are likely to be unfamiliar to people. You can also link a term to our Glossary or add footnotes.

7. References

- Include, by the end of your blog, a list of references to all research the blog may be based upon. The list of references is not included in the blog's word limit. Preferably, references should be added in Chicago Manual of Style's Author-Date System, as exemplified below:

- Format for in-text citations:
- (Author, year) or (Author, year, p. Y)

Example:

Over two decades of experience, BRAC has developed key lessons on how to enhance existing social protections programmes by incorporating the Graduation approach (O'Donnell, 2020).

- Format for the list of references:
- Author, X. (Year). *Article title italicized*. Journal or Source name. Location. Accessible: [link]

Example:

Barca, V. et al. (2020). Preparing for future shocks: Priority actions for social protection practitioners in the wake of Covid-19, SPACE, Accessible: <https://socialprotection.org/discover/publications/space-preparing-future-shocks-priority-actions-social-protection-practitioners>

- If the blog was first published somewhere else, please inform the audience in the beginning of the text and hyperlink it to the source, adding it also to the list of references in the end.
- Use et al. for citations with three or more authors.
- Whenever possible, add the references to the socialprotection.org platform.

8. Table, pictures and charts

- Add a clear and concise title to each image.
- Label axis clearly.
- We suggest not using the terms 'below' and 'above' to refer to figures and tables in the text, but referring to them through number or name.

Example:

Finally, the authors introduced the concept of shock-responsive SP, given the context in MENA and the occurrence of migratory crises and due to the Covid-19 crisis more recently.

Illustration 1 Key conceptual debates involving inclusion of migrants in SP systems



Source: IPC-IG Presentation

9. Cover Image

Must include a cover image (1920px x 1080px) to accompany the post. Include image source and credits on the image. Paint or [Canva](https://www.canva.com/) are recommended tools to do that.

All images must be free of copyrights and freely available for commercial use. [Flickr](#), [Unsplash](#) and the [United Nations Photo Library](#) are recommended sources.

10. Style Instructions

10.1 Dates

Present as day month year with no punctuation (e.g. 19 January 2014)

10.2 Foreign words

These should be in italics unless they have become essentially a part of the English language.

10.1 Abbreviations

The title or name of an organisation, programme, or institution that recurs in the text should normally be written in full the first time it is mentioned, and then followed by the acronym between parentheses. See good examples below:

- UK, EU, US (no full stops).
- G20 and G7 (no hyphens).
- The term “vs” can be used in titles and headings, but “versus” should be used within text.

10.1 Punctuation

- Itemise lists with commas, not semi-colons (unless list items contain commas, which is the case for using semi-colons).
- Bulleted lists should have each item begin with a capitalised word.
- No comma after e.g., or i.e.
- Use double marks (“x”) for direct quotes and singles (‘x’) for quotes within quotes.

10.1 Numbers

- Use 'per cent' in longer prose. The % sign should be used in tables and figures.
- Use billion and million, not bn and mn or other abbreviations.
- References to currencies should follow the 3-letter ISO 4217 Currency Codes, followed by the nominal amount without a space (e.g. USD215, BRL215, CHF215).
- When mentioning values in a currency that might be unknown for the audience, we suggest adding the equivalent value in US dollars or euro (adding also the date for reference).