Blog
Writing guidelines
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Blogs feature narrative, punchy, and short-form written content catering to a wide online audience, including non-experts. The content must be related to social protection.

For guidance on relevant topics, 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.

KEY TIPS:
▪ Write between 900 and 2500 words.
▪ Include a cover image, with no copyrights (all creative commons). Search on images databases such as Flickr, Unsplash, Pexels, and Pixabay.
▪ Include a teaser.
▪ Prefer short paragraphs.
▪ Use sub-headings and bullet points.
▪ Include in-text references.
▪ Include a list of references.
▪ Write full name and acronym on first use.

1. **Word limit**

▪ Your blog must be between 900 and 2500 words long (excluding the reference list and footnotes).
▪ The first 780 characters (including spaces) appear on the list view of the blog listing page. We recommend capitalising on this by including a short teaser (see item 3).
▪ Avoid footnotes, when possible. Write the information in the body of the text.
2. **Title and headings**

- Approximately 75 characters (including spaces).
- Only capitalise the first word and proper nouns.
- Capitalise the first word after a colon.
- Do not use full stop at the end of the title and headings.

3. **Teaser (recommendable)**

- Narrative steer to spark the reader’s interest.
- Up to 250 characters.
- Summarize the blog’s objective, perhaps also briefly describing its main findings and conclusions.
- Do not use abbreviations in the teaser.

4. **Cover image**

- Include a cover image to accompany the post.
- Include image source details.
- The image must be free of copyrights (all creative commons). Search on images databases such as [Flickr](https://www.flickr.com), [Unsplash](https://unsplash.com), [Pexels](https://www.pexels.com), and [Pixabay](https://pixabay.com).

5. **Body**

- Prefer shorter paragraphs, with approximately 150 words.
- Use sub-headings every 3-4 paragraphs.
- Include only key findings and arguments.
- Consider what is of widest interest to online readers.
• The use of numbered or bullet point lists is recommended.
• Only include key summary statistics.

6. **Level, style, and tone**

• Don’t assume that readers know what you mean without explanation.
• Keep specialist vocabulary to a minimum and explain all terms likely to be unfamiliar to online readers when you first use them.
• Do not take political sides and be subtle and diplomatic on criticism.
• Do not refer to yourself in the third person (always “our research”, “the study”, etc.)
• Acronyms, initials, and formulae: Explain once, at first use, then use the acronym.

7. **References**

• Include in-text references. Examples:
  • (Auktor and Loewe, 2022; Smith and Zintl, 2021)
  • (Gentilini et al. 2020)
  • (World Bank, 2019)
• Hyperlink references in text if the public access version is available.
• Link to the socialprotection.org landing page when the publication is available on the platform.
• Link to full length research that the blog may be based on.
• Use *et al.* for citations with three or more authors.
• Include a reference list for cited content at the end of the blog: Examples:
  • Aker, J. (2010). *Dial ‘A’ for Agriculture: Using Information and Communication Technologies for Agricultural Extension in Developing Countries*, Tuft University, Economics Department and Fletcher School, Medford MA02155.


8. Table and charts

- Recommended to illustrate research findings.
- Label the axis clearly.
- Provide a clear and concise heading.
- Provide a short explanatory paragraph to accompany the table or chart.
- Write tables and charts’ references below it.

9. Conclusion

- End in a decisive and interesting fashion, one that sums up and encapsulates the argument.