Blogs feature narrative, punchy, short-form written content catering to a wide online audience, including non-experts. The content must include social protection or related topics. For guidance, please refer to our Theoretical Content Classification guidelines. To learn how to add a blog post, please refer to our Technical Content Classification guidelines.

**STRUCTURE:**

1. **Word limit:**
   900 – 1500 words
   - The first 780-790 characters (including spaces) appear on the list view of the blog listing page. To capitalise on this, please include a teaser (see 3).

2. **Heading:**
   Approximately 75 characters (including spaces)
   - Narrative style heading, do not phase as a question
   - Include key google search terms pertaining to the content
   - Only capitalise the first word and proper nouns
   - Capitalise first word after a colon
   - No full stop at the end of titles or headings

3. **Teaser:**
   Up to 250 characters / 3 or 4 lines
   - Describe the main findings and conclusions of the blog
   - Do not repeat content from the heading
   - Narrative steer that sparks interest to the reader

**Tips:**

- **British English:** use “s” instead of “z”: organisation, programme
  - Use a teaser, short paragraphs and sub-headings
  - Numbers below ten must be written as words
  - Full name and acronym on first use
  - Ensure you include at least one image, with no copyrights (all creative commons)
4. **Body:**
   - Use sub-headings every 1-3 paragraphs
   - Shorter paragraphs: approximately 150 words.
   - 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

5. **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 when you first use them

6. **References:**
   - Hyperlink references in text if the public access version is available: (Lawson, 2017)
   - Link to the socialprotection.org landing page in the publication is 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
   - Italisise journals articles

Include a reference list for cited content:

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.


6. **Tables 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

7. **Image**
   - Must include image to accompany the post
   - Include image source details
   - The image must be free of copyrights: all creative commons. Flickr and the United Nations Photo Library are recommended sources.
8. Conclusion:
End in a decisive and interesting fashion, one that sums up and encapsulates the argument.

GRAMMAR

1. Spelling:
   • British spelling (globalisation, labour, programme, organisation etc.)
   • Adjective phrases like “high-value” in “high-value industries” are hyphenated, but not when standing on their own, e.g. “They placed a high value on the industry, thus making it a high-value industry.”
   • Don’t use a hyphen after an adverb ending in –ly (e.g. “highly skilled workers”)
   • Don’t refer to yourself in the third person (always “our research”, etc.)
   • Commonly occurring words/phrases: euro (don’t capitalise currencies), policymaker, “the data show”, not “the data shows”

2. Dates:
   • Format: 17 March 2017
   • 20th century (not twentieth century)

3. Abbreviations:
   • Acronyms, initials and formulae: Explain once, at first use, then use the acronym
   • Always abbreviate UK, EU, US (no full stops)
   • G20 and G7 (no hyphens)
   • “vs” ok in titles and headings, but “versus” within text
   • Don’t use abbreviations in teasers

4. Punctuation:
   • Use Oxford commas ("a, b, and c" rather than “a, b and c”)
   • 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
   • Single quotation marks to introduce terms, double quotation marks when quoting directly
   • No comma after e.g. or i.e.

5. Numbers:
   • Numbers below ten must be written as words
   • Numbers larger than ten should be written as numerals (except at the start of sentences)
   • Use %, not “percent” or “per cent”, except at the start of sentences.
   • Use billion and million, not bn and mn or other abbreviations.
   • Use £, $ and € symbols (e.g. “€300 million”)