

Blog submission guidelines

1. General guidelines

- Blogs should be **no longer** than 1000 words, and must be accompanied by images (see 'Image guidelines' below)
- All sources must be cited as hyperlinks, and not footnotes or endnotes
- Author affiliations should be declared

2. Image guidelines

- All blogs **must** be accompanied by one or more images (stock / graphics/maps / text/call out boxes highlighting key parts of the blog, infographics, etc).
- Blogs over 750 words should be accompanied by ONE photo
- Blogs of 750-1000 words should include at least TWO graphics.
- Images should relate to the content of the written piece.
- The author **should have permission to reproduce or publish the image** (ie. The image was taken by the author, or if obtained from the web, should be labelled for reuse under Creative Commons.).
- Preference is for highest resolution images (either .jpg or .png)

3. Other guidelines

- Hyperlinks should be included in text ie. Like [this](#) and not appended to a sentence like this [link: <https://wordpress.com/view/abtassocgovernancesoapbox.wordpress.com>].
- Hyperlinks should be minimal, covering few words, for example, '[this report](#)' or '[this post](#)' rather than '[this post illustrates that gender outcomes for women remain poorer than those for men.](#)'
- If a post is not explicitly referred to, the hyperlink should be attached to the relevant active verb in the sentence that refers. Eg. Globally, women tend to [spend](#) ten times more time on unpaid care work than men.

4. Punctuation guidelines

- We prefer use of the 'serial' comma – 'When Tom and Bertie left the store, they found, rather disappointingly, given Bertie's family connection at the store, they had been short-changed.' As opposed to 'When Tom and Bertie left the store they found, rather disappointingly given Bertie's family connection at the store, they had been short-changed.'

- We accept sentences starting with 'And'
- Our preference is that adverbs of frequency precede verbs, e.g. 'I regularly confuse...' rather than 'I confuse regularly...'
- Our preference is for English rather than American spelling. E.g. 'S' over 'Z' – as in 'utilisation', 'harmonisation' etc
- We prefer sentences that are concise, straightforward and forthright, and prefer use of the 'active', where the emphasis is on the 'subject' of the sentence, rather than 'passive' voice for this reason.
- Avoid use of anachronisms such as 'whilst' and 'amongst'. 'While' and 'among' are preferred.