Blog Submission Guidelines

The Global Social Service Alliance is always seeking blog content that draws attention to social service workforce accomplishments, challenges and solutions. Blogs are published on our website as well as showcased in our newsletter (sent to 4,000 individuals) and on social media. All blog content should be submitted to our Communications and Advocacy Manager, Alena Sherman: alena@socialserviceworkforce.org. The Alliance may edit your blog post for clarity but will approve all edits by you beforehand. Please see below for our submission guidelines:

- **Audience:** The general audience for our blogs is our members, which includes individuals focused on or interested in social service workforce strengthening within government, UN agencies, non-profits, faith-based organizations, civil society, academia and professional associations.
- **Length:** An ideal blog is between 300 and 600 words long.
- **Voice and tone:**
  - Blog posts should be engaging as well as informative. It may be useful to think of your post as a story rather, as opposed to a report.
  - Blog posts come in a variety of formats. Your post could be a human interest story, an opinion piece, an interview, a case study, a list, etc. Feel free to be creative.
  - Your voice should come through, and it's okay to express opinions.
  - Because our membership is quite broad, please tailor your language to a more general level of understanding and consider defining jargon or other terms that may not be broadly understood.
  - Be sure to follow accepted standards of professionalism, including citing or linking to your sources and only using images you have permission to use.
- **Image:** If you have one, please provide an image or images with your post. Action shots are the best. If you don’t have any, we can help source photos.