



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.