

## Guide for RA bloggers

The RA Blog is a platform where invited guests can share their thoughts, knowledge, research and views, where they can engage with each other, and influence debate. We welcome contributions from across the Relationships Australia network, our fellow industry stakeholders, academics, analysts, policy makers, politicians and members of the public.

The blogs that we publish are a mix of planned and new thinking that aligns with Relationships Australia's priorities. If you are thinking about writing a blog, please get in touch with the Relationships Australia's [National Communications and Media Manager](#) to discuss your proposed contribution.

An RA blog needs to be an innovative piece of writing that makes a new or additional contribution to the subject area. Blogs may feature policy discussions, innovations, research, learnings, propositions, analysis, or reflection

We also really encourage our blog authors to share links to resources that help further build the knowledge bank of our readers.

There are no hard and fast rules to blogging, but here are a few handy hints:

- Keep it brief: Ideally, your blog should be about 350-600 words. This is roughly between a page and a page and a half of A4 writing. Please send your blog in either a word document or the body of an email, not as a PDF, to make it easier for us to edit.
- Original content only: A blog should be an original piece of writing. It is great to quote other people or sources in blogs, but please make sure you reference them. Please make sure that original sources are referenced in hyperlinks, not footnotes.
- Share openly: Think about where your passion lies, and blog about it. Blogs should seek to share a personal opinion, propose an idea, or put forward a position. They should seek to expose your thoughts and generate discussion.
- Make it user friendly: The best blog is one that sounds authentic. We encourage you to be conversational in your writing. Loosen up your writing. If you're going to use jargon, make sure you explain it. Make a pun or two. This makes your blog more engaging and easier to read.
- Refine your topic: Broad topics cannot easily be addressed in just 350 to 600 words, so narrow your topic as much as possible. Some of the best blogs are those that illuminate a small facet of a bigger, more complicated, topic.
- Edit your work: Everyone needs to edit his or her writing - even the most experienced writers. Take the time you need to tidy up your blog. Fix typos, run-on sentences, and any grammatical mistakes. Ask a critical friend to read before you send it to us. Just so you know - we may edit your blog too. We will send you a revised post if the changes are major. If they are small, you will have to trust us. We will make as few changes as possible.
- Help us promote your blog: Send friends and colleagues a link to your blog and invite them to comment. Social media is fantastic for sharing your blog. Make sure you post it on your Facebook, Twitter, Instagram and LinkedIn pages.