

Guest Blog Guidelines for the Barr Foundation

Purpose

The Barr Foundation blog is one of the primary channels we use to draw positive attention to our partners and their efforts, to share news about the Foundation and what we are learning, and to engage in broader debates about our priority issues. We also frequently invite guest authors to offer their perspectives to advance conversations and deepen engagement.

Audience

Our primary readers are foundation and nonprofit professionals – both from organizations currently receiving funding or collaborating with Barr, and those who may be interested in learning more about opportunities to partner with us. We also reach community leaders and others who are interested and/or actively engaged in our issues.

Blog Components

All blog posts include:

- **Title:** A brief title - generally 12 words or fewer.
- **Subtitle:** A phrase or sentence providing additional context on the purpose and/or content of the blog and is intended to entice visitors to keep reading.
- **Body:** Posts should be between 500-700 words.
- **Author info:** Please provide:
 - **A brief biography:** Please write or share a short personal biography with us.
 - **A profile picture:** A recent photograph of you to share alongside the blog.
 - **Social Media Accounts:** To help us promote the blog online, please share your personal or institutional social media account handles.

Optional elements:

- **Hyperlinks:** Feel free to include hyperlinks in the body of your text – though limit to the two or three you feel to be most important.
- **Visuals:** We encourage guest bloggers to gather relevant, engaging visual content to complement and enliven their post, such as photography, videos, presentation slides, PDFs, graphics and renderings, or social media content.

Process:

1. Discuss your blog concept with your program officer and/or Barr's communications team.
2. Share your first draft in a Word or Google document with the Barr team.
3. Review and respond to any suggested edits by the Barr team.
4. Review a preview version of your post on Barr's website.
5. Suggest final revisions and/or sign off on the post.
6. Share the post with your network.
7. Feel free to repost on your own channels.

Tips:

- **Don't bury the lede.** Provide a direct path to the big ideas and hook your readers early.
- **Use accessible language.** Write clearly and say it simply. Avoid jargon and highly technical language. For your title and subtitle, think about and incorporate the words and phrases people might actually type into Google when they're searching for the answers your post provides.
- **Show—don't tell.** Let the evidence speak for itself.
- **Organize around a few key themes or lessons.** Posts featuring three-five takeaways often do very well on digital channels.
- **End with a clear call-to-action.** Close with a specific way for your readers to engage, such as downloading a report, watching video, signing up for an event, or visiting another website.

Questions? Email Cecilia Hylton, Communications Associate at chylton@barrfoundation.org.