## Guest Blog Guidelines for the Barr Foundation Blog

## 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

Writing a blog post can be an opportunity to reach new audiences and contribute to timely discussions on issues affecting the arts, education, and climate change. 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 in and/or actively engaged in our issues.

## Guidelines

All blog posts should 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.
* Blog background image: A high resolution horizontal photo (at least 1 MB in size), ideally featuring people and the work of your organization. We encourage you to gather relevant, engaging visual content to complement your post. Visuals include photography, videos, presentation slides, PDFs, graphics, or social media content.
* 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 you to gather relevant engaging visuals to complement your post.

## Process

1. Discuss your blog concept with your program officer and/or Barr’s communications team.
2. Review general guidelines (below) for ensuring your writing is accessible and can be understood by the average adult reader.
3. Share your first draft in a Word or Google document with the Barr team.
4. Review and respond to any suggested edits by the Barr team.
5. Review a preview version of your post on Barr’s website.
6. Suggest final revisions and/or sign off on the post.
7. Share the post with your network.
8. Feel free to repost on your own channels.

## General Tips:

* **Show—don’t tell.** Avoid phrasing like “great” and “impressive” and let the evidence and your work speak for itself.
* **Frame around takeaways.** We suggest using three and give takeaways to frame your story and what you have learned.
* **A specific call-to-action (CTA).** Include a CTA at the end of your blog to drive readers to engage or learn more. CTAs include: downloading a report, watching a webinar or video, signing up for an event, or visiting another website.
* **Use accessible language.** Write clearly and say it simply so our readers can understand.
* **Don’t bury the lede.** Provide a direct path to the big ideas and hook your readers early.

Thank you for contributing your time, voice, and expertise to our blog. We look forward to sharing your perspective with our readers.