

# BLOG GUIDELINES

## WRITING A BLOG FOR THE WHEEL

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### IN BRIEF

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Minimum 400 words  
Maximum 1,750 words

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Focus on giving the reader interesting information that they really want

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Put self-promotion in the author bio rather than in the blog post itself

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## THE BASICS OF GREAT BLOGGING

There are many, many ways to write a great blog. But all of them have one thing in common: a focus on the reader.

### **Write for our audience.**

The readers of our blog are primarily people working in or volunteering with nonprofits. They may be in leadership roles or involved in their organisation's day-to-day operations and activities.

### **Pick an engaging topic.**

Don't simply write about an event or launch; pick an element of the topic that's so interesting that readers will be clamouring for more!

Popular formats include:

- How to [X]...
- 3/5/10 Things You Didn't Know About [X]
- Top 5 Tips for [X]

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**Keep it relevant.**

Your blog should be relevant, useful and interesting to our audience.

**Check all facts, figures and quotations.**

Where possible, cite your original sources.

**Avoid promotion in the blog.**

Your bio is the place to do that. Links to corporate websites, other blogs or social profiles will only be included in the author bio

## HOW TO SUBMIT YOUR BLOG

**Copy**

Please supply your blog as a Microsoft Word document (250-1500 words). Send it to [rob@wheel.ie](mailto:rob@wheel.ie).

**Bio**

include a bio no longer than 80 words. Images: submit any images as JPG or PNG files.

**Videos (optional)**

All videos must be hosted on YouTube. Please insert the link to the video in the relevant place in your blog.

**Right to publish**

We publish blogs at our sole discretion, and reserve the right to reject any submissions that do not meet our standards.

We also reserve the right to correct spelling or grammatical errors, and to edit text for length or clarity. We will not change the substance of the text without consulting you first.

## QUESTIONS?

Contact [rob@wheel.ie](mailto:rob@wheel.ie)

