

# Writing for blog guidelines

SCHOOL COMMUNICATIONS DEPARTMENT  
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## Blog content criteria

Our aim

- Critical thinking skills
- Empathy
- International mindedness
- Inspiring teachers
- Citizenship/risk taking

Does content meet the objectives above and criteria below?

- Is it in our tone of voice?
- Is it digital first?
- Does it position us as an influencer?
- Is it relevant for our high priority audiences?
- Is it timely? E.g., what else is going out at this time that it could clash with/is there a more relevant time of year to send this (e.g. 7) exam times) Is it timed strategically to impact the news agenda globally?
- Is there a clear call to action?
- Is there a deadline and understanding how can it be followed up?
- Is there clarity on how, where, when it will be shared?
- Can effectiveness be measured? Nice to have: Has it worked before? Does it highlight the unique nature of an IB education? Is it evergreen?

## Blog requirements for publication

Submitting a blog article

Blog articles should be emailed to: [communications@ibo.org](mailto:communications@ibo.org)

When submitting your blog article please for consideration please send a brief write up of around 200-300 word of your thoughts for an article on the IB Community Blog and we will check whether it is in line with our guidelines and strategy.

If we decide to go ahead and publish the article, we will then ask you to submit the full story and we will edit it as necessary, sending it back to you for final review prior to publishing.

Please ensure that it also includes the following:

- Photos
- Quotes
- Hyperlinks may be embedded into the text or put into the comments field. To avoid having your item returned, ensure links are correct.

Images

- No bigger than 1200x800 wide
- Feature/normal images – 1200px (length) by 800px (width)
- Circular and bio images – 300 px by 300px

Key points	Guidelines
<b>Consider this</b>	<p>What you write will demonstrate one of the many ways in which an IB teaching and learning experience contributes to making the world a better and more peaceful place through education. Remember that the people reading your piece may not be familiar with the IB but there will be something uniquely IB about your story. Write for the many, not just for the people already familiar with the IB.</p> <p>What is unique about what you are writing that shows the impact of an IB education?</p>
<b>Audience/who are you writing for?</b>	<p>Who are you writing for?</p> <p>People in the existing community: IB teachers? IB coordinators? IB World School leaders? IB Educator Network members? IB World School communities?</p> <p>If your answer is yes to any of the groups above, please first consider if the blog is the right forum for your piece. If it's a community-facing piece, should it instead be posted on one of the IB's dedicated community-facing applications like the programme resource centre as a news item in your programme and subject area? And/or in a discussion thread in the programme communities, IBEN Engage or Heads Engage? The blog is a public platform, accessible to people both within and outside the IB community, so your terminology needs to be accessible to people who may be coming across IB content for the first time.</p>
<b>Key message</b>	<p>What is the one thing that you want the reader to take away from reading your post?</p>
<b>Call to action</b>	<p>Is there a specific action that you want the reader to take as a result of reading your post?</p> <p>Read research, read more about the subject, complete a survey, register for an event, find related materials or simply be inspired?</p>
<b>Form</b>	<p>What form does your blog post take: Opinion piece? Report? Listicle (yes, that's what listed articles are called in blogland, for example top five things you need to know, tips or best practice.)? Organize a list from easiest to hardest (if relevant).</p>
<b>General subject/ specific subject</b>	<p>Your general subject when writing for the IB blog is most likely to be international education(!) but what is your specific subject and angle? For example: Approaches to ...; A deeper look into ... ; Trends in ... ; Examples of ... ; The future of ... ;</p>

<b>Headline</b>	What do you want the reader to gain from the post? Keep it short – aim for 65 characters (incl. spaces)
<b>Word count</b>	Short—200 words Mid-length—400-700 words Long—750+ words (max 1,100)
<b>Do you have too much material?</b>	Is it worth splitting it into a series or several posts?
<b>What does the reader get out of your piece? Why is your content important to them?</b>	What do you want the reader to feel when reading the content (for example trust, inspiration, reassurance or surprise)? How can they relate to your content? Why is what you are saying important to them, in their particular context?
<b>Do you have concrete examples?</b>	Use examples so that your reader can relate to and visualize what you're telling them. It makes it more meaningful to them and less abstract.
<b>What kind of language are you using?</b>	Does your piece use language that your global audience can relate to? Does it use <i>cross-over</i> language for both a specialist and lay audience?
<b>What's your voice?</b>	Consider choosing three of the following to represent your voice: Creative, encouraging, convincing, directive, authoritative, honest, informative, transparent, techie, upbeat, wise, urgent, science-y, no-nonsense, fun, entertaining, elegant, contemporary, bureaucratic, matter of fact.
<b>Does your topic relate to a google-able subject?</b>	Google it. Use terms that people are looking for.
<b>Does your topic relate to a hashtag?</b>	Perhaps reference it in your text.
<b>What problem or controversy does the piece explore?</b>	It's no fun if everyone agrees unanimously. It's not appropriate for all blog posts, but consider whether a little controversy might work in yours?
<b>What else can you link to?</b>	Include URLs to relevant, supporting content on <a href="https://ibo.org">ibo.org</a> , the blog, the programme resource centre or online communities (with a file path to where to look because they will need to log in and we cannot link directly), and elsewhere.
<b>What imagery do you have?</b>	Provide photos, illustrations, and videos to accompany and elaborate on your text. Please ensure that you have the relevant permissions to use the images. See consent and copyright license forms attached for you to complete and return with your blog text. Provide captions for your photos and images Avoid imagery containing text to make the translations of post easier and quicker.

Please note

Every blog we publish will need to be translated into French and Spanish. School communications will take care of this process. There is a possibility that we will share your blog in our newsletters and via social media. We might also use your photos in a variety of IB communication channels.

## Process detail for blog publication

