



## Grow. Sell. Thrive. Blogging Guide

### The basics

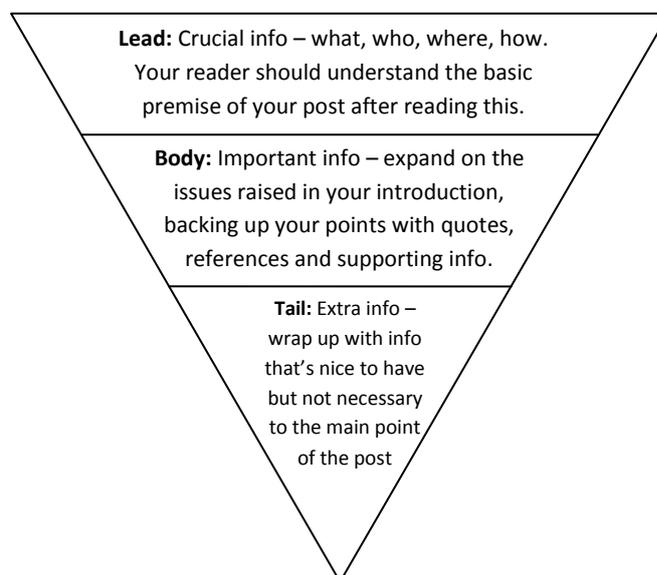
- Posts should be between **400-800 words** long. Shorter posts tend to attract more readers, so try to be as concise as possible.
- Include a **suggested title** – this can be something snappy and fun, e.g. “Milking It” for a post about women dairy farmers in Bangladesh.
- Include any **relevant extra material** – photos, videos, graphs or presentations.
- [Sign up to Grow. Sell. Thrive.](#) – Grow. Sell. Thrive. is a community of practitioners, so we ask that all contributors post under their own user profile. Keep your profile up-to-date and please include a picture and information such as your background, current position, areas of expertise and the region where you work.

### Writing for the web

Reading on the screen is tiring for the eyes and around 25% slower than reading from the page. Only 10% of users read web pages word for word – the rest scan for key words to see if the page is relevant. The following tips will help you write effectively for web users and hold their attention.

### Structure

- Keep the **inverted pyramid** in mind and get to the point in the first paragraph. Remember, your opening sentences are your “elevator pitch” and may be your only chance to capture the readers’ attention.
- Write in **short paragraphs** and use lots of **headings, sub-headings and bullet-points** to organise your content. This will help your readers find information easily.
- In general, try to stick to a “**one idea per paragraph**” structure.
- Keep **sentences short and simple**. Remember, many of your readers will not have English as a first language so don’t over-complicate and avoid long rambling sentences.



## Style

- Don't use a **big complicated word** where a **short one will do**.
- **Avoid jargon and colloquialisms**. Remember that your readership is international and from a wide variety of backgrounds.
- **Acronyms are fine**, but make sure they are spelt out at first use. (e.g. "The results of the **Women's Collective Action (WCA)** project are described below. They can also be found on the **WCA** website.")
- **Use links** – hyperlinks are a great way to point your readers to background information and reference material. They also will increase your chances of being picked by a search engine. Keep linked text short and descriptive. **Avoid writing "click here" or "go to this page"**.

Bad links	Good links
<ol style="list-style-type: none"><li>1. To download the latest version of the Gender Report, <u>click here</u></li><li>2. To find out more about where we work, please <u>go to this page</u></li><li>3. Please <u>download this report</u> to find out more about our program approach</li><li>4. <u>Get more information about our joint evaluations here</u></li></ol>	<ol style="list-style-type: none"><li>1. Get the <u>Gender in Crisis Report</u></li><li>2. Find out more about <u>where we work</u></li><li>3. Download <u>our program approach</u> (latest PDF report)</li><li>4. Read more details about our <u>Joint Evaluations</u></li></ol>

## Tone

- A blog post is not a report, so the language does not have to be dry and official. Your **tone can be conversational**, and include humour and personal anecdotes. You do not have to conform to Oxfam's (or any organisation's) official line.
- Blogging is about **starting a conversation**, which means you don't need to have all the answers. Feel free to **invite feedback** or conclude with an open question to your readers.
- Details are important, but too many in a short piece of writing can get in the way of the big picture. **Avoid long lists** of names and places, and try to **restrict numbers** to a few key figures that illustrate your point. Remember, you can always link your reader to more detailed facts and figures if you feel it's relevant.

## We're here to help

Grow. Sell. Thrive. is a space for you to share your stories and experiences and we want as many voices as possible contributing to the conversation. If you have a blog (or an idea for a blog) but feel like you need extra support or a second opinion, please get in touch with us via our [member profiles](#) on the website or by emailing [growsellthrive@oxfam.org.uk](mailto:growsellthrive@oxfam.org.uk).

**GROW.SELL.THRIVE.**  
GENDERED ENTERPRISE AND MARKETS PROGRAMME

