



## ACFID Guide to Bloggers

The ACFID Blog is a platform where members, policy makers, and the general public share knowledge, engage with each other, and influence debate.

The blogs that we publish are a mix of planned and emergent work that align with ACFID priorities. If you are thinking about writing a blog, get in touch with the [ACFID Media and Communications Coordinator](#) to discuss your proposed topic.

An ACFID blog needs to be an innovative piece of writing that makes a new or additional contribution to the subject area. Blogs may feature policy discussions, innovations, good practice, project successes, learnings, research undertaken, comment on political debate, propositions, or analysis. We also really encourage our blog authors to share links to resources that help further build sector knowledge and strengthen practice.

There are no hard and fast rules to blogging, but here are a few handy hints for our ACFID bloggers:

- 1) **Keep it brief:** Ideally, your blog should be about 350-600 words. This is roughly between a page and a page and a half of A4 writing.
- 2) **Original content only:** A blog should be an original piece of writing. It is great to quote other people or sources in blogs, but please make sure you reference them. Please make sure that original sources are referenced in hyperlinks, not footnotes.
- 3) **Share openly:** Think about where your passion lies, and blog about it. Blogs should seek to share a personal opinion, propose an idea, or put forward a position. They should seek to expose your thoughts and generate discussion.
- 4) **Make it user friendly:** The best blog is one that sounds authentic. We encourage you to be conversational in your writing. Loosen up your writing. **If you're going to use jargon, made sure you explain it.** Make a pun or two. This makes your blog more engaging and easier to read.
- 5) **Refine your topic:** Broad topics can't easily be addressed in just 350 to 600 words, so narrow your topic as much as possible. Some of the best blogs are those that illuminate a small facet of a bigger, more complicated, topic.
- 6) **Promote links:** Blogs are a great way to provide an informal introduction to more serious, extensive, drier research or material that can be included as a hyperlink in the body of the text or an attachment at the end. This provides pathways for people who want to learn more, and at the very least raises awareness in others.
- 7) **Be propositional:** It is good practice to finish a blog with a question or invitation for comment. It invites readers to engage with you, extend the thinking and begin a conversation.



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- 8) **Edit your work:** Everyone needs to edit his or her writing - even the most experienced writers. Take the time you need to tidy up your blog. Fix typos, run-on sentences, and any grammatical mistakes. Ask a critical friend to have a read before you send it to us. Just so you know - we may edit your blog too. We will send you a revised post if the changes are major. If they are small, you will have to trust us. We will make as few changes as possible.
- 9) **Help us promote your blog:** Send friends and colleagues a link to your blog and invite them to comment. Social media is fantastic for sharing your blog. Make sure you post it on your Facebook, Twitter and LinkedIn pages, or whatever other tool you use to stay connected.
- 10) **Respond to comments:** Check in on your blog every so often to respond to any comments that readers have made. Keep your replies constructive and positive. Encourage the conversation.

If you'd like some help, don't hesitate to contact the [ACFID Media and Communications Coordinator](#). We are also learning as we travel the blogging adventure.

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