



Blog

Writing guidelines

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Blogs feature narrative, punchy, and short-form written content catering to a wide online audience, including non-experts. The content must be related to social protection.

For guidance on relevant topics, please refer to our Theoretical Content Classification guideline. To learn how to add a blog post, please refer to our Technical Content Classification guideline and our video guidelines on how to add a blog post.

KEY TIPS:

- Write between 900 and 2500 words.
- Include a cover image, with no copyrights (all creative commons). Search on images databases such as [Flickr](#), [Unsplash](#), [Pexels](#), and [Pixabay](#).
- Include a teaser.
- Prefer short paragraphs.
- Use sub-headings and bullet points.
- Include in-text references.
- Include a list of references.
- Write full name and acronym on first use.

1. Word limit

- Your blog must be between 900 and 2500 words long (excluding the reference list and footnotes).
- The first 780 characters (including spaces) appear on the list view of the blog listing page. We recommend capitalising on this by including a short teaser (see item 3).
- Avoid footnotes, when possible. Write the information in the body of the text.

2. Title and headings

- Approximately 75 characters (including spaces).
- Only capitalise the first word and proper nouns.
- Capitalise the first word after a colon.
- Do not use full stop at the end of the title and headings.

3. Teaser (recommendable)

- Narrative steer to spark the reader's interest.
- Up to 250 characters.
- Summarize the blog's objective, perhaps also briefly describing its main findings and conclusions.
- Do not use abbreviations in the teaser.

4. Cover image

- Include a cover image to accompany the post.
- Include image source details.
- The image must be free of copyrights (all creative commons). Search on images databases such as [Flickr](#), [Unsplash](#), [Pexels](#), and [Pixabay](#).

5. Body

- Prefer shorter paragraphs, with approximately 150 words.
- Use sub-headings every 3-4 paragraphs.
- Include only key findings and arguments.
- Consider what is of widest interest to online readers.

- The use of numbered or bullet point lists is recommended.
- Only include key summary statistics.

6. Level, style, and tone

- Don't assume that readers know what you mean without explanation.
- Keep specialist vocabulary to a minimum and explain all terms likely to be unfamiliar to online readers when you first use them.
- Do not take political sides and be subtle and diplomatic on criticism.
- Do not refer to yourself in the third person (always "our research", "the study", etc.)
- Acronyms, initials, and formulae: Explain once, at first use, then use the acronym.

7. References

- Include in-text references. Examples:
 - (Auktor and Loewe, 2022; Smith and Zintl, 2021)
 - (Gentilini et al. 2020)
 - (World Bank, 2019)
- Hyperlink references in text if the public access version is available.
- Link to the socialprotection.org landing page when the publication is available on the platform.
- Link to full length research that the blog may be based on.
- Use *et al.* for citations with three or more authors.
- Include a reference list for cited content at the end of the blog: Examples:
 - Aker, J. (2010). *Dial 'A' for Agriculture: Using Information and Communication Technologies for Agricultural Extension in Developing Countries*, Tuft University, Economics Department and Fletcher School, Medford MA02155.

- Beaman, L. et al. (2015). *Can Network Theory-based Targeting Increase Technology Adoption?* Northwestern University, Accessible: <https://www.aeaweb.org/articles?id=10.1257/aer.20200295>
- Suri, T. (2011). *Selection and comparative advantage in technology adoption*, *Econometrica*, Accessible: <http://onlinelibrary.wiley.com/doi/10.3982/ECTA7749/abstract>

8. Table and charts

- Recommended to illustrate research findings.
- Label the axis clearly.
- Provide a clear and concise heading.
- Provide a short explanatory paragraph to accompany the table or chart.
- Write tables and charts' references below it.

9. Conclusion

- End in a decisive and interesting fashion, one that sums up and encapsulates the argument.