NoOffence!

No Offence! Guest Blog Guidelines

Thank you for taking part in our guest blog section. Without you we wouldn't have a guest blog! Our guest blog section will be available for to see from our home page to maximise exposure and comments can be made via our http://linkd.in/1hIpOsR

Please do keep an eye on your blog and who contributes and feel free to respond to any comments made. This should be a two-way dialogue and is a great way to encourage dialogue, generate support and counter negativity.

If you are new to 'blogging' here are a few tips to help you compose your blog:

1. **Make your opinion known**
   People like blogs because they are written by people, and others like to know what others are thinking. Use your article to voice your opinion. If it is information your reader wants they will go to a textbook, the reader of your blogs wants to know about what your opinion is on the subject you are writing about so give it to them. Put your main argument high up in the piece and ensure that your introduction is engaging and clear.

2. **Write less**
   Provide the maximum amount of information in the least amount of words. A long post is easier to forget and harder to get into, a short post is easier to get into and invites responses which is what you are hoping to achieve. Please keep your blog piece below 1500 words.

3. **Make headlines snappy**
   Contain your whole argument in your headlines. Look at national newspapers to give you ideas on how they do this. Write your headlines first then come back to them to make them better later, once you have written the content. Remember if the headlines are good the reader will want more.

4. **Include bullet points**
   Everyone loves lists and it structures the information into easily digestible format

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5. **Make your blog easy to 'scan'**
   Every few paragraphs insert a sub heading. Make sentences and headlines short and to the point. If your reader has to dig through the paragraph to find out whether they are interested in what you have written about you risk losing them before they have even started to read.

6. **Be consistent with your style**
   People like to know what to expect, once you have settled on a style for your audience stick to it throughout the article. Pretend that you are having a conversation with a friend and write like that. Write in a way that speaks to your reader and not down to them and don't confuse with jargon, acronyms and technical stuff. Remember that not all readers will be familiar with criminal justice terms and explain any abbreviations. Write in the first person, and adopt a tone that is informal but informative.

7. **Edit your blog**
   'Content is king', good writing is in the editing. Before you hit 'send', re-read your article and cut out the stuff that you don't need. If you plan for your blog to be controversial, sleep on it and then re read it again the next morning and ask yourself, do you still want this to be read in its current format or should I change it. Remember that this guest blogs will receive a lot of views.

8. **Simplicity**
   Once your reader has decided to spend some time reading your blog they are going to want to get through it without too much work and the key to that is simplicity. You can still get your message across without using technical terms and a dictionary at your side. Write in a way that comes naturally to you and omit fancy and unnecessary words, keep it simple!

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To submit your blog
When you are ready to submit your blog to us, you must complete the template and insert the information, you can download the template here:
http://goo.gl/1yn1rN

Please complete the template and email to: info@no-offence.org

Once you have submitted your blog we will edit it for clarity and factual correctness, and get in touch with you if we have any questions or clarifications at this stage. If we've edited the piece heavily, we'll run the edited version past you, to ensure you are happy with it. Unless your piece is timely or coincides with the release of a report or research, we are unable to give a precise time that we will publish, as content can be delayed at the last minute if a more time-sensitive piece comes in. You will be notified of when your blog will be posted on the website.

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