![Development Compass logo](Development Compass — Making the Case for Sustainable Development)

BLOG GUIDANCE & TEMPLATE

ABOUT DEVELOPMENT COMPASS
Development Compass is a site for people who want to understand and improve how the public engages with sustainable development and international cooperation. Our blog series provides relevant, practical advice, and insights for campaigners and communications professionals in the development community. We bring together the latest in academic research, policy reports, surveys, data, and analysis to provide a single, comprehensive evidence base for development organisations.

KEY PRINCIPLES
- ✓ Please use the template below to submit your post. This will ensure our readers have the best experience and get the most use out of your research and insights.
- ✓ Remember the target audience: we want to help communicators and campaigners do a better job by understanding your research, data and insights.
- ✓ Please limit your post to 600-900 words. Shorter is better and preferred. If you have more to say, we can consider publishing more than one post

CONTENT & STRUCTURE
- ✓ For a compelling introduction:
    - o State a challenge that readers will relate to and suggest how your work will help address that challenge;
    - o Early in your blog, identify those specific people or communities within the target audience who will benefit the most from your insights:
      e.g. social media managers in country X; policy makers in the health sector; people reaching out to youth; climate summit attendees;
    - o Lead with your most compelling point; don't save it for the end;
    - o Stress the relevance of the issue: why should we care about this issue, and why should we care about it now? One way to do this is to lead with a recent event or news item related to your topic.
- ✓ Highlight 2-3 significant findings from your research, campaigns, etc. focusing on findings that are relevant for your target audience.
- ✓ Include visuals: easy-to-understand graphs; compelling pictures; infographics.
- ✓ Include recommendations and calls-to-action: based on the evidence you have presented, in what ways does your target audience need to change the way it does business?
- ✓ Don't focus on institutional information or research methodologies. In both cases, you can simply show readers (via hyperlinks) where they can go to learn more.
- ✓ Share your thoughts on what's next:
    - o Will your research findings be applied, or are there reasons why applying them will remain difficult?
    - o What interesting questions remain open?
    - o Invite readers to share their views.

REFERENCES
- ✓ We use hyperlinks to reference other works.
- ✓ Open access sources are preferable compared to those behind paywalls.
- ✓ Please insert a hyperlink at the relevant point of your argument that you'd like to reference (using ctrl-K in Word) or simply place the URL in parentheses where you would like it to be placed and we will link it ourselves.
- ✓ Please avoid using footnotes.
- ✓ Please refrain from positioning your own views or advice as that of Development Compass or its affiliated organisations.

VISUALIZATIONS
- We encourage the use of visualizations – tables, figures and infographics.
- Figures should have clearly labelled heading, labels for the X and Y axes, including units of measurement, and a readable scale or background grid.
- Please provide a clear legend distinguishing multiple data series from each other and a brief note on sources. Lines must be thick enough and distinctively coloured. Figures should use a numerical progression to make comparisons more visible.

IMAGES
- We welcome contributors' suggestions for images or types of images to appear at the top of the post. Please note that this image must be credited unless license free, and will appear in thumbnails on social media and web searches.

EDITORIAL POLICY & PROCESS
- In most cases submitted articles will be reviewed by the Blog Team, who will edit the piece to enhance readability for the blog's audience. We will return the edited version to you for approval and give you an opportunity to make final edits.
- All blogs on the Development Compass blog should be evidence based. With this in mind, editors may double-check the factual accuracy of certain points, or ask you for links to supporting information.

CROSS-POSTING POLICY
While we hope and encourage all contributors to share their findings and data as widely as possible, we ask that blog authors only submit original text to be published on the Development Compass website. In other words, we are happy to see your findings published or presented elsewhere, in blog or other formats, but request that your contribution to Development Compass be an original piece of writing.

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All material on this blog – save that clearly marked as a quotation – is original and subject to copyright. Any use of it must be credited to Development Compass and authorship acknowledged. It may not be used for any commercial purposes (save as permitted by the law of England and Wales) without seeking written permission and that permission may be subject to conditions. In the case of guest blogs, the named author must be credited and his/her authorship acknowledged, and material may similarly not be used for commercial purposes without permission. Nothing on this blog constitutes legal advice. It is general comment. Any reader who requires legal advice should consult a legal adviser as appropriate.

EXAMPLES

For examples of successful blogs, please refer to the Blog section of the Development Compass website, [here](#).

TEMPLATE FOR DEVELOPMENT COMPASS BLOG POSTS

AUTHOR INFO	**FULL NAME(S) (as it should appear on blog)**
	TITLE & INSTITUTION (as they should appear on the blog) Twitter handle? Do we want contact details for posters so people can get in touch with them? I think both social media handles and a question re contact info should be up to the contributor, but we could have optional fields for this under this one? (i.e. Would you like this blog to include your contact information for potential outreach? If yes, preferred details:)
	HEADSHOT (high-quality jpeg ; required)
KEY POST INFO	**TITLE OF POST** (what's in it for the reader?)
	SUBTITLE
	BLURB (3-4 sentence summary)
	MAIN IMAGE TO ACCOMPANY THE POST (high-quality jpeg)
CONTENT CHECKLIST	**INTRODUCTION** (make it compelling!)
	EVIDENCE (include supporting graphs / infographics in high-quality formats)
	RECOMMENDATIONS
	CONCLUSION: WHAT THE FUTURE HOLDS?
SOCIAL MEDIA & MORE	**SOCIAL MEDIA HANDLES** (which people and institutions should be tagged?)
	WEBSITES (where can people find out more?)
	KEY DATES & EVENTS (when could the post have a special impact?)
	DRAFT TWEETS / FB / LINKEDIN POSTS

HOW TO SUBMIT

To submit a blog for consideration**,** please e-mail it as a .doc or .docx file to del@ucl.ac.uk