

Submit a Blog for the Global Savings Groups Conference 2018!

Thank you for your interest in contributing to the SG2018 blogosphere. Your perspective is valuable to the Savings Groups community. If you are presenting at the conference, this is an opportunity to generate interest, and spark meaningful discussion around your session. The following guidelines and tips will help you in constructing your contribution.

The Process

1. **Get in the pipeline** by indicating your interest in submitting a blog, the desired subject matter, and your timeframe to the SG2018 Communications team SGConference@seepnetwork.org.
2. **Send a headshot and short bio** (100 words or less) to the Communications team if this is your first contribution to SEEP.
3. **Send your blog to the SG2018 mailbox at least 10 days before your blog is scheduled to go live**, along with any digital media you can provide, such as photos or video.
4. **Communications will review and make any necessary edits.** Edits will seek to improve clarity, coherence, and accuracy, without altering the writer's voice or position.
NOTE: This step often takes a few days.
5. **Edits are sent back for your approval.** You will have the chance to see and respond to edits before the post is published, but the final call for all blog content decisions will rest with the Communications team.
6. **Communications will publish the post.** SEEP will publicize your post through social media and any other appropriate means, but we also count on you to drive the discussion. Be sure to spread the word about your post and respond to readers' comment.

Tips for Good Blogging

Length: Blog posts should usually stay between 500-800 words, though this is not an absolute rule. What is more important is that the blog post contains enough detail to accurately cover a topic while remaining approachable for audiences without technical expertise in the topic area.

Photos and other media: Include relevant photos or graphics whenever possible along with image credit information and a caption if necessary. Images help with blog promotion as well and readers can also be approached through infographics summarizing key information.

Make it scan-able: In addition to photos, you can use lists, images, tables, sub-headlines, indented quotations, bold and italics to break up the text and make it easier for a casual reader to get your point without taking in every word.

Engage from the beginning – create a short, crisp title: Blog readers generally pay attention to the title and the first two paragraphs of any given post, and then decide whether to read the rest. This means your title and the first two paragraphs are your chance to entice them to read the complete blog.

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Contributors are encouraged to write in the first person to give their posts a more personal touch.

Background: Blog posts should spell out acronyms the first time they are presented, avoid the use of jargon, and give or link to background information when it can be assumed it's needed for a reader without specific knowledge of the topic area.

Link or trackback to other blogs/resources when possible: Linking is what creates the blogosphere. This builds community across blogs, and expands the conversation, and also gets the bloggers' attention.

Use humor or references to pop culture where appropriate: Humorous, playful, and even whimsical titles are OK because they catch the readers' attention. Your session doesn't have to

be dry. Making these subjects more relatable will help the message sink in.

Headlines: These should be descriptive, yet intriguing. If someone saw only the title of your article in an RSS feed, would they click on it? To come up with a title, try summarizing the article in eight words or less, or ask a gripping question.

Sources: Credit your sources with a mention and a link.

Examples of good blogging

- [CGAP Microfinance Blog](#)
- [Poverty Matters Blog](#)
- [World Bank South Asia](#)
- [NextBillion.net](#)