



## **Style guide for AoC blogs**

Thanks for agreeing to write for AoC's blog. Here are the details we'll need and some things to consider:

We ask people outside of AoC to write for us so readers can:

- Learn more about an issue or topic relevant to colleges and college staff from an expert voice or someone with a connection to the topic
- Present issues in a more personal or tangible way

Format:

- 650 words – 800 words
- Bullet points or sub-headings welcome – if they make the article clearer
- At the top of the article please write your name and how you wish to be described (e.g. job title/credentials)
- We'll also need an in-focus head-and-shoulders photo of yourself (minimum 900KB file)

We will send you a link once the blog has been published, please share on your networks and if you send us your Twitter handle we can also tag you in our posts. We will share on social media on the same day and include in member communications during the week of publication.

We reserve the right to make edits but will always try to preserve the text's original meaning and send any amends back to you for review.

A good blog looks like:

- A real focus on the 'so what?'. Why should people care about what you're talking about – the more personal and human interest, the better.
- Use links to information if it helps to further the reader's understanding
- Maximum of one or two central themes that all the paragraphs attempt to answer or explain

- Use new or unknown figures or stats to articulate the point or emphasise importance
- Accessible to non-specialist readers, use clear, plain language

Please avoid using the AoC blog to 'sell a product'. If you're offering a free online tool or your company has supplementary products that might be useful for readers that's fine, but the blog must not be a sales pitch.

The AoC contact for blogs is Holly Townsend, Press & PR Manager  
[holly.townsend@aac.co.uk](mailto:holly.townsend@aac.co.uk) 07824 490377