

## Blogging guidelines

Blogs are a great way to raise awareness of issues, suggest how things could change, and share meaningful personal experiences.

### What should you blog about?

Care Review blogs can be about a range of topics and issues. You might want to consider:

- The impact of the Care Review
- Topical news stories and campaigns
- Thoughts on embracing change

### Writing your blog title

A good blog should grab someone's attention right away with an eye-catching title. Try to make it short and snappy so your title can be clearly read in Google search results pages.

**Blog: Stigma and the care experience – Independent Care Review**

<https://www.carereview.scot/blog-stigma-care-experience/> ▼

3 Oct 2018 - Independent Care Review co-chair Denisha Killoh shares her personal experience of stigma and explains why challenging stereotypes is so ...

Under 60 characters would be ideal.

### Word count

Think about how you can cut your writing back to the very best bits. Aim for between 500 – 800 words. Need to write more? That's fine.

### Publishing online – accuracy matters

When you submit a blog post, it will be reviewed and proofread by the communications team. Our aim is to make sure you have the best blog post possible and we will work with you to help share your views online.

As an online publisher, the Care Review needs to be responsible and accurate with facts, quotes, statistics etc.

It's really important that you use reliable and trusted sources of information in your writing. If you use any sources of information be sure to include references and links in your submission so they can be verified.

## Images and video

Making your blog post visual makes it that bit more interesting for a reader visiting your web page. A picture of the author helps put a face to the name but it's not a requirement. If you don't want your picture online, that's absolutely fine.

## Including links

Is there a website you could link to in your blog that makes it easy for the reader to learn more about the subject of your writing? Think about the website links you'd want to click if you were a reader eager to know more.

Links to well-known and trusted websites also help improve search engine optimisation (SEO) and makes your blog post easier to find online.

## Keywords

What are the words people would type to search for your blog? This will depend on the topic you're writing about. Keywords will also help your blog be found online.

## Comments

Comments on the Care Review blog pages will be moderated and will only be made live on the website once approved.

There will be a zero tolerance approach to comments that are personal or abusive.

## Sign off and going live

The communications team will work with you to get your blog post ready to be published on the Care Review website.

At no time will anything be published online without your consent, and if you want to remove a blog post at any time that's ok, just let the communications team know.

The Chair will also read your blog post before it's published.

## Get in touch with the comms team if you need more help or advice

Email Comms at: [info@carereview.scot](mailto:info@carereview.scot)

## Disclaimer

Blogs will be published online with a standard Care Review disclaimer that highlights that the views given are the authors own.