



Blogging Guidelines for Guest Contributors

Before you begin

Farming First welcomes guest contributions, typically from within Farming First's supporter base or by invitation to experts in the fields in which we work.

We do occasionally consider unsolicited, non-commercial, original blog content as well. Before submitting a whole article for consideration please send a 150-word synopsis to info@farmingfirst.org that includes:

- The name and title of the author of the blog
- A catchy headline
- Three to five bullet points that outline your article
- Any connection to news events, report launches etc (if relevant)

If your guest blog has been approved, we ask for:

- 600 – 900 words written in a conversational style for a non-specialist audience
- 150 x 150 pixel headshot of author on a white background (JPEG format)
- 1 – 3 landscape photographs to illustrate piece (JPEG format)
- A minimum of two weeks lead time for publishing

Farming First retains full and exclusive editorial control over all blog content and reserves the right to not publish posts which do not conform to its editorial guidelines.

Getting started

Here are some tips that will help you produce the kind of content we publish:

- 1) Know our six principles. Farming First advocates for a broad-based, knowledge-centred approach to agricultural development, with farmers at the heart of the solution. Our six principles are: (1) Safeguard natural resources, (2) share knowledge, (3) build local access and capacity, (4) protect harvests, (5) enable access to markets, and (6) prioritise research imperatives. We apply these six principles to five major themes: sustainable agriculture, food and nutrition security, rural women, climate change and water.
- 2) Know your argument. What is the issue, and how do you propose to solve it? We look for exciting new ideas and solutions that might not have been covered elsewhere yet.
- 3) Use case studies. Statistics are great for demonstrating impact – but try to give these statistics a human face, by using case studies to illustrate your argument
- 4) Avoid jargon. Imagine you are reading this blog to your friend who doesn't work in agriculture. Are they going to understand words like "synergistic" and "participatory"? If not, find simpler ways of explaining these concepts.
- 5) Use hyperlinks. If you are referring to statistics, projects and organisations, make sure you embed hyperlinks to sources and original websites.
- 6) Be visual. Do you have photographs, infographics or videos that can be embedded into your piece?

Post-publication

Make sure you are following [@farmingfirst](#) on Twitter and [Farming First's LinkedIn page](#) to retweet and engage with your blog post once it has been published. Other ways to extend the reach of your guest blog post include:

- Posting it to your organisation's social media channels such as Twitter, Facebook and LinkedIn
- Including it on your organisation's e-newsletter or intranet
- Re-posting an excerpt on your organisation's blog (2 paragraphs max, including a link back to the original blog post on the Farming First website)
- Adding your blog post to the signature of your e mail