

Writing and Framing a Blog Post

Selecting your Story

You do amazing work. Inspiring your community to action, implementing mitigation and landscape treatments, creating and sustaining resilience measures - the list of your projects and programs reflects incredible depth and breadth. This can make it challenging to decide what to share. This document is designed to help guide authors for the Fire Networks Blog in framing content.

This blog's audience is primarily fire resilience practitioners, not the general public. Here are some questions to help you identify which stories are best to share. The first question is the most critical: **What would other practitioners get out of this story?** What value might I create by sharing this story? What do I hope the audience reading my story will do with the information presented?

Questions to Consider

- What did you or your team accomplish near or in communities this year?
- Did you try something new? Did you succeed? Did you fail? What did you learn?
- Did you discover a new resource or tool that helped you advance your goals?
- Did you do any multi-jurisdictional or collaborative work? What were the lessons learned?
- Is there an opportunity for others across the country to do something similar?
- Have any of your experiences involved growth, emotion and initial uncertainty?

Storytelling Tips

- Paint the picture with a descriptive scene or two. Take the time to slow down and help the readers visualize what you're talking about.
- Give us some quotes - what do you and your partners discuss? Did someone ask you a poignant question?
- Examples, examples, examples! Readers relate more to examples than concepts.
- Try to include at least one barrier in your story. Barriers, and how you or your team overcame them, intrigue people.
- To conclude your piece, consider circling back to the intro, making a call to action, or posing a thought-provoking question.

Blog Submission Guidelines

Submit your blog post draft to Annie Leverich
(aleverich@thewatershedcenter.com) as a Word Doc or editable Google Doc.
Send any photos as additional separate attachments.

LENGTH AND LAYOUT



- We recommend aiming for a post between **600 and 1,600 words**.
- Consider adding subheadings to organize your post and increase readability.
- When referencing partners, projects, or other things relevant to your post, add in URLs (if applicable) so that interested readers can learn more.

PHOTOS AND VIDEOS



- Include at least one photo (**with caption and credit**) or video. The more photos, the better!
 - Photo resolution should be 300 dpi or greater. Please send the **largest versions** of your photos.
- Photos should be **eye-catching and engaging!**
 - Consider including maps, graphs, or other visuals if applicable.
 - If you feature people working in your photos, make sure they are wearing proper PPE.
- We can only include photos of youth (people under age 18) **if they unidentifiable** or **if you have a signed waiver** from each youth's legal guardian.

Writing and Framing a Blog Post

THE REVISION AND POSTING PROCESS



- Our blog manager, Annie Leverich, will be your editor and point of contact from invitation to write through publishing. She will edit posts for language and style consistency, referencing the AP style guide. You should expect **at least one round of edits** and you will have an opportunity to review and approve them.
- We will let you know your blog's expected posting date. **Please adhere to agreed upon deadlines for drafts** and be aware that sometimes the editorial calendar shifts. Once your blog publishes, Annie will email you the URL for your blog post so you can share wide and far with your network.
- Be sure you and your community members are [subscribed to the blog](#) so you don't miss when your blog goes live!

POST PROMOTION



- **Please promote the blog post** by retweeting/sharing our [Twitter](#), [Facebook](#), and [LinkedIn](#) posts with your own network. We publish our promotional posts every Thursday no later than 2 pm PST.
- Share relevant Facebook pages, Twitter handles, and hashtags for us to mention (including partner organizations and/or your own).
 - For example, @fireadaptednet or #fireadapted

THANK YOU for your contribution to the blog.

Happy writing!