



World Class Schools Quality Mark (WCSQM) Blog Writing Guidelines

WCSQM welcomes guest blog submissions for our website from guest writers, WCSQM partner schools and alumni members. Blogs will be published on the WCSQM website if they are well written and relevant to accredited and potential World Class Schools and students, and those with an interest in non selective state education in the UK.

Please ensure your blog meets the criteria below prior to submission, for the best chance of it being accepted for publication:

- **Word count:** Min 500, Max 1000 words.
- **Fresh content.** All content must be your own, and not copied from other sites or publications. You're welcome to quote other sources, but please ensure quotes are made in quotation marks with the source clearly given. You can also link through to other sites providing the source of any evidence or opinions you mention in your blog.
- **Easy to read and interesting content** - if you're writing an article it's no doubt because you have something you feel passionate about and would like to share, and we'd love to help you get your message out there. Just remember those reading your article may not have the same level of interest or knowledge as you do, so your article should be clearly written and easy to read by anyone, regardless of their prior experience and knowledge.
- **Avoid the use of technical language and jargon.**
- **Clear and catchy title.** The headline should intrigue and interest your audience enough to make them want to read on. It should clearly summarise

specifically what you are covering in your blog. Here are a few different types of headline styles you may wish to consider:

- offer the 'best way' to do something: e.g. *Top tips for making the best use of your revision time.*
 - promise to make the reader's life easier e.g. *The easiest way to narrow down your further education options.*
 - if you're asking people to take action or change their viewpoint, tell them why. This is particularly powerful if you're challenging popular ideas. E.g. *Why we should be choosing apprenticeships over a university education.*
 - people love lists! E.g. *'Top 10 revision strategies guaranteed to work', '7 of the best career planning websites for 6th form graduates' etc.*
- **Web friendly format.** Blogs should be easy to read on a screen and easy to pull pertinent information from. Ideally you should:
 - use short paragraphs
 - add subtitles to separate out different points / sections
 - use bullet points in place of long paragraphs
 - **Provide an accompanying image (optional).** The use of images helps as a visual aid to break up text and improve readability. Please ensure if you are sending us an image that it is either copyright free, or that you have permission to use it, and have the details of anyone we should be crediting.
 - **Submit your blog and any accompanying photos to:** info@worldclass-schools.org.

We recommend having a peer, teacher or parent read your article prior to submission to help you check you've pitched it in the right way, and that it's getting your point across the way you'd like it to.

All articles will be subject to proofreading on submission, and we may need to make or suggest changes to ensure it meets our submission criteria, and is suitable for publication on our website.

We are happy to provide support and advice at any time, so feel free to run any ideas past us if you're not sure.

We look forward to receiving your submissions, and to sharing your blog with our World Class schools and students.