BRAC Blog (English) Guidelines

Firstly, let us introduce The Good Feed

The Good Feed is BRAC's global blog, and its goal is to get BRAC's work into the global for-good discourse. It is an online community of practitioners and thought leaders who are regularly updated and informed, and share the latest insights on what BRAC is trying and learning. This guideline will give you a quick sense of how you can take part in this community of powerful storytelling while leveraging the strength of the BRAC brand.

We look for submissions in English or Bangla of 600-800 words. All submissions must follow the BRAC Style Guide.

Secondly, can you get on it?

Firstly, read some of the blogs that have done well on the BRAC Blog.

- [Meet the millennial who's changing our farmlands](#) was read 1,126 times.
- [The mother of ducks](#) was read 654 times.
- [Of dignity and dream homes: Transforming a slum in 3 steps](#) was read 481 times.

Then,

Think of a new idea. Find a subject that has not been written about – or have something really fresh and surprising to say about an old theme. The best topics tend to be small and specific. For example, don't pitch "The state of maternal health in Bangladesh", do pitch "Doctors without degrees saving lives in rural Bangladesh".

Bullet-point your argument out. It's not enough simply to have a topic, you need to have a point to make about that topic. Explain what your argument will be. Tell us who you plan to quote in your piece - it's good to have a variety of voices with different points of view. Which news reports, statistics or blogs are you going to use to to give your piece some context?

Send us your pitch. If we think your idea will work – and if no one else has pitched the same thing – then we'll discuss your pitch with you, make further suggestions as to how you can develop it, and ask you to go ahead and put your piece together.

Editing. Almost everything that is written for the blog is edited. Don't be taken aback by the fact that the final version of your piece may be a bit different from what you submitted. The final version will be sent to you for checking.

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Publishing. When it goes up, you will get a writer's profile page, we will promote it - and you've given your online profile a huge boost. We will ask you for a headshot and a one-sentence bio for your contributor page. This can link to your own blog or twitter feed.

Some tips

- Adopt a conversational style. Avoid cliches, industry jargon, academic language and acronyms.
- Put some serious work into your introduction and title – you have to make people want to click.
- Find recent research or media coverage about your topic, and link to it in your blog.
- Check your facts. Every article on the blog has to be factually accurate. Do not include assumptions or oversimplifications that cannot be backed up by evidence. You need to have an up-to-date statistic, and a link to show where you found it.
- The reader should emerge clear about what you're saying, what other people have said on the subject, and what they are being asked to comment on.
- High-quality visuals add to your story. Do not give low-resolution images or images that do not support your content.

The BRAC tone

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1. **Bold, but humble**
   We are confident about who we are and what we do. We don't get attention by using adjectives like 'the best' or 'innovative', we talk about our work and simply show the stats that say it is the best, and show the innovations that we are doing.

2. **Inspiring, optimistic**
   Our vision is for the whole world, so it's going to take a lot more than BRAC to achieve it. Everything we should do should inspire everyone reading to not only understand what BRAC is doing, but also to recognise and play their part in building a world for all.

3. **Second story**
   Our work is creating a new narrative for people across the world, and so our communication products should reflect that. What are the stories that the world needs to see, that they are not seeing right now?

What we accept

- Interviews
- Personal accounts from the ground/reflection pieces
- Cross posts

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All blogs fall into eight categories - Financial inclusion, Youth, Learning, Health, Rights, Environment, Response, Urban and BRAC.

What we do not accept

- Already covered in the blog. Please do [a search of our site](#) before submitting your articles.
- Too promotional for the organisation.
- Offensive or inaccurate.

Choose Optimism

Our flagship content stream: All of the *BRACisms* that contribute to our mission of building a better world. The stream aims to meet and also shape our audience's demand for content. All stories have two major components in mind:

1) A quick, catchy **video** that lasts two minutes, showcasing the most interesting bits of the story.
2) **Blogs**, in both English and Bangla, that provide a more in-depth understanding of the mechanism, the impact and the bigger picture.

Still not sure where to start?

Here's a few great examples of our past blogs to inspire you:

- http://blog.brac.net/a-bangladeshi-ngos-herculean-response-to-a-humanitarian-crisis/
- http://blog.brac.net/kicking-it-like-a-girl/
- http://blog.brac.net/the-skilled-girl-effect-worth-more-than-the-us-and-chinese-economies-put-together/