



# GUIDELINES

## CONNECT@ACRRM BLOGS

Welcome to Connect@ACRRM Blogs – your member-exclusive online community blog platform. Here, you can contribute blog articles to express your views, share industry best practices and personal growth journeys, as well as demonstrate your knowledge on a particular topic. Connect@ACRRM Blogs gives you an opportunity to exchange and share your thoughts with your peers and allows you to delve deeper into a topic, as opposed to the Connect@ACRRM discussion forum. Use this platform to reflect on life, express opinions and share commonalities. You can even repurpose your own personal blog articles into the ACRRM community for a wider audience reach.

Let's have a look at blogging guidelines.

<b>TITLE YOUR BLOG</b>	Provide a clear title so users know what your article is about and so it can be searched easily. The title is your first opportunity to grab the attention of other users and entice them to want to read your article.
<b>CLEAR AND CONCISE</b>	Reminder that web viewers tend to scan over online content – make your article sharp and snappy to entice readers and retain their interest.
<b>LIKE/ RECOMMEND BLOGS</b>	Don't be shy. Make sure you Like, Comment and Recommend other member's blog posts to create activity in the blog platform.
<b>WORD COUNT</b>	We recommend about 400 – 1,000 (max) words.
<b>FORMATTING</b>	Use consistent fonts, subheadings, paragraphs and images (where appropriate) to keep it clean and easy to read. One idea per paragraph creates great structure and keeps your article organised.
<b>REFERENCING AND PERMISSIONS</b>	Use <a href="#">APA style</a> when referencing others work. Ensure you follow the appropriate copyright and permission guidelines, as noted in Connect@ACRRM Terms and Conditions. Any use of imagery or creative content should have permission from the rightful owner sought prior to publish.
<b>WRITING STYLE</b>	<ul style="list-style-type: none"><li>• Information Scent: use meaningful words in your headline and first sentence</li><li>• Reader-driven content: ensure your content is actionable and relevant to reader's needs</li><li>• Reverse Pyramid style: structure your article with the critical information first, followed by the story. The story will allow you to expand on more details</li><li>• Provide quick summaries, bullet lists and links to supporting content.</li></ul>

### TOP TIPS FOR CONNECT@ACRRM

- Modify links and create a unique URL
- Add text, images, videos and links to your articles
- Tag your blog with meta descriptions, so people can search for it easier
- Flexibility - Publish now, schedule it for a later date or save as a draft to continue working

To find out more, visit us online at [acrrm.org.au](http://acrrm.org.au), call 1800 223 226 or email [communitymanager@acrrm.org.au](mailto:communitymanager@acrrm.org.au)