

Thanks for considering writing a blog for the IHA Health Literacy Solutions Center. Here are a few guidelines to help you craft an engaging, helpful, and successful (i.e., it gets read) blog.

- **Keep it short and to the point.** Somewhere in the neighborhood of 800-2000 words. In some cases, shorter or longer blogs can work, but try to be in this range.
- **Provide relevant information with practical takeaways or a call to action.** Tell readers something new, provide a compelling perspective on a current issue, or offer suggestions and/or models on how to do something better (rather than just why and how to do it).
- **Give credit.** Check your facts and quotations. Cite the original sources (not the source that quoted the original source.)
- **Create an engaging headline and introduction to your article.** Statistics vary, but the truth is you have perhaps 10-20 seconds to convince someone to continue reading your blog. So a snappy headline and a great first paragraph will likely increase your blog's chances of being read.
- **Use the standard rules of good writing.** Write just long enough to engage and inform readers, put your important information up front, use short paragraphs and active voice sentences, include examples and links that provide value, etc. After you've written your first draft, go through and cut out as much as you can. Then go back and do it again.
- **Use headers and subheads to break up your copy.** These provide an assist for people to scan and decide if they want to read the whole blog, and as an aid in navigation.
- **Use images to engage your reader.** Images are good and provide a visual attraction for your blog. Images should be no less than 710 pixels wide. [Here's how to check your image size.](#)
- **Avoid self-promotion.** If you wish, you may provide a link to your website in your author bio (no more than 3 sentences). Include your headshot (350×350). Link to your social media if you wish.



If you haven't written a blog post before, take a look at this blog post to help give you an idea of a good blog post - [You got the COVID – 19 vaccine? I have vaccine envy.](#) Note how the format and tone of the blog make it very approachable.

[Send us your blog in a Word doc.](#) We reserve the right to accept, reject, accept with requested modifications, or edit on our own. As with any published piece, do not submit a blog that has been published somewhere else, or that is in consideration for another site. And please plan to promote your blog throughout your social media networks.