So you’re ready to write on the UNA-NCA blog?

Questions to ask getting started:

1) What is the purpose of this blog post? Include this in your email submission.
2) Who is the audience?
3) What is the urgency?
4) How is this tied to the UN and the UNA-NCA mission?
5) Is a blog post the right place for this piece?

If the answer is unknown or “it’s not,” then review the post and consider alternate publication sources.

What’s in a name?

The title of your post should be succinct, captivating, and indicative of content. No clickbait is permissible, but catchy, thought-provoking, or intellectually stimulating are definitely fine.

Your byline should read, “By Firstname Lastname, Committee Name and role” For example:

- Firstname Lastname, Human Rights Committee Member
- Firstname Lastname, UNANCA staff

If more than one person was involved, add “In collaboration with Firstname Lastname, Committee Name and Role”

Designing your layout:

All posts on the blog need to maintain a specific look; this consistency allows for a clean look and a stronger brand. Please follow these guidelines:

- All text is left aligned
- Only use bold for emphasis
- Italics are for quotations or Q&A interview style questions only as well as for usual literary purposes (i.e., book titles)
- Font Type should be Helvetica
  - Title: bold and 16 pt
  - Byline: bold and 10 pt
  - Introductory/framing remarks: italic and 10 pt
  - Body: 12 pt
- Posts should ideally be between 250 to 500 words.
  - Posts between 500 and 750 words can probably be cut down to 500
  - Posts between 750 and 1,500 words are more of an Op-Ed, and while we also post longer pieces on the blog, we do so with careful consideration to content, context, and frequency.
- Images are important—and so are photo titles and credits. Please try to include all three, with at least one image per submission.

What’s next? Submit your post to communications@unanca.org for review, edit, and approval! For possible inclusion about your post in the UN Express, submit by Tuesday noon the week of at latest.