

The Voice for Kids

Blogging Guidance and Tips

What is the Voice for Kids?

The Voice for Kids is a place for activists, staff of Save the Children Action Network and Save the Children, and thought leaders to tell their stories. Generally, writing on our blog focuses on one of two issues: expanding early learning for kids in the U.S., and ending the preventable deaths of moms and kids around the world.

Who reads this blog?

Our main audiences are activists throughout the United States who are taking action to help kids survive and thrive, as well as potential activists who would like to learn more about the work that others are doing—and what they can do—to expand early learning and end preventable deaths of moms and kids.

What should I write about?

Our blog covers a variety of topics, though we're always interested to hear what ideas you may have! Here are some of our feature categories to get you started:

- **In the Field.** From canvassing in your community to traveling to Save the Children's offices in other countries, show us the work being done for children in the U.S. and around the world.
- **At the Capitol.** Have you been to your state capitol or Capitol Hill to talk with lawmakers about one of our issues? Tell us what lobbying is really like.
- **Photo or Video Essay.** Some stories are best told visually. From trips around the country—or to other countries—to exciting events, take readers with you on your journey. Please include 2-3 sentences to accompany each image or video.
- **Educator/Parent Corner.** If you're an educator or a parent (or both!), we'd love to hear about your most memorable experiences and your reflections on early learning.



Five-year-old Josephina Landine at her school in Alpaugh, CA. She participated in the Save the Children early steps for school success program.

Do you have any tips for me?

- **Make it concrete.** Cover who, what, when, where, how and why. Focus on telling *and* showing us the details of your story. Allow readers to visualize what you're writing about and emotionally connect with your writing.
- **Use a friendly voice.** Blogging is a fairly casual medium, so feel free to use *I, we, you* and to include contractions as you would normally when speaking. Write as if talking with a friend.
- **Remember the issues.** Consider how you can thread the issues of expanding early learning in the U.S. and/or saving moms and kids worldwide through your post.
- **Include a call to action.** Once you've drawn readers in and engaged them on the issues you're passionate about, give them a way to act. Don't just tell readers to do something—show them how. As examples, you could link to one of our petitions on our website, or to the guidelines we provide for how to write a letter to the editor of their local newspaper.

How long should my post be?

400-600 words, though we are willing to accept longer posts on a case-by-case basis.

What else should I include with my post?

For all content besides photo essays, please send:

- **At least 1 image** (as high resolution as possible) to accompany your blog post. The Voice for Kids focuses on stories from our bloggers, so we prefer to feature images that come directly from you, our writers. If you absolutely must use a stock photo, [Flickr's Creative Commons](#) is a good place to start. Please include attribution information with the image.
- **A photo of you.** Preferably a headshot. Send as a JPG or PNG of at least 200x200 pixels.
- **Your bio.** This should be between 60-100 words, written in the third person (ie: "Jane Doe is a mother, blogger, and activist for early education in Des Moines, Iowa").



Shabnum with her four-month-old daughter, Khadiza. Save the Children gave the family 3,000 taka (about \$35) from the Children's Emergency Fund after flooding in Bangladesh.

Can I have links in my post?

Yes, but please have no more than 3-4 **relevant** links in the body of your post. Examples of relevant links would include: other posts on The Voice for Kids, or a news site whose piece you're drawing information from. You will also have an opportunity to link back to your blog or website in your byline.

How do I submit my post?

Please send your full draft, images and bio to Shavonne Clarke at clarke@savechildren.org in a Word or Google doc format.

Will you edit my post?

Yes, our editorial team will review your post for any typos or grammatical issues. We'll make light edits to tighten or polish the writing. Our first priority in editing is to avoid diluting our writers' unique voices. Before we publish your post, we'll send it to you for your approval.

What will happen after my post is published?

We'll promote it on one or more of our social media channels (Twitter, Facebook, Instagram). We encourage you to let your social networks know by sharing your post—and any other content you find appealing on our blog—with your followers on Twitter, Facebook, and any other platforms you're active on.

Do you accept reposts?

No, but we do accept high-quality repurposed posts. By that, we mean that there is no more than 50% duplicate content in the post.

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We're grateful for the work you're doing—whether on the ground or virtually—to advocate for children. Thank you for your interest in blogging for Save the Children Action Network and helping kids around the world survive and thrive!