

AGRILINKS

Agrilinks Posting Guidance

So, you want to write a blog post for Agrilinks? Fantastic! Posting content on Agrilinks is a great way to share and start discussions about development challenges, solutions and lessons learned. Use these tips for a catchy, concise and easy-to-read piece that showcases your project, expertise, innovative idea, or practical advice.

7 Tips for Writing a Post for Agrilinks (or anywhere!)

1. **Be Actionable.** The best blog posts give readers information they can use to take action. Your post should not only highlight the work you're doing, but also show other practitioners how they can apply your findings, tools, techniques, or even failures to their own work.
2. **Know Your Audience.** Agrilinks is home to a diverse community that includes program/project implementers, USAID Washington and Mission Staff, researchers in U.S. and foreign universities, and others throughout the global agricultural development and food security community. Capture the attention of Agrilinks readers by providing specific insights and practical tips that contribute to development outcomes and approaches.
3. **Hook Your Readers.** Open your post with an exciting statement that grabs reader interest and makes them want to keep reading. In many cases, putting the most important information—who, what, when, where, why, and how—near the top of your post works well.
4. **Be Yourself.** Let your personality shine through in your post! Consider writing in first-person narrative and providing a little bit of personal context in the first paragraph or two. This creates a tone that is conversational, easy to read, and simple to understand.
5. **Breaking Up Isn't Hard to Do.** Shorter paragraphs are easier to read and help readers find the information they're interested in. Keep paragraphs to two to four sentences for the best engagement. Also consider using sub-headings to break up the blog post into smaller thematic chunks.
6. **Show and Tell.** Include photos, videos and graphics in your post whenever possible to give your readers a more engaging experience. Don't forget to include photo/artist credits!
7. **Don't O.U.A in Your O.G.B.P. (Don't Overuse Acronyms in Your Otherwise Great Blog Post).** We in the development community sling acronyms and abbreviations with the best, but when your audience is global, overusing acronyms can distract from your message. Spell out things like project names and if you must use an acronym, spell it out in its first use.
8. **Self-Promotion isn't a Four-Letter Word.** Once your piece is published, share it with your networks via email and/or social media. Posts promoted by the author/s or presenters tend to get far more views.

Have questions about submitting content? Contact agrilinks@agrilinks.org.