

HNN Blog Guidance 2024

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Thank you for your interest in writing a blog for HNN. Our blogs can serve many purposes, but are generally intended to share personal reflections or experiences, to distill complex technical concepts, or to advocate for desired change. They can encompass any theme relevant to newborns, mothers, and the families and communities that care for them. Generally, blogs should contain the following elements if possible (which can be ordered in different ways):

- Length: concise, with a general max of about 600 words.
- Tone: write to your audience. Use simple language, but don't overthink it—write in a way is compelling for that audience but would be understood by most.
- A catchy (short) headline that induces people to click (HNN staff can help you write this).
- An anecdote that encapsulates the problem or solution—put the focus of the blog at the beginning of the post.
- A description of the activity, approach, solution, results.
- Interesting/compelling photos or graphics (we can help you identify photos/improve graphics)
- Text elements/designs that catch the readers eye, such as: bold/highlighted words, interesting sub-headings, bullets/numbered lists, icons, short paragraphs.
- A “call to action,” i.e., what you want people to do as a result of reading your blog (even if just an ask to download a report, share data/results, follow online, etc.
- A short 1-2 sentence author biography (include name, title, organization, Twitter or LinkedIn handle, if want to include).

A few things to avoid or limit:

- Avoid promoting an organization, project, or product.
- Avoid technical language, jargon, and acronyms.
- Limit personal identifiers (see below for more information regarding Safeguarding).

If the blog is a response to a **technical piece**, either journal article, guidelines, or research paper, we recommend the following:

- The overarching goal of a blog about a technical piece is to make the information included in the document more accessible to a wider audience and summarize key points without having to read the whole document.
- Frame the blog around a specific call to action, or a “so what?” – why the research is important and what you'd like readers to do with the information
- Avoid fully repeating the article – focus on the elements important to the “so what?”
- Avoid jargon or technical language where possible – write as if you're explaining to the layperson (HNN staff can help with this)

If the blog is a **personal story** or **success story**, we recommend the following:

- Keep the audience in mind – HNN’s audience is almost entirely global health professionals (clinical staff, advocates, policy makers, INGO staff, researchers, etc).
- A “call to action” or “why should you care,” i.e., what do you want the audience to do with this story? It should go beyond an emotional response, as we want to avoid sensationalizing stories.

Per SC guidance on ensuring safeguarding in communications:

Identifiers - For reasons of child/individual safety, we never show all the three identifiers for any individual in any communications:

- real first or full name with last name,
- specific location, (village, school name)
- image

Carefully consider the context for which you are sourcing an image. This enables you to assess the degree to which the identity of an individual must be protected. Remember that a person may be identifiable not just from facial features, but also from clothing, body art or a distinctive hairstyle, and location.

Tip: If you are using their image, use their first name only (or can change that) and generalize where they live or work/go to school. Don’t use the specific school or village name, instead describe where they are from (a rural town, a big city + details, in X part of the country, or district).

The HNN team can always support throughout the process, from idea generation to drafting to editing. Feel free to reach out to us at any time!