



OGP BLOG GUIDE

The OGP blog is considered a “thought leadership” blog. Its purpose is to provide OGP staff, partners, and the open government community a platform to reflect on and analyze open government issues. The OGP blog is used to expand the open government community, promote its research and expertise, and highlight the importance of open government around the world. We also encourage partners to use the OGP blog as a forum to spark and generate discussion. If you would like to respond to a posted blog, we encourage you to write a piece and reference and link to the original post. Unlike academic publications, blogs are relatively informal and conversational in style and tend to be short, averaging between 200 - 800 words.

Audience: The OGP blog attracts a wide readership including government officials, academics and members of civil society and international institutions. Given this diverse audience, blogs should be written for an audience of educated non-specialists. Please try to avoid excessive jargon and ensure that all key and legal terms needed to make your argument are defined, and that acronyms are spelled out in their first appearance.

Standards & Requirements:

- **Language:** English is the primary language of the blog but blog posts in other languages are accepted with a summary translation into English.
- **Value Add:** A blog must be current and relevant to OGP and go beyond what’s already been done by providing a new perspective, putting existing work into context, providing clarity to a complex topic or giving readers practical and useful information, etc.
- **Length:** The length of a blog post is flexible, but shorter is better! 300 - 500 words is ideal. If you’re making several points, exploring multiple angles, or running significantly over 800 words, consider rethinking the idea or turning the post into a series.
- **Geared Towards Non-Specialists:** Content should be understandable to non-technical audiences. Authors can use jargon and insider language as long as terms are defined.

- **Facts:** All statements must be accurate, well documented and supported by sound research and analysis.
- **Visuals:** Multimedia makes any blog post stronger. If you have photos, videos, infographics, charts or other visuals, include them.
- **Clear Writing:** Writing should be easy to read. Use active voice, limit sentences to 35 words or fewer, explain all acronyms and define key terms.
- **Sources:** Cite all sources by providing hyperlinks. We don't use footnotes in blog posts.
- **Messaging:** Posts should contain clear, persuasive takeaway messages. Given their short length, blog posts will rarely allow for more than one or two key messages. For guidance on how to develop effective messages, please see [here](#).
- **Content:** Content is flexible but your blog should relate to open government in some way.
- **Have an Angle:** Author(s) should hone one key message or angle and include a "news hook"- the reason we're writing this piece at this moment in time- high up in the piece, ideally in the first or second paragraph.
- **Be creative:** We live in a time of information overload. You might have something extremely interesting to say, but unless you know how to attract audiences, your blog risks getting lost. Listicles, photos, cultural references and even jokes can help keep a reader interested.

Process: If you are interested in writing a piece for the OGP blog, please email Madaleine Weber (mweber@opengovpartnership.org) with your idea(s). She will work with you on your idea to get it edited and posted.

OGP Blog Examples:

OGP blog examples to refer to for tone, message, and style:

- [Everything You Need to Know About the 51 New Open Government Country Plans in 2016](#)
- [Making the Case for OGP's Subnational Push](#)
- [Breaking the Corruption Chain: Six National Action Plan Anti-Corruption Commitments](#)

Blog Post Template:

Here are some key points to think through as you organize and outline your blog post. As noted above, blog formats are flexible, so not every post will include all of these points.

1. **Hook/ Headline:** What is the blogging opportunity? Why are you writing this piece at this moment? Is it relevant to a particular event, issue in the news, publication, etc.?
2. **Thesis/ Statement:** What is your key message and point of view you are putting forward? Think about the key message that you want the reader to walk away with?
3. **Supporting Statements:** What facts, opinions, or stories do you want to highlight to support your message? It's good to have 2-5 supporting statements to illustrate your key message.
4. **Contrary Viewpoints:** Is there an argument against your point? Briefly articulate any key arguments against your thesis statement.