



# #CARDIFFMET

## BLOGGING GUIDELINES

- 1** KEEP IT SHORT AND TO THE POINT. 400-500 WORDS IS BEST.
- 2** WRITE FOR 17-19 YEAR OLDS - THIS IS OUR TARGET AUDIENCE.
- 3** KEEP IT INFORMAL AND FRIENDLY - IT'S NOT AN ESSAY.
- 4** MAKE IT PERSONAL - WE WANT TO HEAR ABOUT YOUR EXPERIENCES.
- 5** INCLUDE LOTS OF PICTURES - AT LEAST ONE WITH YOU IN (SEE NEXT PAGE).
- 6** IF ALL ELSE FAILS, MAKE IT A LIST. PEOPLE LIKE LISTS...

## STRUCTURE YOUR BLOG IN 3 PARTS

### INTRO

SET OUT WHAT YOU'RE GOING TO TALK ABOUT RIGHT AWAY IN UNDER 50 WORDS.

### MAIN TEXT

SHORT PARAGRAPHS WITH BULLET POINTS OR SUBHEADINGS WHERE NEEDED.

### ENDING

SUM UP THE MAIN POINT OF YOUR BLOG - YOU MAY FIND IT EASIER TO START WITH THIS.

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# EDITING



**BE AWARE THAT WE MIGHT NEED TO EDIT YOUR POST - BUT WE'LL ASK YOU TO CHECK MAJOR CHANGES BEFORE PUBLISHING.**

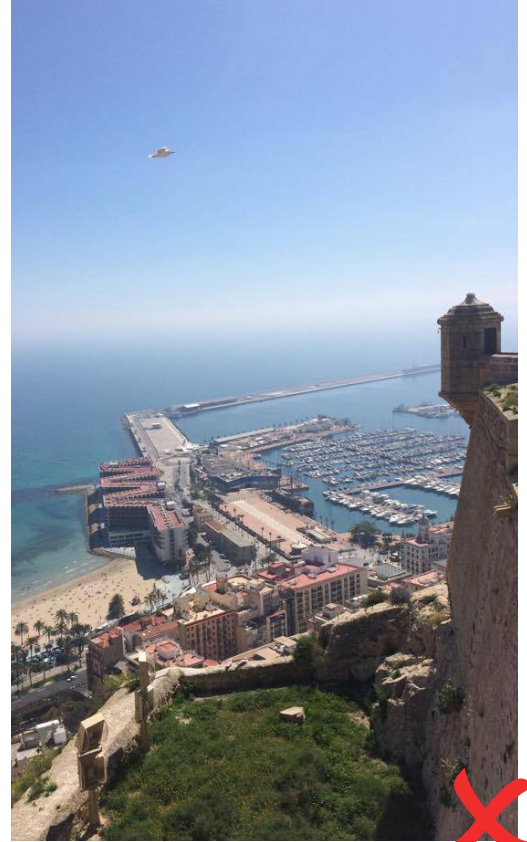
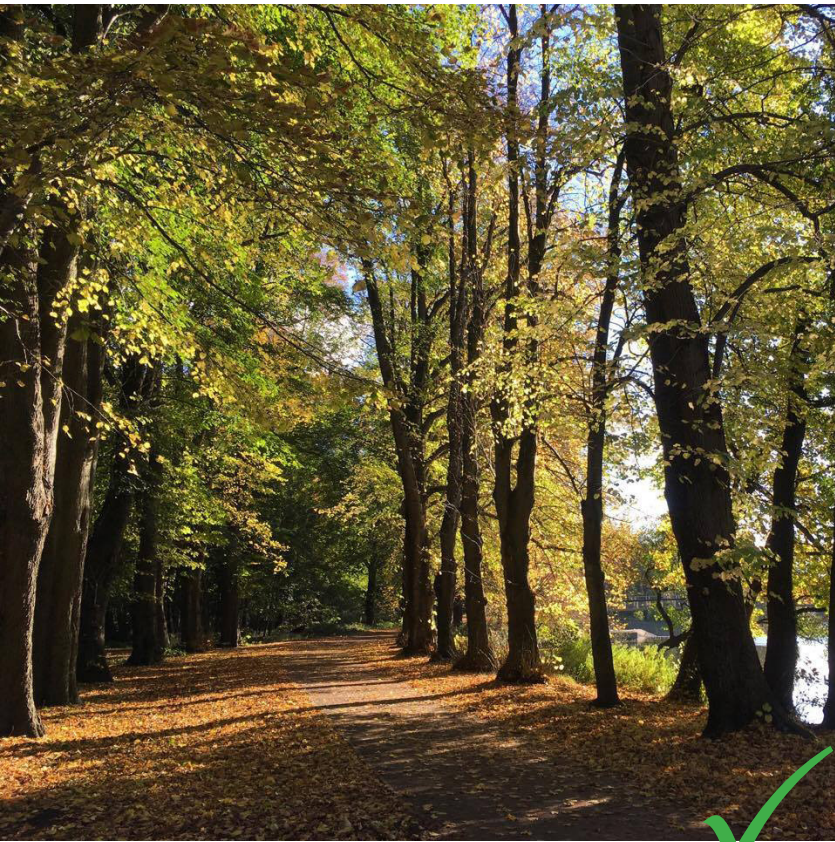
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# IMAGES



- 1** SEND PICTURES SEPARATELY RATHER THAN EMBEDDING THEM IN WORD.
- 2** EVERY BLOG NEEDS A LANDSCAPE HEADER PICTURE FEATURING THE BLOGGER.
- 3** LANDSCAPE OR SQUARE PHOTOS FIT BEST ON THE BLOG SITE - AVOID PORTRAIT.
- 4** WE CAN'T USE STOCK PHOTOS OR PICTURES TAKEN FROM GOOGLE.
- 5** BIGGER EQUALS BETTER - THE IDEAL FILESIZE FOR A PICTURE IS 1MB OR MORE.
- 6** TELL US WHAT'S GOING ON IN YOUR PICTURES IF IT'S NOT OBVIOUS.







# VIDEO



- 1** **FILM IN LANDSCAPE (UNLESS YOU'RE USING INSTAGRAM STORIES/SNAPCHAT).**
- 2** **KEEP IT SHORT AND TO THE POINT - 2 MINS OR LESS IS BEST.**
- 3** **IF YOU'RE SENDING US LARGE VIDEO FILES USE WETRANSFER OR A SIMILAR SERVICE.**
- 4** **IF POSSIBLE, MAKE A VIDEO THAT WORKS WELL WITH OR WITHOUT SOUND.**
- 5** **AVOID USING COPYRIGHTED MUSIC WITHOUT PERMISSION.**
- 6** **MAKE SURE YOU HAVE PERMISSION FROM ANYONE WHO APPEARS IN THE FILM.**

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## ANY QUESTIONS?



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