Guide for Guest Blog Post Authors

Thank you for agreeing to write a blog post for Teacher-Powered! We are excited to share your unique experience and perspective as a teacher-powered practitioner. Below are some tips to get you started. We look forward to working with and supporting you along the way..

What We're Looking For

We seek to **connect** teacher-powered teams with peers around the country so they may learn from one another, **increase awareness and support** for these schools by sharing their stories, and **inspire** teams to move forward on their teacher-powered journey—wherever they may be. Since no teacher-powered school is the same, across our blog posts we seek to highlight all the different ways a teacher-powered school might look in practice.

We encourage **a mix of both an appeal to emotion** (narrative or anecdotal "human interest" stories that illuminate and personify your message) **blended with an appeal to logic** (facts and figures to back it up).

Tone does not need to be formal and should, above all, reflect your own voice. Here is a link to our blog where you can find previous posts.

We recommend a length **of about 600-1000 words**. There's wiggle room depending on how much and what you're trying to say, but keeping close to this range is a good rule of thumb.

When appropriate, use subheadings, split up longer paragraphs, and consider using bullet lists. Long blocks of text alienate readers, so keep things short and digestible.

A few extra things to provide outside of the post itself:
- Your name, and perhaps any professional title(s), as you would like to be addressed;
- A very short bio, 2-3 sentences maximum;
- Any contact information you wish to share publicly with readers (email, Twitter);
- Any photos that are permissible and appropriate to share in the post, and;
- A clear and concise blog post title, usually no more than 10 words. (*We can also help brainstorm titles during the editing process.*)

Editing & Publication

The best writers use editors! Our editing and publication process goes as follows:
1. We connect to talk directly about the post, and set a timeline.

2. You submit a draft post, and we provide high-level feedback within one business day ("copy edit" recommendations about the overall direction of the piece, with mostly section- or paragraph-level notes).
3. After considering feedback, you submit a new draft within a few days, and we transition from providing edits on substance to providing edits on style ("line edit" recommendations on grammar and syntax).
   Note: Steps 2 and 3 may reiterate as we work to refine your piece.
4. Together we approve your final draft. Nothing is posted without your permission.
5. Once posted to our blog, we will share via social media, e-newsletters, and individual contacts. We encourage you to share widely with your networks as well.

At any point, you can contact Marcus Penny, our Communications Manager, with any questions at marcus@educationevolving.org. Thank you for sharing your voice!