

# Top tips for writing a blog

As well as members news, we actively encourage businesses and those working within them to submit opinion pieces to our website.

Blogs are a great medium to get your personal views across, position your company as thought leaders, or provide an opinion on a topical issue of relevance to the wider North-east business community.

If you're keen to submit a blog, here's our top tips to help you on your way:

- Blogs are always written with a first-person point-of-view, using 'I', 'we' and so on.
- Figure out your audience before writing and try to ensure that their attention is caught in your title and opening paragraphs.
- Think about your desired outcome. Do you want to spark a conversation, show another side of you and your business, raise your profile, or all the above?
- Remember to include a call-to-action if you want others to easily contact you.
- Don't over-complicate your piece by cramming in too much – you could always do a series of blogs if the topic is meaty enough! - and try not to write any more than 500 words.
- Submit your blog with an attached (not embedded) high-resolution landscape JPEG image. Pictures speak a thousand words so be creative and think about illustrative pictures as well as corporate head and shoulders pictures.
- Include the author's name, their job title and the company they work for.

Take a look at some examples which have already been posted at [www.agcc.co.uk/blog](http://www.agcc.co.uk/blog) to give you an idea of what yours could like.

Once written, submit your blog in a word document to [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk) and it will be up on the site within the next working day or so.