



Writing for the IWA Blog

Overview

The IWA blog is one of several communication channels managed by the Communications and Engagement Team but owned by all. It aims to offer a broad perspective of the work of the IWA, and thought-leadership on water-related issues as they connect with larger global debates e.g. sustainability, urbanization, health and human rights.

The blog is all about personal perspectives that, by shining a light on complex issues, make the work of the IWA more understandable; it acts to put a human face to the organization and the issues. The blog increases the amount of regular, good quality, original material that can be promoted through other channels, particularly social media.

Who can contribute?

There will be times when the IWA Communications and Engagement Team solicits blog posts from people connected to specific events, days or issues. More generally, anyone from the IWA staff, governance, partners and membership network may submit a blog post.

The Communications and Engagement Team will review and edit the posts where necessary. Send your ideas or draft blog to paul.bell@iwahq.org

Content

Blog posts can cover a wide range of issues but should reflect:

- IWA's focus areas as defined by the [Strategic Plan 2014-18](#);
- IWA's theory of change and the positive impact and influence we seek to have on issues related to water management globally;
- The insight and thought-leadership of IWA experts on a range of issues related to water and the wider sustainability agenda;
- Stories or insights that highlight concrete action on the ground to promote better water management for a sustainable world;
- Issues should be relevant and timely if related to a specific date e.g. a conference.

Style and format

- Posts should be no more than 500-700 words, written in the first person by a single author.
- The tone should be professional but conversational, anecdotal and candid.
- Include at least one photo that illustrates the topic being discussed – photos of people are engaging, but static images of workshops or meetings are not.
- The content should not be self-promotional or overtly promotional of a company or product - posts should be issues and ideas led, not read like publicity material or advertising.
- Blog entries linked to a web story or press release posted on the IWA website must differentiate by providing a different angle or perspective.

Etiquette and sign-off

Blogs are intended to be personal, but it is still an IWA communication channel and should reflect the public standards the organization expects of its staff and volunteers. Once the blog is posted, and promoted on social media, it can be seen by anyone and forwarded to anyone. Write only what you would feel comfortable having quoted back to you in public.

Potentially contentious issues should be discussed and approved beforehand. Final sign off for publication resides with the Director, Communications and Engagement.

Tips for a successful blog

- Write on subjects you're passionate about or for which you have something new and interesting to say.
- Write informally and be prepared to engage in a 'conversation' if people comment on your post.
- Make sure there is a narrative flow to your post and that you reach a conclusion or key message.
- A strong, punchy but meaningful title will connect better with people.
- Include video, infographics and other multimedia.
- Don't be afraid to show your personality – people expect your personal opinion even if they don't agree.
- Include links to other web content and embed them into the text.

- Make use of subheadings to structure the narrative. It also facilitates the reader to scan the text.
- Keep in mind that you're writing for an international audience, avoid colloquial language and over-complex sentence structure – research shows that any sentence over 8 words becomes increasingly less understandable on first reading.
- Promote your blog through relevant channels, organizational and personal – people can't read it if they don't know about it.
- Posting blogs regularly will help build audience and SEO. For IWA this means at least three times each week – start submitting blogs now!
- Always write in British English – which doesn't have many zzzs. Never forget to spell check and proof read your blog (the Communications and Engagement Team can assist).