Write for EPF Blog

Writing for EPF's blog

The EPF blog adds more depth and richness to the communication of our work by providing a human angle coming from the grassroots patients' community to a specific policy or project area. We regularly welcome our members as authors to link their own experience as patients' advocates to our work.

These guidelines will help you get started, keep the editorial process smooth and generally make sure we are all happy with the end result!

www.eu-patient.org/blog/

Before you begin

- Please bear in mind that we can't publish anything that could be understood as being in favour or against any particular political party.
- As you are writing, never lose sight of who you are writing for (the patient community and policymakers in Brussels) and why so please keep it general and simple. You have a great story to tell and our audience can't wait to hear it!
- At the top of the post we will draft a line or two about you to introduce the post (feel free to supply this wording if you wish).
- We may use your post to link to other relevant material (for example our policy position papers or other blog posts). We will let you know if and how we intend to do this.

Format

- Keep your post short and snappy – **300-400 words** is a good benchmark.
- Don't write one block of text. Use sub-headings to break up your writing and give your readers' eyes a break!
- Don't hesitate to change from the standard formats such as *List posts* (i.e. '10 things I have learnt about...') and *question and answer posts* (we can provide you with questions if you wish) work well too.
- It will be important to have a good **photograph of you** for the author page as well as a **general picture** that brings the post to life. The general picture should be horizontal and of good resolution (min 700 width x 350 height).

Style

- **Avoid jargon:** try to use clear, simple, everyday language. If you want to speak about a specific disease, drug or law, please explain it with very simple words and no acronyms. Your audience may not be native speakers of English so please avoid colloquial language.

- **Consider structure:** aim for sentences of around 15-20 words on average, but be sure to have some variety. A nice mix of long and short sentences will give your writing a decent flow and make it much easier to read. Keep your paragraphs short too – aim for max. five lines if you're writing for the web.
- **Separate your ideas:** try and stick to one idea per sentence – and one theme per paragraph.
- Keep sentences active rather than passive.
- **Put the important stuff first:** don't let readers wait until the end of the sentence (or even paragraph) to discover the crux of what you want to say.
- **Cut the fluff:** cut out repetitions, longwinded expressions and meaningless words.

What is needed?

- One article on a specific angle (length: 300 – 400 words)
- Two pictures: one of the author (min. 150 pixels width and 150 pixels height) and one to illustrate the topic (min. 700 width x 350 height)
- One biography of the author (length: 2-3 lines)

Approval process & dissemination

- We will review your post for approval and always get back to you with our suggested changes highlighted. We will never publish anything that you are not 100% happy with.
- We will use our Twitter feeds, Facebook page and monthly newsletter to publicise your post. Please help us by sharing the post with your friends and family via your own social media channels.

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