

Guidelines for We Can! Bloggers

Thanks for your interest in blogging for the [We Can! Singapore blog](#).

We take in submissions from Change Makers (you can sign up to become a Change Maker on our [website](#) or by attending our [Change Maker workshop](#)).

A blog can be:

- a personal experience with gender-based violence
- gender perspective on current affairs/hot topics in the media
- commentary on gender-related issues that surface in the media/on social media
- media critique of gender-related news (e.g. ad-busting or critiquing reporting on violence against women)
- local policies (e.g. marital rape law)
- art (e.g. poetry, video, visual art etc)
- Change Maker stories (interviews with/stories of people who've broken the gender mould or taken steps towards gender equality/calling out violence/violence prevention, etc. Their stories of change can be in their personal lives or in the community.)
- a review of an event (gender-based/campaign or non-campaign related) e.g. SHATTER review
- powerful local, regional and international efforts (advocacy efforts or cool campaigns) that challenge, change and transform laws, policies or social/cultural attitudes.

Each blog is between **500 - 800 words** and should include:

1. A Title
2. At least 3 related images
3. An "About the Author" segment ([example here](#))
4. An accompanying author picture (optional)

Related issues we address under gender-based violence include:

- Gender stereotypes
- Body shaming
- Cyber-harassment
- Dating violence
- Slut-shaming
- Bullying
- Impact of violence on individual, family, youth and young children, and community
- The social avoidance of the issue of violence/social neglect of victims
- Bystanders' role/power in accepting or rejecting violence
- Masculinity/Femininity

It's best if the tone for the blog is as accessible and simple as possible (i.e. no research paper style language) as our audience is quite diverse.

House Style and Language

Keep these guidelines in mind when writing blog posts for We Can!.

House style

1. Blog posts should ideally be 500 - 800 words long. If a post is long, consider breaking it up into multiple posts.
2. We use British spelling - "organisation" not "organization"; "colour" not "color"; "traveller" not "traveler". Differences between British and American spellings are [here](#).
3. Headings - don't capitalise every word in the title, only the first word and proper nouns.
4. Dates - Follow '[date] [month] [year]' format, no commas. Eg. 31 December 2014.
5. Modern language - use clean contemporary language, e.g. "amid" rather than "amidst"; "while" rather than "whilst"; "internet" does not need capitalisation.

Language

1. Keep the writing clear and simple. Shorter sentences are preferable. The overall tone should be like a magazine rather than an academic paper. Avoid jargon and buzzwords (eg "gender binary") that the general public may not be familiar with. Consider including a link to a definition if you do use such terms.
2. Use inclusive language, e.g. replace "mankind" with "humans", "humanity" or "people"; use "police officer" rather than "policeman". Avoid making examples and pronouns automatically male ("The average student is worried about his grades"). Use the generic "their" (including in the singular), rather than "his or hers". "Everyone, regardless of gender" is also preferable to "women and men" or "girls and boys".
3. Remove any slurs and encourage writers to rethink the use of stereotypes.
4. Check for "oppression olympics" - i.e. trying to show one group is more oppressed than another (eg "There are gender problems in Singapore but at least we're not in Saudi Arabia", "If it's not okay to be racist, why is it okay to be sexist").
5. If statements are made about a named (or identifiable) individual or organisation, be alert to the risk that the post may be defamatory. In general, opinions about behaviour should not be defamatory, if the facts regarding the behaviour are true, but consult the We Can! coordinators or AWARE communications team if you aren't sure. Posts should avoid commenting on cases before the courts.
6. The We Can! campaign emphasises positive solutions and alternatives to problems. Blog posts should include a focus on solutions, and on demonstrating or illustrating new ways that people can relate to each other that avoid discrimination.

Others

1. If the author has not provided images in the blog post, please source for some appropriate images on Flickr or Google. Please use media commons or other copyright-free images.
2. Typically, each blog post should be accompanied by 2 or 3 images, depending on the length.

Please don't hesitate to go back to the author for revisions, if needed. Consult supervisors (We Can! coordinators or the AWARE communications team) if you're doubtful about anything.