

Blog Writing Guide

Welcome to the ICF Australasia blog! This guide will help you craft compelling, professional blog posts that resonate with our community. Follow these guidelines to ensure your contributions align with our standards and engage our audience.

1. Blog Title

Length: 6-10 words or up to 60 characters.

Tips:

- Keep it concise and descriptive.
- Capture the essence of the blog in an engaging way.
- Avoid overly long titles that may truncate in previews.

Examples:

- "Mastering Coaching Conversations"
 - "Building Resilience Through Leadership"
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2. Blog Description

Length: 50-160 characters (1-2 sentences).

Tips:

- Provide a clear and enticing summary of the blog's content.
- Highlight the key message or benefit to the reader.
- Use simple, engaging language.

Examples:

- "Discover strategies to enhance your coaching skills and foster impactful conversations."
 - "Learn how emotional intelligence drives success in leadership roles."
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3. Blog Content

Length: 800-1,500 words (varies by topic).

Structure:

- **Introduction:** Capture the reader's attention and outline the topic.
- **Body:** Provide valuable insights, supported by examples, research, or personal experiences.
- **Conclusion:** Summarise key points and include a call-to-action (CTA).

Tips:

- Use headings and subheadings to structure the content.
- Break up text with bullet points, numbered lists, or short paragraphs for readability.
- Ensure your tone is professional yet conversational.

- Edit and proofread to maintain clarity and polish.

Optional Enhancements:

- Add relevant quotes, case studies, or statistics.
- Include hyperlinks to credible sources for additional information.
- End with a question or suggestion to encourage reader interaction.

4. Visual Elements

- Include relevant, high-quality images that enhance the content.
- Ensure proper attribution for images when required.
- Recommended image sizes:
 - **Feature Image:** 1200 x 630 pixels (landscape orientation).
 - **Inline Images:** Match the content's style and size appropriately.
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5. Submission Guidelines

- **Format:** Submit your blog in Word or PDF format.
- **Author Bio:** Provide a short bio (50-75 words) and a headshot (optional).
- **Editing:** Be open to editorial feedback for alignment with ICF standards.

6. Additional Resources

Check out previous blog posts on our ICF Australasia website for inspiration and insights. If you have any questions or need further guidance, please get in touch with us at admin@icfaustralasia.com.

Thank you for contributing to the ICF Australasia blog. Together, we're advancing the coaching profession and fostering meaningful conversations!