

## HYI Website Blog Tip Sheet

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**Overview:** The HYI Blog is meant to give a ‘voice’ to our members on topics related to the experience and outreach of our project. Bloggers represent the various teams that make up the HYI.

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**Entries should be a maximum 250-350 words long** – Blog readers are generally looking for something to read that is 1-2 screens in length. The platform we are using for the blogs on our website has a feature that shows how long it takes to read the post. Readers tend to not finish reading longer entries, so if you have a post that you feel strongly needs to be longer, connect with Lily or Siobhan about the content and we can possibly break your entry into 2 posts.

**Use original photos and artwork to communicate your message** – Images we find online are owned by the people who have created them unless they have specifically granted permission for use. Generally most images we find on the internet are able to be used for educational purposes (like a school project), but since the HYI are publishing our website to the general public we need to be sure that we are using only original photos/artwork or artwork that we have permission from the creator to use, or have purchased the license to use (like images from iStock, Getty Images or Shutterstock).

**Write in the first person** – Share your point of view on the topic or experience in a journal entry style. You can share information like what Developmental Relationships are, but be sure to share examples of your personal experience with the material with Developmental Relationships rather than simply listing the points. Be sure to use I or we when you are writing.

**Don’t !!!** - The exclamation point communicates emotion. Using one after a statement in your post that you want to emphasize shows you care, but don’t go wild. One exclamation point will get your point across and the reader will take you more seriously.

**Linking to content on other websites** – Some of you are linking to recipes on other websites or YouTube videos in your posts. Be sure to include the entire hyperlink address in your post. When your post is being uploaded to the website I will create the link – just inserting it in a PDF won’t translate into a hyperlink on the blog.

**Minor changes to your post** – We have a lot of great posts being generated by our team and we are working to post all of them on the blog. Depending on a time lag between when you write your entry and when it being posted we may make minor changes to your content to keep it current. If you are referencing mental health or other topics that may need some additional support we may add a link to something like Kids Help Phone to help support the content. In no way do we want to change your message, but we may make minor changes to enhance your message.

**Submitting your blog** – Please submit your blog as a Word document with the photos/images as separate individual attachments instead of putting it all together in a PDF. The way that the blogs are posted on our website we need to upload these elements individually. Please submit the original files of your images/photos in the highest resolution (largest file size) possible. We will resize the images when they are posted. We can always save them as a smaller file, but it’s next to impossible to make a small file bigger and some small files may appear pixelated (like little blocks) or fuzzy if they are a lower resolution (file size).

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