



SOSF Blogging Summary

Basic requirements

- Blogs can vary in structure and length. They can have **one** headline image and some text or be around **400 words** and/or contain multiple images. People have short attention spans when reading online and long, text-heavy posts can be intimidating.
- Blogs should have an interesting **title** that draws the reader in.
- There is the option for your blog to have a main image (header), this image needs to be **landscape** and to be able to work in the designated header space (**2560x480**). *See attached layout template for reference.*
- All blogs need **at least** one image or video in the body of the text.
- Indicate **clearly** which image is the **main image** and where the other images and videos should fall within the text.
- All images need an informative **caption** and a photographer/institution **credit**.
- Images included in blogs are in addition to the 20+ original format images stipulated in your agreement ('contract images'). However, if you would like to send one of these blog images as a contractual image, you may submit it to Sandrine directly as well.
- **All blog images should be at least 1920 pixels wide and must NOT be watermarked with any credits or logos.**
- If your blog reaches more than 600 words, consider if it would be possible to rather separate the blog into two.

Storytelling

Scientists, conservationists and educators are passionate about their work and the animals they work with. The easiest way to encourage our readers to relate to your work is for them to be able to relate to you as an individual. We want to tell stories that find a balance between scientific integrity and emotive, inspiring content. When you start writing your blog post, think carefully about the kind of person you would like to reach and be sure to allow your personality to come through.

Why blog?

- Blogging is a one of the best ways to engage with the public and make your work accessible to the public
- SOSF blogs are an opportunity for you to showcase your work and create public awareness around it. The more interest there is in your project, the higher its conservation value. If used correctly, blogging can be a tool to launch your project towards becoming self-sustaining.
- We aim to give our audience a platform where they can communicate with us - and each other.

The blog should become a portal for discussion.

- For a young person considering a career in biology or conservation, it is hard to imagine what the work will actually entail. We want to provide a resource where aspiring biologists can find out about the realities of field research and access role models they can contact for advice or simply inspiration.
- Blog posts also enable us to keep up to date with our project leaders and provide a source of story ideas (for the Save Our Seas magazine, website features, interviews, etc.), which will lead to additional exposure for your work.

*** See attached template for an example of the blog layout for to use as a guideline**

**** We have a more detailed blogging guide available at your request with a few helpful tips and examples.**



Headline image (optional)
dimensions should be 2560 x 480 pixels

Photo by Name Example | © Copyright

Heading (must be short, catchy and give an idea of what the blog is about)

Credits - please provide us with the name of who took the photo and the copyrights if applicable.
(watermarked images won't be accepted)

Your text here (max 600 words - we advise that if you have a longer story or blog to share, then divide it into separate blogs) bore**m** facearu mquame parum et rerae la qui dundaerspe eiuntio di volenis alibusape invel id quam fuga. Facero cum rem re derovitatiam andit ommoditatias mo ius. Henienti dolum volum reste poriatur sam am, sed qui omniendi ut officii ssector?

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The images you send us must be 1920 pixels wide (minimum). They can be landscape or portrait. Multiple images can be added in the blog, especially if the text is long.

The photo is showing something related with your project or with your blog.
Photo by Name Example | © Copyright

Caption - description of what is happening in the image. Credits - please provide us with the name of who took the photo and the copyrights if applicable.
(watermarked images won't be accepted)

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