**Writing a blog for the Girlguiding LaSER website**

So, you'd like to write something for our website? Great! Here are some tips to help ensure your story gets the attention it deserves.

* 500 words is a sweet spot to aim for.
* The more photographs of the action, the better! We've got guidance on taking good photos available to download from [our website](https://www.girlguidinglaser.org.uk/resources?in=communications). Just make sure you have the right permissions for everyone featured in the photos.
* We want to showcase examples of [good guiding](https://www.girlguiding.org.uk/making-guiding-happen/programme-and-activities/planning-your-programme/?301=yes), tell stories that change people's perceptions about Girlguiding and encourage all girls to get involved with the full range of opportunities that Girlguiding has to offer. Blogs that do this and demonstrate our key messages in action – that we are for all girls, that we give girls their own space, that we give girls a voice, and that we change as the lives of girls change – help us achieve that!
* We also want to inspire members across the region to try new things and step out of their comfort zone. Whether that's taking part in the Duke of Edinburgh Award, introducing flexible volunteers to your unit, getting involved in running a county event or applying for grant funding, your stories of guiding can give others the confidence they need!
* If your story is about girls and young women, prioritise their voices! Encourage them to write the blog themselves or get some quotes from them.
* Make sure the focus of your blog (whether it's something you did, something that happened, or a specific individual/s) is relevant and clear.

**Some things we'd love to hear about (and examples of great blogs of the style!)**

* Social action where young members have engaged with the topic or led the activity. Like the [5th Bexhill Brownies](https://www.girlguidinglaser.org.uk/news/a-mile-of-smile-for-macmillan)!
* Stories about young members engaging with Girlguiding's new programme. Like Girlguiding Sussex East county's [experience with the Aviation interest badge](https://www.girlguidinglaser.org.uk/news/learning-to-fly-with-the-aviation-badge)!
* Successful recruitment and retention activity (of both volunteers and girls). Like Louise's efforts to give girls [opportunities in the school holidays](https://www.girlguidinglaser.org.uk/news/guiding-doesnt-have-to-stop-in-the-school-holidays)!
* Examples of flexible volunteering working well. [Like this blog by Heather!](https://www.girlguidinglaser.org.uk/news/flexible-volunteering)
* Engagement with our region badges, challenge packs and partnerships. [Like the 3rd Sidcup Guides](https://www.girlguidinglaser.org.uk/news/3rd-sidcup-guides)' visit to New Scotland Yard through our Metropolitan Police partnership!
* Trips and travel – whether in the UK or further afield! [Like Jo's trip to Peru](https://www.girlguidinglaser.org.uk/news/my-international-trip-to-peru).
* Successful fundraising and grant applications, and what you used the money for. Like Karen's blog about Worthing Cissbury Rangers [winning a £5,000 grant](https://www.girlguidinglaser.org.uk/news/5-000-grant-success-for-worthing-cissbury-rangers)!
* Events that girls have chosen or planned. [Like the 3rd Tonbridge Guides](https://www.girlguidinglaser.org.uk/news/trying-out-the-new-programme)!
* Especially surprising or perception-changing activities. Like Sophie's experience [shadowing a female peer in the House of Lords](https://www.girlguidinglaser.org.uk/news/shadowing-a-peer-at-the-house-of-lords)!

**Any questions? Email** [**digital@girlguidinglaser.org.uk**](mailto:Digital@girlguidinglaser.org.uk)**.**