

Tips on Writing Blogs

(Voices Articles)

OUR KEY PRINCIPLES:

- We emphasize solutions toward eliminating mercury use and other ways to positively transform ASGM
- We avoid further stigmatization of miners
- We respectfully acknowledge the perspectives and needs of local ASGM communities
- We acknowledge challenges while promoting lessons learned, innovative ideas, and success stories
- We aim to educate, empower, and influence positive change

YOU WILL ALSO NEED:

- Photos, titles and names of all authors
- Supporting photos, images or graphics to include with the article

WRITING SUGGESTIONS:

- **Blog readers have short attention spans.** Aim for a word count of 400-700 words (no more than 1,000).
- **Keep in mind our main audiences:** ASGM practitioners, government officials, and potential financiers around the globe.
- **Avoid jargon and excessive acronyms.** Even readers with technical knowledge will not expect technical writing in a blog.
- **Use subheadings, photos, and/or graphics** to help the reader scan and quickly understand the structure of the article.
- **Use hyperlinks** to elaborate on complicated topics or provide references, rather than writing out all relevant background information or using footnotes.
- **Keep the title short.** Aim for no more than 60-70 characters, bearing in mind that you can also include a longer subtitle.

VOICES ARTICLE EXAMPLES:

[Promoting opportunities for Kenyan women in mining](#)

[Why small-scale miners need our attention this Earth Day](#)

[Study reveals that Peruvian artisanal miners need USD 344 million in financing to increase their production and generate development](#)

Remember: Project teams are expected to publish at least 2 articles or news items on planetgold.org each year