

THE MAKING
OF THE
MAGAZINE

BLOG-WRITING GUIDE

Tips to help spread the word about your LHR experience

Step 1: Plan

- **CHOOSE A TOPIC:** Select a specific issue or personal experience that shaped how you understand the refugee situation in Greece – and that your audience might not be fully aware of yet. Successful blogs often have a unique point of view or perspective, and focus on a particular theme or topic that can be adequately covered in 750 words or less. Past blogs by LHR volunteers have touched on the importance of night watch spotting in Korakas, the psychosocial services we provide for women and children in Ritsona, and opportunities for youth advocacy in our Youth Engagement Space.
- **DETERMINE YOUR AUDIENCE:** What you write – and how you write it – should be shaped by the audience you're trying to reach. For example, if you're interested in sharing your blog with primarily friends and family, you might prefer to use a more casual tone than if you were writing for policy-makers in your community. If it's the latter, make sure to include proof points and concrete examples to illustrate your blog's main points.
- **CONSIDER THE SENSITIVITIES:** Including stories from beneficiaries you've met while at Greece is an incredible way to add a human element to your piece, but make sure you ask permission when sharing an experience that isn't your own. If you're unable to connect with a person (e.g., an arrival in Lesvos you met briefly), don't include any identifiable personal details when writing about that individual (e.g., their name, appearance, date of arrival, etc.)

Step 1: Plan (cont'd)

- **GET THE FACTS:** A good blog is always backed by facts from reliable sources. Check out our “What We’re Reading” list for the latest fact sheets and reports on the current European refugee situation as a starting point for your research.
- **DETERMINE YOUR CALL TO ACTION:** Decide what you’d like your readers to do after reading your blog. Some common call to actions include: [donating](#) to Lighthouse Relief, staying informed by [subscribing to our newsletter](#), advocating for a specific policy change, [volunteering](#) their time, or [visiting our website](#) to learn more.
- **OUTLINE YOUR BLOG:** Organizing the structure of your blog before you begin writing is a good way to avoid writer’s block when you put pen to paper. A good blog typically includes the following elements:
 - **Hook:** An interesting introductory paragraph that lures the reader in
 - **“Nut Graph”:** A nut graph is just a fancy journalism term for a paragraph – usually found in the opening paragraphs of your piece – that summarizes the main points you’ll be covering
 - **Body:** The body of your blog should include stories and proof points that support your main thesis
 - **Conclusion:** Wrap-your blog up with a powerful conclusion that links to your call to action

Step 2: Write (and Revise)

- **Keep it concise.** Most blogs are usually 400-750 words. Avoid long, run-on sentences that might force your reader to lose focus and interest.
- **Choose a compelling headline.** Think of something catchy and intriguing that'll lure your reader in, but avoid "clickbaiting" with untrue or exaggerated statements.
- **Use images** to enhance your post, improve its flow, and explain complex topics. You are welcome to use any photos found in our photography database, [here](#).
- **Fact-check:** To ensure accuracy, you might choose to hyperlink any cited statistics in your blog to wherever you found it. Double-check to make sure your figures are correct to avoid having an internet troll call you out for an incorrect statistic.
- **Proofread before posting:** When reading over your piece, watch out for repetition and don't be afraid to cut out unnecessary text as you edit. You might also choose to invite a friend to read over your post to see if they catch anything you might miss.

Step 3: Publish

Here are some popular free blog-hosting platforms:



Medium

[Medium](#) hosts blogs from individuals from around the world, with an emphasis on longer-form writing pieces. It's a highly socially-connected platform, so a great place to get your blog discovered by readers you might not otherwise be able to reach.



Blogger

[Blogger](#) provides a platform for highly-customizable independent blogs, with a range of theme and design options.

tumblr.

[Tumblr](#) is a great place for highly-visually storytelling, so ideal if you're interested in creating a photo-based blog that's less text-or writing-based.

You might also choose to purchase a personal domain for your blog if you anticipate regular new content ([Squarespace](#), [WordPress](#) and [Wix](#) are some good paid options).

Step 4: Share

Once you've published your blog, reach out to let us know! Here's how:



TWITTER:

Share your blog on Twitter with the hashtag #LHRAmbassador, and tag @LighthouseRR to make sure we see it.



FACEBOOK:

Mention @Lighthouse Relief when you share your blog on Facebook, and make sure to change your post privacy settings to "Public" to reach our followers.



INSTAGRAM:

Tag @LighthouseRelief in your Instagram posts with a link to your blog and we'll help to promote it across our networks.