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**Blog for us**

There's always an opportunity to write a blog for Gates Cambridge.

Here’s how it works: Scholars provide pitches on potential blog posts to Mandy Garner, the Trust's Communications Officer. These should be no more than a paragraph long. If accepted, the Communications Officer will work with the Scholar and will edit the blog and provide the headline. Gates Cambridge blog posts are also posted on the Gates Cambridge Scholars' Huffington Post platform and, where appropriate, on the Gates Cambridge section of the Foundation's Impatient Optimists blog. Some have also appeared in external media sites, such as The Guardian's Comment is Free.

Here are some examples.

* [The Gates Cambridge blog](https://www.gatescambridge.org/multimedia/blog)
* [Our Huffintgon Post blog](http://www.huffingtonpost.co.uk/gates-cambridge-scholars/)
* [Our section on the Foundation's Impatient Optimists blog](http://www.impatientoptimists.org/Search?search=Gates%20Cambridge)
* [Liz Dzeng in The Guardian's Comment is Free](http://www.theguardian.com/commentisfree/2013/jul/16/dying-liverpool-care-pathway)

Some general guidance about blogging:

* Make blogs readable to a wide audience. They are not essays. Make sure your blog makes people want to read it from the start. Half the battle is in getting people to read the first paragraph.
* Do not assume any specialist knowledge. If the material you are discussing is complex, see if you can explain it in a way a layman would understand.
* Blogs tend to be fairly informal in style. Anecdotes that might grab the attention or explain complex material can be useful ways of getting people’s attention from the start.
* Blogs tend to be fairly short so make sure what you are saying is focused and clear.
* Blogs tend to be newsy. That does not mean they have to be tied to the news agenda, but making reference to broader events or topical debates will give them greater potential to be taken up by other media.
* Write about things you feel passionately about.

For more details contact: [news@gatescambridge.org](mailto:news@gatescambridge.org)

**A note on Images**

The Communications Officer may ask for an image to be submitted for articles - particularly for profiles - or for an image recommendation. Quality images are an important part any item on the website so the Communications Officer retains final say on the image used. Image specs:

* Orientation: landscape
* Pixels: image must be larger than 800 x 500 pixels
* Size: less than 40 MB
* File types: png, gif, jpg and jpeg
* Note: a headline will appear over the bottom part of the image so this area will be obscured

If you don't have a relevant image the Communications Officer will source one.