

Guidance notes for writing a blog proposal

The proposal should cover:

The purposes of the blog (and are there any similar blogs already in existence?)

Blog types – will you be asking for opinion pieces, research pieces, reports on developments in the law etc etc?

Contributors – who will be contributing to the blog? Will contributors be internal to Oxford, or only UG students, or others??

What will the editorial process be?

How will you solicit content?

How will you promote the blog?

What is its intended audience? Eg general public, interested parties, other academics, government, policymakers, the media, NGO's?

Who are the editors and how will the blog be managed long-term when editors come and go?

Examples

Take a look at the Housing After Grenfell blog and their submission guidelines - <https://www.law.ox.ac.uk/housing-after-grenfell/guidelines>

It's also worth considering how you will handle images (which the Grenfell blog does in its guidelines). This is because when you post a blog post on the website it automatically feeds it through to the home page with an accompanying 'listing image'. If there is no image it looks odd so each post really needs to have an accompanying image (this could be the blog's logo though).

The Oxford Business Law Blog has [submission guidelines](#) and a downloadable submissions template.

The proposal should be sent to communications@law.ox.ac.uk and will be considered at the next Communications and Web Advisory Group meeting which meets termly.