

THE SE100 BLOG WRITERS' TOOLKIT

THE BLOG

We love hearing the stories that accompany the big data we collect. The SE100 blog brings together the facts and figures with **real experiences**.

The SE100 blog is the best way for you, our members, to publish **comment and opinion on life as a social enterprise**. Has your business done something amazing recently that you would like to share with others? Or do you have a theory about the usefulness of impact measurement? **Share it with others via SE100.**

WHY WRITE FOR THE SE100 BLOG?

The SE100 is all about sharing in **best practice between businesses with social and environmental values**. This is the perfect opportunity for you to take part in this sharing.

Writing for the SE100 gets your voice heard by your peers, social investors, your network communities and followers of the sector. Who knows, they might see your post on the SE100 blog and click through to your profile to find out more.

WHAT SHOULD I WRITE ABOUT?

You can write about anything that relates to your experience as a business. Whether it's how you've scaled your social impact in line with your profits, a typical day in the life of your employees or what it is your enterprise is doing to secure social investment. You can also write shorter pieces such as useful lists or top tips.

Things to consider that will make your post better...

- Make sure your post specifically relates to social enterprise and issues that affect organisations similar to you. Use real life examples to help you.
- Is your post useful or helpful? A good blog piece will offer some advice and leave its audience feeling more knowledgeable.
- Is your post interesting to read? You don't want anyone to fall asleep at their desk reading your hard work.

WHO WILL READ IT?

All the social enterprises on the Index will get to hear about your blog via the **SE100 newsletter**, the **@SE100 Twitter feed** and possibly our other publications such as our annual and quarterly reports. Our community includes a lot of people, social investors, journalists, policy makers and social enterprises like yourself.

THE TECHNICALITIES

- We recommend your post be between **350-600 words**. We hope this space allows you to write concisely without seeming an intimidating amount of words to pen.
- **We allow pieces that may have been used before**, for example, on your own blog.
- You are responsible for the **proper attribution of data and quotes used** in the post.

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- **We don't accept job adverts or promotions** of your events. Although, we would be happy to tweet these for you!
- We request that you **avoid criticising other businesses or people directly**
- **Feel free to talk about a time that has been difficult for you** or a mishap you've had in your organisation and how you're working to overcome it. This can help others to learn from your experiences.

WHAT DO I DO?

If you want to write a blog piece and have an idea for us then email it to support@se100.net

The SE100 team considers all ideas so that we can work out an interesting timetable of blog posts and identify opportunities for collaboration between similar ideas and organisations. We'll get back to you with seven days.

Once you've written your piece (and supplied a high resolution, good quality photograph to go with it) you can upload your contribution to the blog via the SE100 website. We'll take a look at what you've written and then publish it within **48 hours**, providing everything is okay.

WHAT HAPPENS AFTER I'VE POSTED?

We'll publicise your post through **our newsletter and Twitter**, and you should feel free to publicise it too through your usual channels. A link to your SE100 profile will be on your post for readers to be able to take a further look at your organisation.

There's no need to stop there! If you want to post another piece on the blog, send us another email and let us know.

THE BLOG AND THE STORYTELLER AWARD

In 2014 we're introducing a **new SE100 award**. It will be open to all social enterprises on the Index that have completed their profile and sent in their nomination form by **31st August**. The award will recognise those social enterprises who do a great job of using communications to advance the growth and impact of their business. Shortlisted organisations will be asked to contribute an original piece from the blog. You can **read more about all our awards here**.