foraus

# CALL FOR BLOG POSTS

## GUIDELINES ON HOW TO WRITE A BLOG FOR FORAUS

We want to read your ideas! foraus calls for diverse and nuanced opinions on Swiss foreign policy, international affairs and current domestic debates with international relevance, and invites guest bloggers to contribute to our blog. All political opinions are welcome.

How should Switzerland navigate between the major powers? Should we be worried about trade wars? How should Swiss companies be held accountable for human rights violations abroad? Do you have an answer to these questions or want to address new ones? We look forward to reading your contribution!

### A. CONTENT

- Your piece deals with an aspect of international affairs and/or Swiss foreign policy, broadly conceived
- One key message with 2-3 supporting arguments and that present a nuanced account of the issues at hand
- Have your audience in mind and know who you want to address, be it relevant political stakeholder, decision makers or the broad public
- Ideally, outline concrete policy recommendations
- If you have a specific date in mind for the publication of the blogpost (e.g.an international conference, a Swiss popular vote), make sure you send us the first draft at least two or three weeks before the envisaged publication date

### B. STYLE

- The blogpost is not an academic paper, so keep the style 'journalistic'
- The most important content comes first
- State your opinion and use quotes and sources purposefully

## C. FORMAT

- A short title and an 'abstract' (2-3 sentences) summing up the arguments of the blogpost
- 600 to 800 words
- No footnotes, but hyperlinks for providing sources
- Have a look at previous publications to get a sense of the format (https://www.foraus.ch/blog/)

Don't hesitate to contact the foraus blog team (blog@foraus.ch) if you need further information on how to write your blogpost.

## D. REVIEW & PUBLICATION

Email your text, in a doc format, to blog@foraus.ch. The foraus blog team will review your first draft and get back to you with comments and suggestions. The editors of the blog are volunteers working for the blog outside of office hours. They might therefore take a few days before providing complete feedback, depending on their workloads.

Please provide us with a cover picture for your blogpost and include the source/link of the picture. The picture needs to be copyright free.
Examples of websites where you can find such pictures are:

- https://unsplash.com/
- https://pixabay.com/
- https://www.pexels.com/
- https://www.flickr.com/photos/whitehouse/

Once the blogpost is ready to be published, we also need from you:

- a short biography
- a portrait photo
- your social media handles if you want to be tagged on our different channels
- a catchy phrase on the content of your blog for our communication on social media

The foraus team will publish the blog post on the foraus website and promote it on social media.