

Global CBPR Forum Website Blog Post Contribution Guidelines

Who may submit

The Global CBPR Forum welcomes blog post submissions from individuals who have relevant experience, expertise, or any meaningful contributions to the topics relevant to the Forum and its audience. Submissions from both new and established voices are welcome, as long as the content aligns with the Forum's objectives and the interests of the audience. Prospective contributors should include a brief introduction about themselves with their submission.

Content Guidelines

I. Originality

Contributors are expected to submit original content that reflects their own perspectives and insights. Submissions should not have been previously published or distributed in any other medium. When referencing or incorporating ideas and concepts from external sources, proper attribution must be given.

II. Clarity

Submissions should be written in clear, straightforward language. Complex ideas must be broken down into digestible points, avoiding unnecessarily long sentences or extraneous details. Technical jargon and acronyms should be minimized; when used, they must be clearly explained. Proper formatting is encouraged to enhance accessibility for all readers.

III. Relevance

All topics should align with the objectives of the Global CBPR Forum and be of genuine interest to its audience. Unrelated or overly niche subjects should be avoided unless their connection to the blog's focus is clearly established. This approach ensures content remains consistent and engaging.

IV. Structure

Content should be organized logically using headings and subheadings if it would aid readers in navigating the material and locating key information. Bullet points or numbered lists are recommended to highlight important facts or steps, further improving readability and flow.

V. Tone

A neutral, professional, and objective tone is required. Overly casual language and strong personal opinions should be avoided. The primary aim is to inform or explain, not to persuade or entertain, making the content suitable for a broad audience. Relevant keywords should be incorporated naturally to improve search engine visibility, but keyword stuffing must be avoided to preserve readability.

VI. Length

Posts should typically range from 600 to 1,200 words. This length allows for thorough exploration of topics without overwhelming the reader. Posts falling outside this range should still provide clear and complete information.

VII. Accuracy

All facts, statistics, and claims must be thoroughly verified before inclusion. Reliable sources should be cited where possible. Accuracy is essential for building trust and reinforcing the credibility of the blog.

VIII. Visuals

Well-chosen visuals can significantly enhance reader comprehension and engagement. Images, charts, or infographics must be relevant and directly support the accompanying text. Visuals should be clear and easy to interpret. Proper credit must be provided for any third-party materials.

Submission and Review Process

I. Submission and Initial Review

Contributors submit their posts along with any required supporting materials (e.g., author bio, images) to the GFA Communications and Stakeholder Engagement (Comms) Committee (comms@globalcbpr.org) via email. The editorial team from the Comms Committee will conduct an initial review to verify adherence to submission guidelines, including originality, clarity, relevance, and tone.

II. Editorial Review and Feedback

The editorial team may request revisions or clarifications from the contributor to improve the post's quality or alignment with the Forum's objectives and standards.

III. Final Approval and Scheduling

Once the post meets all guidelines and editorial standards, it is approved for publication. The editorial team will schedule the post for release on the Global CBPR Forum website.

IV. Post-Publication Monitoring

Published content is periodically reviewed to ensure ongoing relevance and accuracy. The GFA reserves the right to update or remove posts if necessary, and will inform the contributor of any changes.