

HOW TO SUBMIT BLOGS TO LEADERNET

BLOGS ON LEADERNET

LeaderNet blogs are a dynamic way to share personal insights and knowledge on topics of global health and development importance with health practitioners around the world. They are often short, informal, and take a storytelling form.

Blogs may be submitted to LeaderNet at any time. Some examples of when to write a blog are included below:

- After participating in a conference, technical meeting, or learning event.
- After publishing a new tool, approach, or other technical resource.
- In advance of days of global health importance.
- Repurposing a blog posted elsewhere to expand readership.

BLOG OUTLINE

Title

Consider using an intriguing and unique title that lets readers know how the blog will be useful for them.

Opening paragraph

Begin with a compelling sentence. Consider a bold statement, compelling question, or quote that will spark interest in reading more.

Body

Clearly state your main points and insights. Numbered or bulleted lists can be an effective way of making your text easy to read and remember.

Closing

Emphasize the main takeaways and actionable points for the reader. You may end with something that invites readers to interact with the authors or with resources mentioned in the blog.

ELEMENTS OF SUCCESSFUL BLOGS

Keep it short

LeaderNet blogs range from 400 to 600 words. Blogs are intended to quickly share insights and knowledge to others in global health and development.

Add personal touch

Blogs should be written in the first person so that readers relate to your perspective of the author. Even when a blog has multiple authors, it is important to maintain a personal touch to the blog rather than a formal, structured report.

Include crosslinks

Because blogs are typically short, authors are encouraged to include cross-links to resources either on LeaderNet or elsewhere on the internet.

Photos and graphics

Blogs can be strengthened by using visual elements including photos or graphics. All blogs include a photo of the author(s).

Action oriented

Blogs often have a call to action, whether to access or use a new resource or to think differently about a specific health or development issue.

ACCEPTED BLOGS

When a blog is accepted, it will go through an editorial process to be shared and approved by the author. When posted in the LeaderNet section on blogs, blogs will also be shared through our social media channels and may be considered for the monthly newsletter to LeaderNet members.

[Submit a blog](#) or contact us at leadernet@msh.org.

Blogs recently showcased on www.LeaderNet.org/blog

JHPIEGO [Walk the Talk: Gender Transformation](#)

MSH [Our Blended Learning Experience in Thailand](#)

HRH2030 [Enhanced Supervision Approaches](#)

PATH [Power of Knowledge Sharing](#)