foraus

CALL FOR BLOGPOSTS
GUIDELINES ON HOW TO WRITE A BLOG FOR FORAUS

foraus is calling for diverse and nuanced opinions on Swiss foreign policy, international affairs, as well as ongoing domestic debates with international relevance, and invites guest bloggers to contribute to our blog. Do you think Switzerland should apply for a seat at the UN Security Council? 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 ideas!

A.   CONTENT

- Your piece deals with an aspect of international affairs and/or Swiss foreign policy, broadly conceived
- It includes 2-3 main arguments and presents a nuanced account of the issues at hand
- Have your audience in mind and know who you want to address
- Come up with concrete policy recommendations

B.   STYLE

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

C.   FORMAT

- A short title and an 'abstract' (2-3 sentences) summing up the arguments of the blogpost
- Maximum of 800 words, ideally between 600-700 words
- No footnotes, but you are encouraged to use hyperlinks
- 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 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 in due time.

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 Facebook and Twitter handles if you want to be tagged on social media
- a catchy phrase for our social media channels

The *foraus*-blog team will publish the blogpost on the *foraus* website and promote it on social media.