

## **Blog Guidelines**

### **Blog Objectives:**

The objectives of our blog are to educate employers, job seekers, and those assisting job seekers understand working with a disability. Through educating employers about the benefits of Work Without Limits (WWL), we hope to encourage more employers to seek our services and reach our goal of increasing the employment rate of people with disabilities.

### **Content Objectives:**

The content that will be included in the WWL blog will be ones that shed light on gaining meaningful employment for those with disabilities. Content will focus on success stories of hiring those with disabilities and the ways in which WWL helps this process.

### **Audience:**

The audience will consist of people with different abilities in and out of the work force. These people include, those closely related to people with disabilities, job developers, and especially employers seeking to hire people with disabilities and WWL's services. The audience will range to people of many backgrounds, but will all share the goal of understanding, and gaining meaningful employment for those with a disability (in some cases; themselves).

### **Focus:**

It's important to have a focus as it allows for readers to easily understand the message of your blog post. The headline should make clear what your blog is about, and the first few sentences should carefully spell out exactly the point of your blog post. The information following these initial sentences is added details, and furthering your focus point.

### **General Requirements:**

- Post will be approved and edited by editor before article is published.
- A minimum of 2 photos per article. Must be cited properly or taken from WWL stock photos
- Approx. 500 words
- Article requires intro, body, and conclusion
- End with a call to action; engaging questions or statements
- Fill in tags, keyword, and columns
- Articles must be posted on FB, Twitter and LinkedIn
- Videos are optional
- List articles must be logically ordered, include valuable information over filler information, keep sections similar in length, use an appropriate amount of list items, and the same header throughout

**Optional/If Applicable:**

- Linking conclusion of article to relevant WWL projects/events/websites
- Guest writers allowed to re-post on own blogs with links back to original

**Disability Language Style Guide**

<http://ncdj.org/style-guide/>