

Blog purpose

The AES blog provides a space for AES members to share their perspectives on AES activities, evaluation theory and practice. The blog speaks to our Austral(as)ian context, highlighting examples drawn from conducting or commissioning evaluations in Austral(as)ia.

Guidelines

Posts on the AES blog are useful, to new and experienced evaluators. No jargon or bureaucratese. Keep it interesting and conversational. Try to make your post as practical as possible - even when discussing theory, think about how the reader might use the concepts in practice. This might include links to tools or resources, as well as practice tips and tricks.

The audience is those with an interest in evaluation: evaluators, program managers, students, etc. They are busy. What are they going to get out of your post?

Requirements

The following are required material for the AES blog.

Word count:

- 800 (min) – Please don't limit your blog post based on this number. Most of our blog posts range from 800 – 2000 words.

Format for sharing:

- Share a Google doc or email a Word doc.

Links:

- Link to other content whenever relevant. Every link included must add value for readers.

Paragraph length and spacing:

- Keep paragraphs short. No longer than 4 lines.
- We adhere to the one space after the full stop philosophy, not two.

Formatting:

- Use headers and sub headers to break up your post.
- Avoid big blocks of text.
- When writing headlines be specific and indicate a benefit to the reader.
- Use bullet or numbered lists.
- End the post with a question or a call to action for comments. The more specific, the better.

Images:

We love images on the AES blog. We use them to break up text, make the blog post scannable and to support data. Ideally, we include one image at every scroll depth, so an image is always visible. At a minimum, we will include one header image.

Images might include visual depictions of data (e.g. charts), diagrams or processes, or photography. Whatever will help explain your message and engage the reader.

Please provide any relevant images with your blog submission.

Author bio:

- Author bio should be 50 words max.
 - Include your headshot (350×350).
 - If possible, link to your Twitter, LinkedIn and/or website.
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Publishing**Editing**

We may edit your post or bounce it back to you for revisions. We may edit anchor text and links that are not relevant to your post. Sometimes scheduling may change but we will let you know ahead of time.

Exclusivity

In most cases, we ask that your article not be published elsewhere previously, or simultaneously. If you'd like to republish a guest post that ran on the AES site, please wait at least 2 weeks to do so. Update it to make it current and link to the original post. Occasionally, we may contact authors for permission to republish their post on our page, with credit and a link to the original article.

Deadline

We ask that your articles be submitted 7 days prior to your scheduled run date. Don't worry, we'll coordinate a date together.

Commenting

Please be available the day your article publishes and the following days to respond to comments.

Promoting

Please plan to promote your post throughout your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and scheduling is up to you.