

What is a blog?

A 'Blog' or *weblog* functions like an online journal with entries displayed in a reverse chronological order. They are interactive because readers can—and often do—submit comments to entries. Blogs are a great way to provide a constant stream of new and interesting content for readers. The best blogs are usually informal and personal, creating a relationship between the blogger and the reader.

The Courier Blog

The Diplomatic Courier blog is a conceptual forum that allows our readers to interact with specialists in international affairs to discuss articles, news, foreign policy developments, and more.

Why have guest bloggers?

The global range of educated voices and perspectives working on the issues covered at the Courier will provide a wealth of information—informal, engaging, and personal, etc. — of great interest to our readers all around the world. We want you to share your insight, your questions and perspectives and keep the conversation going.

What do I need to do?

Being a guest blogger is easy to do and will not take much of your time. Guest bloggers submit their entry by email to the Diplomatic Courier at info@globaldiplomacy.org. We will format your blog entry for the Web site and follow up with you if there are any edits. We can also post photos, links to online reports and resources, or any other material you think would be useful to go along with your guest blog entry. Entries must be limited to three-four paragraphs. We will also work with you to think of topics for the blog. Here are some examples of ideas:

- **Current events:** What's the big story at your organization? What's the quick summary of an important emerging topic? What are you working on right now that you would like more people to know about?
- **Travel stories:** Where have you been recently? What has been the most rewarding travel (or the most difficult) you have done for your job? What have you learned by some of your trips to the field?
- **Visions for the future:** What do you think the world will be like in 10, 20, 50 years? What do you think is the single biggest change the world needs to make right now in order to achieve a better future?
- **Create your own:** What issues do you think are important and relevant for our readers?

Few additional guidelines on tone and content

- **Less is more.** Blog entries should be short—no more than four paragraphs. Aim for about 350-500 words.
- **Be personable.** This is not a speech or a formal presentation. A blog is like having a conversation and the tone should be just that, conversational.
- **Ask questions.** We suggest authors end blog entries with questions for readers. This will encourage people to comment.