

## KGTF Guidelines for bloggers

To support you drafting a blog for KGTF here are some tips to help you get started.

### What is a blog post?

A blog post is a personal, relatively informal, and insightful piece of writing that informs and inspires. It provides a unique perspective on a topic, event, or report and leads the reader to dive more deeply. Many blogs, including ours, also encourage conversation.

### Tips for writing a post.

**Audience:** Our readers include government officials, private sector representatives, World Bank Group staff, Korean partner institutions, people who work at multilateral development banks and NGOs, and academics. They are united by a common interest: green growth and sustainable development solutions and how our work with governments can help create strong foundations for achieving SDGs. They are often unfamiliar with technical language or World Bank Group terminology, and in many cases are not native speakers of English. Your mission is to teach them something in clear, concise English.

**Potential Topics:** Anything about your grant (results or in-process), green growth, learnings from Korea or other best-case practices you have seen, the experience of the client in implementing new policies or technologies, and or the results of your KGTF funded program.

**Length:** Keep it short: the ideal length is about 750 words, with a cap of 850. Shorter entries are welcome. Longer entries will very likely be shortened.

**Tone:** Write in the first person and keep the language conversational. Please note that a blog is **not** a press release or a news article. Instead, think *how can I tell this story?*

**Structure:** Create a concise and catchy title and write a strong introduction that includes the main message and key words. Use short paragraphs. Consider headings and subheadings to organize your post. Include relevant hyperlinks, and if applicable, references to data that supports your argument. End your piece with a “call to action,” such as asking the reader to leave comments, share an example, watch a video, download an article or report, or attend/re-watch an event.

We can help you get started and guide you along the way. Contact us at [khalpern1@worldbank.org](mailto:khalpern1@worldbank.org) and [ktaylor@worldbank.org](mailto:ktaylor@worldbank.org) and let's put together a great post.

## Frequently Asked Questions

### What are the steps for writing a blog on our platform?

1. Check in with the communications team ([khalpern1@worldbank.org](mailto:khalpern1@worldbank.org) and [ktaylor2@worldbank.org](mailto:ktaylor2@worldbank.org)) to pitch your idea and timeframe.
2. If your idea gets the green light, and you are internal to the Bank Group, create a draft, share it with your manager, and obtain all necessary clearances, copying the digital development communications team. Allow up to ten business days for a response and follow up as needed.
3. Send vetted blog (along with any supporting photos and graphics) to the communications team, which will do a final review for length and messaging. An editor will be involved in this stage to make recommended touchups and ensure that your posts meet Bank Group editorial guidelines.
4. Incorporate or approve additional feedback, if needed. Send final approved version to the communications team, who will publish per agreed date and share via social media as well as other internal and external channels.
5. Share the blog with your own network (LinkedIn, Twitter, FB) once published. Invite others to comment and respond promptly to comments on the blog to maximize engagement.

### Can I write a post to publicize a report?

Yes! Reports and studies are an important part of our work and in many cases are the results our audience wants to see/read. However, they rarely make interesting subjects for blogs. A better approach is to write about the subject of the report. This puts the report in context of a broader issue, while still promoting and disseminating the report.

### Can I write about firsthand experiences?

We LOVE firsthand experiences! They make blog posts more engaging. A good approach is to lead off with a personal story or experience, and then expand on it to illustrate a broader green growth challenge.

### Do I have to work at the Bank Group to contribute to the blog?

Not at all. We encourage participation from external contributors.

### Can I contribute videos, photos, or infographics as a blog instead of written text?

Yes! We are open to publishing videos and images that tell a good story. All photos should include proper attribution.

### Can I re-publish my piece after it is posted?

Yes! We encourage you to share posts on your social media channels, give them to a communications contact in your organization who can post it, or re-submit to another publication. In the latter case, include a link back to our blog platform with the phrase "This piece was originally published on the World Bank's Korea Green Growth Trust Fund blog (*and include hyperlink to it.*)"

**IMPORTANT for Bank Group staff:** Per staff rules, if you plan on writing for other World Bank or external blogs, please e-mail the communications team to notify the team of your plans. Staff need their manager's and communications lead's approval to proceed with external blogs.