



HOW TO WRITE A WEB ARTICLE

Send to:

chicagobridge@gmail.com

Last Updated August 2013

HOW TO WRITE AN ARTICLE FOR THE CHICAGO BRIDGE WEBSITE:

Writing a web article is easy. If you can write, you can write a web article. However there are some important and different pieces to keep in mind. The Chicago Bridge trained blog team members and editors are here to help you, but please follow the below tips and suggestions when you begin to write your web article.

HOW DOES THIS WORK?

The process is easy and simply. It has been set up so that you as a writer get all the support you need. Once you email your completed blog post, a blog team member will assign your post to an editor. The editor will work with you to perfect your article. Please respond to all emails from the editor in a timely manner. Once you and the editor agree on changes, the article is ready for posting.

8 TIPS or SUGGESTIONS:

1. **Be confident** that what you know and can write about is important to the field and aging and should be shared with others. Kick those nerves to the curb. None of the writers of the Chicago Bridge blog are expert writers, but they all are interested in the field of aging and have something great to say about it!
2. The Chicago Bridge is a group of emerging professionals in the field of aging interested in connecting and supporting each other to better enhance their skills and develop in the field. All posts must **stay mindful and focused in the Chicago Bridge mission**.
3. **Write about a topic that interests you.** The quality of your article will be influenced by this factor. Consider yourself an expert in what you are writing. You may not think of yourself this way, but becoming a published author will position you to all others as an expert in that topic.
4. Write in smaller paragraphs, 2-5 sentences. This is important for web readers. Typically web browsers, do exactly that, browse. **Smaller paragraphs make the article more readable.** This means we are keeping their interest and offer them the information they are looking for.
5. **Think of a title that is descriptive** of what you are writing about. Catchy titles are always great but for web articles. If you write about nursing home abuse and families who are affected you may want to write, "Nursing Home Abuse in Illinois: Experiences from those who were affected."
6. **Use descriptive sub headings.** This point combines the ideas behind both #3 and #4. You want to make your document scannable, and you want to guide the reader to know what they will be getting into, do they want to read this, etc.
7. One particularly important part of web writing is **sharing other website links within your article** from blogs and news sources that help continue a thought. Think of it as a conversation you are having on the web with all the other people out there who have written about a similar subject matter. You want to bring in as

many participants in this conversation as possible and show that you are a player in it too. Other blog writings written by people like yourself are better to link to than large websites like CNN or BBC, simply because the authors of those articles are more likely to notice our link and link back to us, therefore sending more traffic to our site and improving on our conversation on the topic.

To search for blogs that have writings about a related topic go to <http://blogsearch.google.com>. This site works like Google but only searches other blogs. Once you find blogs that write about similar issues, insert the link into your post as a part of the content. For example, “Joanna Marks wrote on a similar topic in her blog, Aging in a New World. (www.agingnewworld.com.) She highlights the importance of support when families suffer from institutionalized abuse.” **Two or three of these links typically makes for a good blog post.** Please include the URL of the blog or news website you are citing so the Blog Team can put in a formal link at a later time. If are having troubling finding these outside web articles to link to, do not worry. The Blog Team are experts at finding this and can guide you to find some that work with your topic, no matter what it is!

8. Similar to #7 on this list, linking to other posts already published on the Chicago Bridge Blog is another way to be a part of the conversation. After, or before you write your post, look through past articles on our blog. **Share links to other posts on our website** that you can tie into your article. Ideally 1-2 of these links makes for a good blog post. And please include the URL of the Chicago Bridge Article you are citing, so the Blog Team can put in a formal link at a later time. Example: “Kristen Pavle wrote about the Nursing Home Safety Task Force.” (<http://www.thechicagobridge.org/illinois-governor-pat-quinn-forms-nursing-home-safety-task-force/>).

Any Questions? Please email Shannon Stone, Communications Director, at chicagobridge@gmail.com.