



WELCOME TO THE FL BLOG GUIDE!

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1. The Vision

FL is one of the country's leading organisations for the promotion of women in business and the National Awards have become one of the most high profile and respected accolades for women; recognising their enormous contribution to the economy and being an acclaimed forum for training and development. It is clear that the brand resonates very strongly with professional women.

However, the biggest challenge working women face today is not networking, there are many opportunities to do that. Women currently need more than networking so this blog is one of the ways we want to add value by providing expert content, knowledge and case studies to help them grow and develop their businesses or careers.

There is a lot of content on the internet but we believe there is still space for an authentic, expert voice that will provide detailed knowledge and guidance in the noise that the internet has created.

This gap relates to:

- Structured multi-channel training, practical tips, how to's, inspiring stories and interviews with phenomenal female leaders;
- Providing consistent support and skills to help women develop their confidence in order to achieve their professional aspirations.



The FL blog has been specifically designed to address these challenges by not only raising awareness of these issues but by providing advice, encouraging debate and giving a new generation of FL the confidence to embark on new career journeys or business ventures and ultimately grow their businesses.

2. Key Objectives for Blogs

1. Provide relevant insight and comment on the current entrepreneurial landscape
2. Offer genuinely useful, practical and practicable advice to working women.
 - Professionals in our corporate membership packages as well as those running their own businesses.
3. Create compelling and conversational content that elicits response and debate from readers.

3. Audience

The audience of FL is a 50/50 split between SME Businesses and Corporate Organisations.

Whilst the majority of our members are women, men do read our publications to help better their companies for women.

Age Range	
16 – 25 years	2.4%
26 – 35 years	33.3%
36 – 45 years	36.2%
46 – 55 years	22.9%
56 – 65 years	4.4%
Prefer not to say	0.8%

Category of Business Industry	
Agricultural & Environment Automotive Aviation Pharmaceuticals	0.4%
Business & Professional Services Retail	11.5%
Charity / Not for Profit Education Hospitality, Leisure, Tourism & Sport	6.4%
Engineering Accountancy Legal	2.6%
Financial Services IT	3.6%
Healthcare	4.4%
Marketing, PR & Creative	7.3%
Manufacturing	6%
Media & Publishing	1.6%
Telecoms Transport, Logistics & Distribution	1.2%
Other	15.6%



4. Tone & Style

Each post should aim to be written in a style that is both conversational and compelling. However, please try to avoid overtly politicised comments.

Providing easy to read content is a priority so feel free to embrace techniques like contractions, lists and diagrams if they feel appropriate.

5. General Guidelines for Your Blog

- Use an eye-catching title (that e.g. asks a question/raises a proposition/makes a statement)
- Posts should be between 300–500 words
- Include hyperlinks to relevant internal and external content throughout your post but please limit their use otherwise they'll be removed.
- Providing relevant keyword tags will help browsers find your content online
- Where possible, give credit to people, publications or organisations referenced as well as platforms, or digital/social disciplines
- We only want content that is original and written specifically for our audience

6. Please select one from the topics below to write your blog

Month	Theme	Blog titles
March	WOMEN'S MONTH – #BALANCEFORCHANGE – GENDER EQUALITY	<ul style="list-style-type: none"> • Benefits of gender balanced workplace
		<ul style="list-style-type: none"> • Top 10 Ted talks from women leaders
		<ul style="list-style-type: none"> • Inspiring interview with a female leader (members)
		<ul style="list-style-type: none"> • Top 20 most influential women in business
		<ul style="list-style-type: none"> • How to help the next generation of women in the workplace
April	STRESS AWARENESS MONTH – WELL BEING – EASTER	<ul style="list-style-type: none"> • Spring clean your career, business and life
		<ul style="list-style-type: none"> • Simple ways to manage stress
		<ul style="list-style-type: none"> • Dealing with redundancy
		<ul style="list-style-type: none"> • Dealing with difficult people and establishing meaningful relationships (workplace)
		<ul style="list-style-type: none"> • 6 questions to ask yourself when under pressure

		<ul style="list-style-type: none"> • Coming back to work after maternity leave
May	SHARE A STORY MONTH - SHARING STORIES OF OUR WINNERS/SPEAKERS, RAISING AWARDS AWARENESS:	<ul style="list-style-type: none"> • Share your inspirational story
June	PARENTING MONTH, MENTORING & COACHING + WOMEN IN STEM	<ul style="list-style-type: none"> • How to be a great mentor
		<ul style="list-style-type: none"> • How to be a great mentee
		<ul style="list-style-type: none"> • 5 Keys to Establishing Meaningful Connections in the Workplace
July	ENJOYING THE JOURNEY	<ul style="list-style-type: none"> • How to find board roles
		<ul style="list-style-type: none"> • Be a Better Leader: Build Confidence with Open Communication
		<ul style="list-style-type: none"> • Executive Presence: Increase your impact and influence
		<ul style="list-style-type: none"> • Six of the best podcasts for women in business
August	REVITALISE & REBOOT	<ul style="list-style-type: none"> • How to get paid your real worth
		<ul style="list-style-type: none"> • Getting the right mindset: The reason why someone gets a job is at least 50% down to how others perceive their potential.
September	WORK-LIFE BALANCE MONTH + AWARDS	<ul style="list-style-type: none"> • How to deal with people you don't like at work
		<ul style="list-style-type: none"> • Work-life balance

Please note: All blogs will be reviewed and will be published upon careful consideration of whether they meet the FL standards and interests of the members. We reserve the right to make amends to the blog without prior approval from the author. Please note, not all blogs will be published, all blogs will be reviewed to ensure they match the given criteria.



FAQ

- *When is the blog going to be published?*

The blog will be published as per our content calendar. If your blog has not been published, it may be published in the future or it may not have been approved by our marketing team.

- *Can I include my company name and details in the blog?*

Yes, this can be added to the bottom of the blog, if you wish.

- *What if my topic is not on the list?*

If your topic is not on the list and you think it would be of a great value to our members please get in touch with your suggested topic and we will review.

- *Do I have to submit images with my blog?*

You don't have to submit images with your blog unless you're writing a blog about yourself or doing an interview piece for FL; in this instance we would require a professional headshot.

- *Can I do two or more blogs?*

Yes, you can contribute to as many blogs as you want.

Contact Us

If you have any further questions about the blog, or would like to suggest additional topics and contributors, please get in touch via email: enquiries@forwardladies.com