Blogging for the BEAM Exchange

January 2024

The BEAM Exchange is a global platform for sharing knowledge, information and learning about the market systems development (MSD) approach. Our popular informal BEAM Blogs page receives around 1000 views every month. It is the ideal supportive forum where MSD practitioners can talk to each other about what works, what doesn't and how to improve our practice as a community.

If you would like to write a short piece to post on the BEAM Blogs page, please take note of the following **guidelines.**

Contact editor@beamexchange.org if you have any questions or need any clarifications.

Purpose

Consider why you are writing a blog piece. What do you want to achieve?
For example, you might want your readers to…

- read a study or report you have just published
- engage in a conversation with you about an important topic
- sign up for an upcoming event
- contact you to share their own information or experiences
- share their opinions or advice with you

If you have a **call-to-action**: something you specifically want readers to do, make this clear!

Blog Content

BEAM Blogs are a place for practical information, ideas, methods, experiences and lessons that are relevant for practitioners of the MSD approach.

- MSD programmes work to facilitate **lasting systemic change**, and **scalable impact** that benefits large numbers of people living in poverty. Make sure your piece is about these kinds of results, including how to achieve and measure them.
- Make sure that your piece is useful and informative: grounded in **practical experience** rather than abstract theory. Specific details, and actual examples, are usually more interesting than generalisations.
- MSD involves taking risks. Stories about failures or mistakes are often interesting and informative. We frequently learn as much from these as we do from stories of success.

What to avoid?

- DON'T use a blog simply to promote, advertise or market yourself or your organisation
- DON'T make bold claims (e.g. about impacts and results) unless you can support them with links to evidence documents
- DON"T use unnecessary jargon and acronyms

Write for a BEAM audience

BEAM Exchange reaches a global audience of MSD practitioners in the field and head-offices. Our blog readers include project officers and technical advisers, consultants and donors.

Most of our readers are located in the global South. They are busy people, and many do not speak English as their mother tongue.

Editorial guide

Please start by having a look at these excellent Tips for Better Blogging

Length

- Keep your piece to **less than 1000 words**

Title

- Short, simple and specific titles work best
- A question or opinion statement (e.g. Does CfW actually help people in poverty?)
- Conversational (e.g. My favourite tips about 'localisation'!)

Writing style

- Use an active and informal tone (not academic)
- Keep paragraphs short
- Use plain language: avoid jargon and explain acronyms where necessary.
- Use sub-headings to signpost readers through your article
- Use bullet lists to summarise points

References

- Declare your interests (e.g. if you work or fund a project, be open about this)
- Provide web-links for documents that you refer to
- Include small images or graphics if you wish

Author bio / profile

Please update your BEAM Contributor profile so that we can link it to your blog.
If you don't have one, please sign up here.

Send your blog for review to Isabelle Gore, Digital Community Manager:
Isabelle.Gore@BEAMExchange.org