



Knowledge Exchange

OMSSA Knowledge Exchange Blog Guidelines

Thank you for your interest in OMSSA's Knowledge Exchange blog. OMSSA welcomes submissions and ideas for the blog at any time. Before submitting your article or idea, please review the information below. If you have any questions, please contact OMSSA at communications@omssa.com.

OMSSA's Knowledge Exchange blog targets the OMSSA membership and stakeholders. The goal of the blog is to provide members with an opportunity for knowledge exchange, provide a respectful forum to discuss sector issues across Ontario, and to provide a platform for communication between OMSSA and members. An over-arching objective is to feature many short blog posts, so readers are aware of the depth and breadth of sector issues, events, and activities across Ontario.

Publication dates (subject to change):

- The first weekday of the month.
- Any additional blog posts received in the same month will be published the following month, or at a more suitable time that is determined by OMSSA.

Editorial guidelines for member submissions:

- Ideas and draft articles must be submitted via email to communications@omssa.com.
- OMSSA reserves the right to edit the blog post and determine the publish date.
- Articles must not be subject to copyright, previously published elsewhere, and approved for release to OMSSA for its unrestricted and perpetual use (including photos, if applicable).
- Articles must include a title and any applicable subtitles.
- Author's name, photo and any relevant social media handles. OMSSA asks authors to provide a recent headshot accompanying their article.
- Articles must be accompanied by a short bio, including OMSSA membership (ex – Lead, Network Chair, Committee membership, front-line staff, etc.) and any relevant credentials that relate to your professional practice.
- An article must feature at least one, maximum two authors, and authors cannot be anonymous.





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- Articles should be up to 500 words in length and written for the web – exceptions can be made in specific instances (ex. interviews, research) but must be agreed upon prior to submission.
- Your submission must include at least one photo and no more than four photos, graphs, or charts.
- Your submission must include relevant links to reports and articles. OMSSA will not include links that are promotional in nature.
- An article can reference links (not within article copy) – at least one, maximum two, where information relevant to the blog post can be found (OMSSA reserves the right to add/remove links in the post as appropriate).

Content ideas:

It is a good idea to define the scope of your blog post. Here are some examples of content types that we are looking to publish. Please note this list is not exhaustive or limited to the following ideas. OMSSA welcomes other ideas from members and stakeholders.

- Current affairs and sector-related news
- Lessons learned and thought-provoking ideas from events you have participated in
- How-to content (for example: prototype programs, program implementation, etc.)
- Case studies
- Success stories or unsuccessful initiatives that impact human services
- Human interest stories and interviews
- First-hand, client and/or member lived experiences
- Human services experiences in other jurisdictions and how it compares/differs in Ontario
- Indigenous perspectives
- Equity, diversity, and inclusion
- Urban and rural human services experiences
- Academic research

Helpful blog post writing tips:

Join the conversation! We want our blog posts to engage our readers. In order to catch and keep their attention, we have some helpful writing tips:

- Your post does not need to be written in a first-person narrative.
- Use lists with bullet points. These are quickly scanned by readers, get your point across succinctly, and are easy to link to.





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- Use short, declarative sentences, and keep your posts short. Stick to the point and make every word count!
- Use bolding, capitals, italics and underlining to emphasize key points. But don't overuse them. These can add to clutter and frustrate readers.
- Use headings and subheadings. These break up the copy and allow readers to find their interest points more easily.
- Use pictures. Blog posts benefit greatly from graphics. If done right, relevant images can expand on your topic and actually add to your point.
- Use short paragraphs broken up with some of the above elements and white space. Clutter irritates readers and may turn them away from your post.
- As they say in journalism, don't bury the lede. Make your main points early and clearly.
- Make sure your title describes exactly what the readers will get when they click on your post.

Please be advised there is a review and editing period following the date of your submission. If you have questions regarding the content of your article or editorial and posting matters, please contact OMSSA.

