

Guidelines for writing for the Outside In Blog

It is great that you want to write a piece for the Outside In blog! A blog post is a great way to share your thoughts and perspective on things. Below is the process of writing a blog post.

Before you write your blog post

- Stuck for ideas of what to write about? See the next page for some ideas.
- When you have come up with an idea of what to write about, contact the Outside In Communications Coordinator, Sophie Buck, Sophie.buck@outsidein.org.uk. Explain what you want to write about for the blog.
- Agree a date when you will send your blog post back to Sophie. 3 weeks is usually a good amount of time.. Email Sophie if something comes up and you are unable to meet this deadline (sophie.buck@outsidein.org.uk).

Writing your blog post

- Write no more than 800 words. It is fine if you want to write a much shorter piece, or do a blog post that is mainly pictures. Or, if you have too many ideas to fit into one piece, ask us about writing several pieces.
- Write as clearly as possible.
- Here are some previous blog posts: <https://outsideinpallant.wordpress.com/> to give you some ideas. As you will see, the Outside In blog welcomes pieces written in many different styles. There are lots of different ways to write.
- If you would like some tips on writing a blog post, have a look at this Wiki How page: <https://www.wikihow.com/Write-a-Blog-Post>.
- We can help you with structuring the blog post and check spelling and punctuation if you would like. Please let us know if you would like this.
- If you prefer, we can write questions for you to answer in the blog post. You can use these questions to structure your blog post, or we can publish the blog post like an interview.

After your write your blog post

- Make sure the piece has a title.
- When the article is finished, send it to Sophie by email as plain text (not a PDF): sophie.buck@outsidein.org.uk
- We can use up to 3 images with the blog post, but you don't have to use any images.
- Give each image a caption (titles) and credit if necessary. A credit tells people who took a photo. This is important when photographers have taken photos of your work - e.g. in an exhibition - so that their work is recognised too.
- Send your images separately by email to Sophie: sophie.buck@outsidein.org.uk
- Sophie will check over your blog post.
- Sophie will contact you if any changes need to be made. if some parts of the blog are not clear, you may need to rewrite them but you will be given time to do this. Outside In has the final say over what is published but large changes will be discussed with you and nothing will be published that you are not happy with.
- When your blog post is uploaded to Outside In's blog site, Sophie will send you a link to the blog post. This link will be shared on Outside In's social media. You may wish to share the link on your social media too, and/or add it to your Artist Statement on your Online Gallery.

And that's it – well done on writing your blog piece!

Want to write something but not sure what to write about? Here are some ideas:

- a review of an exhibition you've attended (put on by Outside In or not)
- exhibitions of your work that are currently on
- an art event you are running
- the art you make
- how you make your artwork, especially if you use unusual materials or styles (provide pictures)
- what your inspirations for making art are
- how the art world could be made more accessible
- barriers you've faced to the art world
- an art group you are part of or work with
- arts events, groups and collectives in your area
- some of your favourite pieces of art on the Outside In website or favourite artists generally
- being part of Step Up
- being an Outside In Ambassador
- attending an Artist Support Day
- taking part in an exhibition or art fair with Outside In
- dealing with rejection in the art world
- the importance of art to you or generally
- your thoughts on terminology, e.g. using the term 'Outsider Artist'

These are just ideas to get you thinking, not to limit what you can write about. You can ask to write about anything, so long as it is related to art. The more unusual the idea the better! You can also get more ideas from reading the blog: <https://outsideinpallant.wordpress.com/>.

Good luck writing the blog post. We look forward to reading it!