



WriterAccess Blog Style Guide

This style guide outlines the editorial guidelines for writers creating WriterAccess blog content. Writers and editors should follow the best-practice editorial standards found in the Associated Press Style Manual for all grammar, punctuation, and consistency issues.

Be a Know-it-All

Content should convey confidence and instill knowledge. Show everyone what you know with detailed information about writing, blogging, and content creation. Readers should want to return to the site often because the advice they find is valid, knowledgeable, uncomplicated, and timely. As a writer, you have personal experience with these subjects, but you should always source where necessary, for nobody likes plagiarism.

Start a Conversation

People read the blog because they want to know what you have to say. But don't simply spew facts and advice at them. Start a conversation—the blog has a comments section for a reason. We want to start an active blog community where people can share their own opinions and advice, so ask questions and encourage feedback. Everyone has a voice.

Have Fun

WriterAccess content should be casual, fun, and light. We want readers to have a good time on the site. We want content to be bookmark-able and worth sharing with others. And sometimes the best way to introduce a new topic is by use of humor, anecdotes, idioms, and metaphorical storytelling. You have creative license to weave these effective writing tools into the content you create, all in good taste. We want our content to be engaging, enticing, and entertaining.

Remember the Reader

The reader is coming to WriterAccess for relevant information about blogging, content creation, and more. To advance this mission, our content should always provide detailed, pertinent information, and helpful writing tips and news. Additionally, all content should be formatted in a way that is easily digestible for the reader. Use of Top 5/10 Lists, bullets, bolded headings, and the like will make content more appealing to readers who largely prefer to scan content rather than read long paragraphs.