

**BLOG GUIDELINES**

Thank you for your interest in writing a blog for the Fashion Revolution website. Here are some guidelines to follow:

1. The idea of the blog is two fold.

Firstly, to connect consumers with the people who made their clothes. We are looking for personal stories and a real insight into the lives of the workers, including their motivation for doing the work and their dreams for the future. Read this post from Wildlife Works for an example of the sort of story we are looking for: <http://fashionrevolution.org/margaret-mschai-rises-above-lifes-challenges-and-shares-her-future-aspirations/>

or this one from Blackhorse Lane Ateliers <http://fashionrevolution.org/whomademyclothes-at-blackhorse-lane-ateliers/>

Secondly, to provide insight and commentary into the fashion supply chain, both highlighting where improvements need to be made and celebrating best practice, particularly in supply chain transparency. For example <http://fashionrevolution.org/transparency-is-the-both-the-challenge-opportunity-for-the-fashion-industry/>

or <http://fashionrevolution.org/living-wages-the-achilles-heel-of-the-sri-lankan-garment-industry/>

1. We do not want to receive blog posts which sound like a biography, or which are promotional posts or press releases for your brand. The idea of our blog is to tell stories and build connections, not to sell products or promote your company.
2. Please send approximately 2 to 6 low resolution (72dpi) jpegs or pngs to accompany your text with 750 pixels as the image width. Please send images separately to the blog post, not within a Word document. Please send the text in a Word document. Please see the Khama bag blog post for an idea of the type of images we require for a Meet Your Maker blog post <http://fashionrevolution.org/who-made-your-khama-bag/>
3. We also need an image will be the header image for the top of the blog post. This needs to be between 900-1000 pixels wide and 440-500 pixels high. We cannot post a blog without the header image.
4. If you are including a photograph of clothing or accessories, please ensure these are product or lifestyle shots of a high standard. We will not use images of clothing on mannequins. We reserve the right not to publish any posts which do not have good quality images.
5. Please include any photography credits or photo titles if required. Please ensure you have the rights to any images you send us. We will not be held responsible for any legal or copyright infringements resulting from the posting of images for which you do not hold the rights.
6. We are happy to use your videos instead of, or as well, as photos if they are of a good quality and appropriate for our fashion-focused audience. We would prefer to upload it to our YouTube channel before linking to the blog if appropriate and if you are happy for us to do so. Please send us a link initially so we can check the quality of the video and we will then ask for a download link if required.

If you only have a video without accompanying text, please do not send it as a blog post. Please post a link to the video on social media using one of our hashtags #whomademyclothes #imadeyourclothes #haulternative or #fashionrevolution as appropriate and we will promote where relevant.

1. Please include the full name of the person who has written the blog post, together with the contact email address.
2. We have over 90 countries involved in Fashion Revolution and we therefore reserve the right to delay or cancel inclusion of your post if we have too many posts from the same country. We will only post blogs with a strong story and good images depicting the people and skills behind the production process, and those blogs providing insightful commentary into the working conditions in the mainstream industry.

Again, we will not be able to publish any blog which is just a promotion for a brand. A Meet Your Maker post must focus on the makers, not on selling your products.

Thank you for writing a blog post for Fashion Revolution!

Please send your blog and photos to your Country Coordinator. Contact them through our [Contact](http://fashionrevolution.org/contact/) page