

COBIS Blog guidelines:

Link to COBIS Blog: www.cobis.org.uk/blog

Blog purpose: A space for professionals operating within the British international school sector to share knowledge and insight via concise informative articles.

Contributors: Education experts, Staff from COBIS member schools, COBIS Supporting Associates, COBIS Partner organisations, professionals operating within the education sector.

Audience: All staff in COBIS member schools and those working in the wider International school sector.

Style: Insightful and engaging. Overly promotional or sales-focused blogs will not be accepted. Specific products or services can be mentioned briefly in a CTA (call to action) at the end. Your author bio is a good place to tell readers about what you do.

Word Count: No more than 800 words.

Images/Photos: Images are vital to boost blog engagement and a minimum of 1 image should always be included in your blog submission. Alternatively, COBIS can source stock images to accompany articles.

URLs: Hyperlinks are highly recommended to increase the potential reach of the blog.

Headlines/Titles: Short and snappy. Asking a question or offering a solution works best. For example: How to recruit the best teachers; What's it like to teach in an international school?; The top 10 tips for making the most of assessment.

Grammar/Spellcheck: British English must be used. Your blog should be checked for spelling and grammar before submitting.